

# Be Smart About Safety.

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 Smart911.com™

Smart911 provides critical caller data to improve end-to-end emergency response. As a patented service, Smart911 allows citizens to provide additional details about themselves and members of their family that can be used to improve 9-1-1 call taking, dispatch, and the emergency response. Smart911 delivers rich caller profile information utilizing today's infrastructure and, can seamlessly migrate to a NG9-1-1 IP-based system allowing for simple deployments into any environment. Critical caller data can also be delivered directly to EMS and first responders.

## How It Works

Smart911 allows citizens to create a secure profile of safety information that is shared with 9-1-1 and first responders when they place an emergency call.

When citizens call 9-1-1, the call is routed over the existing 9-1-1 network to the appropriate PSAP. When 9-1-1 is called from a phone associated with their Safety Profile, the caller's profile is immediately displayed to the 9-1-1 call taker's work station. Smart911's supplemental data helps reduce call times and facilitate a faster, more effective response in emergency scenarios while working seamlessly in today's infrastructure as well as Next Generation 9-1-1 deployments.

Citizens may enter and maintain personal information on a secure website that can assist 9-1-1 Operator in identifying health and rescue information or additional location information.

The solution will work with any telephone number a citizen registers...but with the increased number of wireless calls (70% or more) being answered by the 9-1-1 centers, additional information about citizens' residences and location is now easily obtained and confirmed by the call takers.

The Smart911 solution is citizen updated and maintained. Smart911 requires citizens to confirm and update information at least once every 6 months. Smart911 has e-mail and voice reminders to place to serve as a reminder to the public.

In the situation where the caller is hearing impaired or where voice conversation is unsafe, texting (SMS) may be the only viable alternative to communicate with first responders. The Smart911 client immediately notifies the answering 9-1-1 Operator of this information and the the 9-1-1 Operator will then initiate a 2-way texting "chat" with the caller through the Smart911 texting client.

## Key Benefits

- Works across all wireless carriers and regions without a special download or expensive data plan
- Maintains a direct session between the 9-1-1 Operator and the caller even if the caller crosses 9-1-1 center boundaries
- Supports location rebidding on select carriers even when the caller is not on a voice call
- Fully redundant and secure
- Works seamlessly with all existing call taking and Computer Aided Dispatch products
- Successfully processes millions of messages per month with 99%+ deliverability success

## Real World Use Cases

Missing child – with Smart911, the 9-1-1 Operator can see a photo of the missing child and forward it to field officers.

Confused or disabled caller – the 9-1-1 Operator can view the medical profile of a confused or disabled caller. If an Alzheimer's sufferer cannot remember his/her home address or an Asthma sufferer is unable to speak, the 9-1-1 center will still be able to effectively dispatch help.

Deaf or hard-of-hearing caller – over 20 million Americans are hard-of-hearing. For these people and anyone else who may have trouble communicating with a 9-1-1 dispatcher over the phone, Smart911 offers an innovative way to both preload data and communicate via texting.

Autism – anytime your child with Autism dials 9-1-1, the dispatcher will be able to see his/her name, photo and current location on-screen, as opposed to relying solely on verbal communication.

## Secure and Reliable

Citizens' profile information is private and secure. Smart911 is designed with the redundancy and reliability necessary for emergency operations. The hosted components of the service reside in redundant, secure, and geographically dispersed data centers across the United States.

Data security is also of critical importance. Smart911 utilizes the latest in data security measures to protect resident information.

## What Can Citizens Share?

Citizens choose what to share! It's entirely up to each citizen to decide how much information they want to share about themselves and their families. They can upload everything from photos to physical descriptions. They can describe the layout of their house, the make of their car and the composition of their families - even pets. Every family is different, and may choose to utilize the service differently. Smart911 understands this and gives citizens the flexibility and personalization they want, allowing them to share any or all of these pieces of information:

- Cell phone number
- Caller's name
- Caller's location
- Physical description
- Age/gender
- Caller's photo
- Family profile
- Photos of children
- Household access
- Pet information
- Emergency contacts
- Language preference

Citizens can include medical information:

- Disabilities
- Disorders
- Impairments
- Medications
- Medical conditions
- Psychiatric conditions
- Allergies
- Rescue notes