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Tiny keyring GPS created by ECCO

No, not the dolphin

by Duncan Geere published on 8 June 2009

Firebox has announced that it's now selling the Ecco GPS Keychain - a tiny keyring-sized GPS unit that will help those among you with a tendency to get lost.

The way it works is a bit like in Hansel and Gretel, when they lay out the breadcrumbs, or Theseus and his ball of thread in the Minotaur's Labyrinth. But better - because there's no risk of having your trail eaten by birds or getting punched in the face by a half-man, half-bull monster.

Basically, you hit a button on the unit to "lock-in" your location, and from that point onward, the keyring will show you an arrow pointing towards your location, and a distance. It works up to 10,000 miles away, can store three locations and it's accurate to 10m.

Battery life isn't awesome - it will last for a month on standby, but only just over two hours of tracking. Luckily it recharges via USB, so no packs of batteries necessary. The Ecco GPS Keychain is available now and costs £70.

