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EmFinders Locates a New Home Online With HCK2 Partners

Integrated marketing communications agency launches new website for caregiver technology pioneer

(DALLAS) JUNE 2, 2010 – [EmFinders](#), a Dallas-based technology innovator that enables caregivers and authorities the ability to rapidly recover wandering or missing adults, launched their new website. EmFinders secured local, award-winning integrated marketing agency [HCK2 Partners](#) to create and code the new EmFinders.com.

“It was a journey for us to discover what we wanted for our new website, but thankfully HCK2 was able to take the wheel and take our company to where we needed to be,” said [Jim Nalley, CEO of EmFinders](#). “Our site reflects our brand promise – it is much faster and fully interactive, much like our patented [EmSeeQ](#) device.”

HCK2 developed functionality tests to determine the site uploads more than seven seconds faster on IE 7, 8 and Firefox than its previous online presence. Moreover, [HCK2's interactive team](#) implemented [Drupal](#) technology, which is used by noted Web-savvy organizations such as [MTV](#), [Nokia](#), [The Walt Disney Company](#) and even the [U.S. Government](#).

“EmFinders required a reinvigorated site with a dynamic content management system, so we investigated their current technology and looked for ways to increase performance and readability,” said [CEO and Creative Director of HCK2 Heather Capps](#). “We were able to create a website that provided EmFinders complete client ownership of the code and the CMS. I believe we gave them more than a website, but the independence to operate one under their new brand.”

EmFinders’ new website reflects their refreshed brand, also created by HCK2. The site was customized to highlight their existing blog and social media activity to help grow their presence and leadership within the growing caregiver community.

To learn more about EmFinders’ solutions for caregivers and senior adults, visit www.EmFinders.com. For more information about HCK2’s interactive development, creative design or public relations services, visit www.HCK2.com.

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About EmFinders

EmFinders was founded in 2007 by the team of Jim Nalley and Chris Buehler, who together have over 40 years of experience in the communications industry. Their singular hope is to become the trusted source to find your loved ones safely and in a timely manner. Its first product, EmSeeQ, consists of an affordable, wearable device and activation service which are linked to the E-9-1-1 emergency response systems. It takes advantage of existing cellular telephone location technology, which already is in place in 96 percent of the US population. For more information, visit www.EmFinders.com.

About HCK2 Partners

HCK2 Partners (HCK2) is an award-winning, woman-owned, Dallas-based full-service integrated marketing communications agency that has been ranked consistently among the area's top three public relations agencies in North Texas by the *Dallas Business Journal*. HCK2 communications programs keep clients close to customers and ahead of the competition with comprehensive media relations campaigns; creative, multimedia marketing; and innovative interactive solutions. Founded in 1998, HCK2 has developed marketing communications expertise in growth industries including: construction, direct selling, finance, energy, healthcare, municipalities, retail, technology and telecommunications. More information is available online at www.hck2.com.