

People are great at losing things.

Whether it's something as mundane as the remote control the two year-old grabbed and secretly stashed in their toy box, or as unique as the Star Trek communicator replica signed by Patrick Stewart that disappears in a hotel room during Comic-Con, the things we need and care about never stop hiding from us.

[Pixie](#) is creating a way for us to prevent that. A way for us to never lose another item we care about. Their technology lets you stick a little tag on any object, and their software can pinpoint that object's location to accuracy within inches. Lose your keys in the house? It can tell you exactly where they are. Can't find your favorite ballcap because it's mashed under the passenger seat of your car? It can tell you that, too. And not just in an "it's near you" kind of way, but more of an "it's in the next room, on the floor, under the shoebox lid" kind of way.

Of course, the things we lose aren't always keys or hats. Pixie can be used to keep track of less orthodox things just as easily. Random things that matter to you, and that you don't want to run the risk of losing.

Ever felt that deep, passionate, raging sensation of love when you buy an amazing new pair of shoes? So had Sara Van Donge of [Platform Publishers](#). They were black Fly brand boots, and they were magnificent. Knee high, black leather, sturdy black zippers and big chunky platform heels. Genuine heartbreaker boots.

But not as heartbreaking as when she packed them up to move, got to her new home, and unpacked to find she only had one boot left.

Where did the other one go? Two boots went in the van, but only one came out. Did it get mixed in with a box of junk that ended up in the trash? Did it get left behind?

If the boots had been tagged, she could have managed their location and would know the answer. She could have ensured the two were packed together. She would have known, when they somehow got separated, where the other one went. Instead, after a rejected offering to Goodwill (who must not have an abundance of one-footed shoppers in need of knee-highs), the solo boot had to meet the dumpster. An ill fate for such a fly piece of footwear.

Ian Aronovich, president and co-founder of [GovernmentAuctions.org](#), lost a unique item during his travels last year— a foot pedal toilet flusher. The device allows you to flush toilets using your foot, so he carried one with him for those luckless occasions when he was obligated to use a filthy public restroom. Its necessity to his life could be directly measured by the number of germs he avoided touching. It was his must-have travel item.

That is, until he accidentally left the flusher in a transit authority bathroom and didn't realize until after boarding a bus. Though he could glean some pleasure from knowing his unwilling donation

to that restroom enabled future users to flush away their business without engaging in physical contact with the facility hardware, Ian lost his favorite sanitary travel item. It's a shame that someone so dedicated to eschewing germs should be separated from the device that provided that comfort. If only it had been tagged with something that could have reminded him it wasn't with him when he left the restroom...

Then there's the case of John Elliot. A few years ago he lost his Leatherman knife. Not a huge loss, but a bummer. For months, John searched his home for the knife. Every drawer, cabinet, toolbox, shelf and utility closet was scoured time and again to no avail. Eventually, he gave up the fight – until Christmas came around and his seven year-old son excitedly presented him with a special gift. It was the knife, which the son had found months earlier and kept to return to his father as a Christmas surprise. As completely adorable as that might be, and despite the fact John's son demonstrated uncanny patience and initiative for a seven year-old, John could have known where the knife was all along if it had been tagged and communicating with his smartphone.

It's unarguable that we all lose stuff, but we don't have to anymore. [Pixie](#)'s product combines the power of the Internet, incredible tracking technology and our smartphones to build software and platforms that will allow people to make precisely locating anything an intrinsic part of life. People will no longer have to live as one-shoed, knifeless, toilet-touching travelers who misplace the things they care about. Knowing the exact location of something is as simple as tagging it, tracking it, and finding it.