**Explain It Like I'm Eight: Geofences**

Geo-fencing is the practice of using global positioning (GPS) or radio frequency identification (RFID) to define a geographic boundary. (Wikipedia)

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<http://adage.com/article/explain-it-like-im-eight/explain-geofences/303892/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1463355394>