



## **Never Lose Your Car Again - Austin PhDs Go Back to Basics with 3rd Grade Science**

*Texas based Lancetta, Inc. founders Slav and Tatiana, both PhD Physicists, have released their first product, the Car Locating key chain - C-Car! - based on the principles of an ancient Chinese invention - the Magnetic Compass.*

*Easy to use and designed to assist shoppers and others to remember the location of their vehicles in crowded parking lots, fields and stadiums, the key chain fits easily in a pocket or handbag. Without batteries, electricity, antennas, or Global Positioning Systems (GPS) the patent pending key chain uses simple magnetism and the earth's magnetic field to remember relative positioning and direction between two objects.*

([PRWEB](#)) September 13, 2004 -- Austin, TX, September 13, 2004 - Austin PhDs Go Back to Basics with 3rd Grade Science  
Physicists Bring Directional Magnetism to Key Chains

Lost Your Car Again?

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Outdoor sports enthusiasts, teachers, Boy and Girl scouts, hikers, and campers will also appreciate the high impact plastic design, simplicity of use and affordable price point. Priced at \$4.95 suggested retail price with the standard product featuring the outline of a car, the key chains can be special ordered featuring company, product, mascot, or any other logo or picture.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).