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# Companies harness mobile phones to protect staff

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BBC Business News



In hot water: The Boiling Frog mobile phone application gives business travellers advice on health and safety while travelling

**The tale of the boiling frog, if you don't know it, goes thus: if you place a frog near boiling water it will sense the danger and escape as quickly as possible.**

If you place the frog in lukewarm water and bring that slowly to the boil it will not notice and inevitably die.

This unpleasant anecdote is what lends its name to the Boiling Frog mobile phone application.

It is a travel and health app created by ex-special forces and medical experts to provide advice on everything from sunburn and food poisoning, to dealing with unwelcome surveillance, being shot at and how to avoid being kidnapped.

One reviewer likened its written, video and audio guides to "having Jack Bauer in your pocket".

"The boiling frog anecdote is often used when travelling in challenging environments," says the app's founder, Hugh Martin.

"When you are first there you will hear a mortar and you will want to take cover, but after three or four months people stop worrying, become blasé and that's when they become a casualty."

The app might be useful when bullets are flying but its origins lie in a rather less exciting tale of travelling woe.

"We were flying from Georgia to the West Bank and we had to go via Vienna," explains Mr Martin.

"We got stung for £2,000 for excessive baggage because of all the manuals we were carrying to hand out to clients."

## What to do if kidnapped

- Most abductions occur within 300m of the victim's car, home or office
- If captured your aim is to survive: do not resist or fight
- Eat when offered food
- Remember most kidnaps end with the safe release of the victim
- If rescued by police or army lie face down on the ground, shut your eyes, cover your ears and wait to be identified.
- Most releases are within five days