ELERTS SYSTEMS

PUBLIC SAFETY COMMUNICATIONS GOES MOBILE

Using Smartphones to Keep People Safe.

ELERTS™
CORPORATION

ELERTS Corp.

Founded on the belief that smartphone technology can have a significant impact on public safety and that people want to participate.

- Chris Russo – Life-long first responder, working in fire, medical and maritime rescue operations.

"FIRST REPORTERS"

People with a smartphone app can participate in public safety. Mobile apps can build public safety communication networks that leverage the power and popularity of smartphones

- Security dispatcher manages incoming reports and can broadcast safety information to app users.

- Mobile apps make it easy for smartphone users to report safety or security concerns wherever and whenever they occur..

IMPROVING PUBLIC SAFETY WITH SMARTPHONES

First Reporters help First Responders to get information.

- People get a quick and simple way to tell authorities when something is wrong.

- Reports can include photos, a description and GPS location.

- Knowing GPS location allows integration with surveillance camera networks, and a live view of incidents as they occur.

- Dispatchers can respond to incoming reports, with real-time, two-way chat.

PROVEN MOBILE SOLUTION

- Public is willing to participate in improving public safety.

- People almost always have their smartphone with them.

- Boston riders use "MBTA See Say" app to report safety & security concerns to Police.

- Photos of Boston Marathon bombing sent to police, using the "MBTA See Say" app.
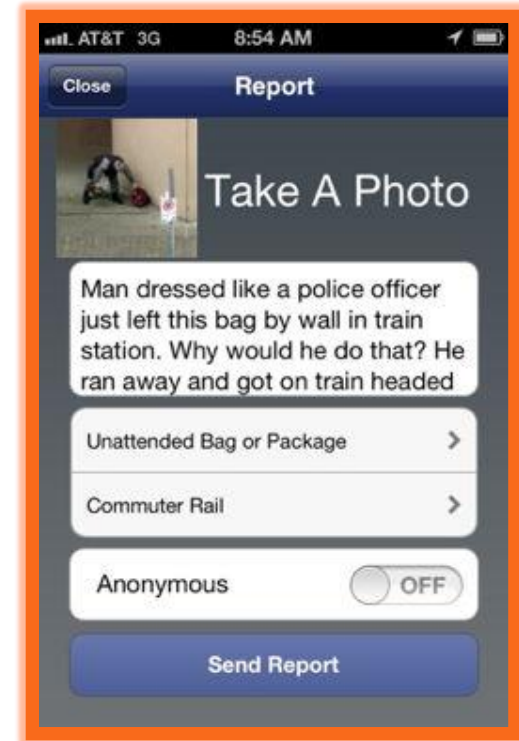
KEEP IT SIMPLE

- Two buttons: "Alerts" and "Report."

  - In duress, people need a simple tool to report.

  - Dispatchers can send safety alerts to app users phones.

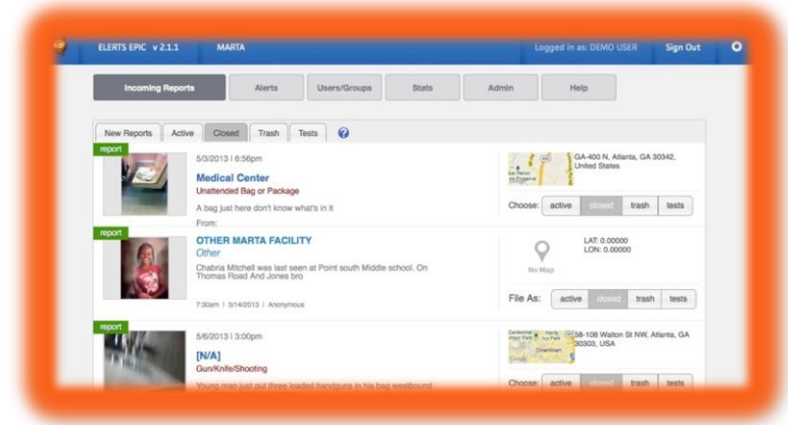# INFORMATION-RICH INCIDENT REPORTS

- Reports include photos, text description & GPS location.

- Real-time, two-way chat with Dispatcher.

- Easy for people to receive safety information via smartphone.

- People can discretely report things that don't rise to 911 emergency levels.

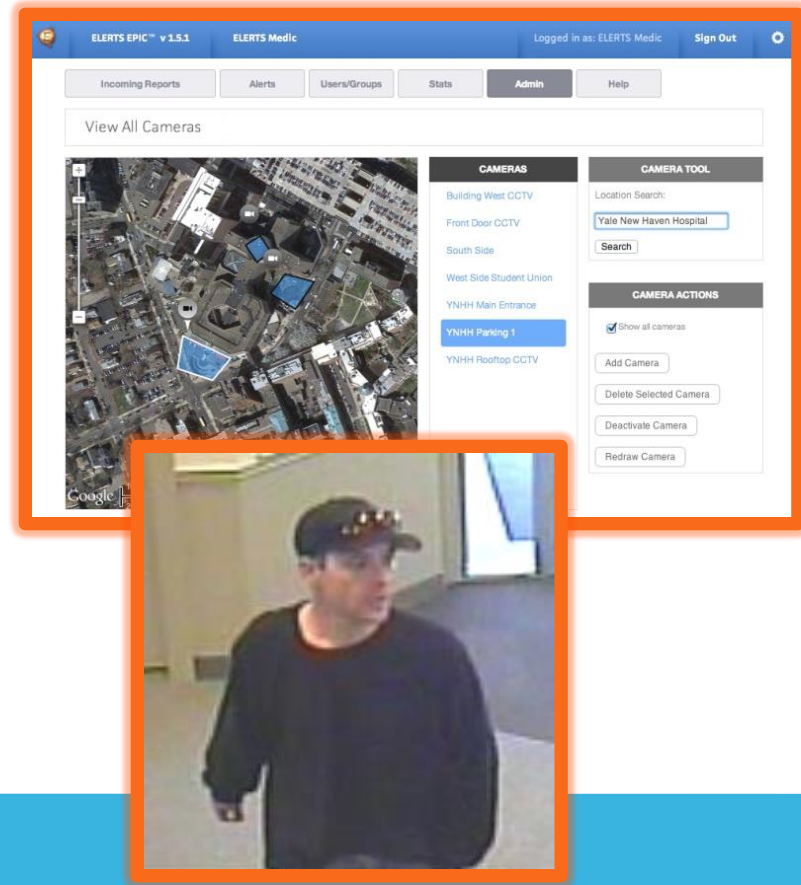- Store and forward technology, works even when no cellular or wifi signal.
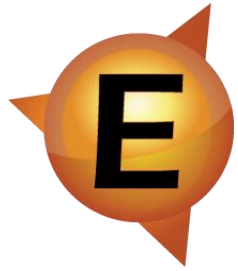
WEB-BASED MANAGEMENT CONSOLE

- Cloud-hosted management console – makes console accessible from anywhere.

- Manage incoming reports from people on the street.

- Dispatcher can ask app users for additional information.

- Dispatcher may also broadcast BOLOs with photos, to help locate persons of interest.

RECORD CRIME OR PREVENT IT?

- Surveillance networks are underutilized; 99% just record video for evidence.

- GPS of Smartphone can determine nearby cameras.

- People pressing a button in App are the trouble sensor.

- Focuses Attention on the camera pointed at a crime or incident. (Attention Engine)

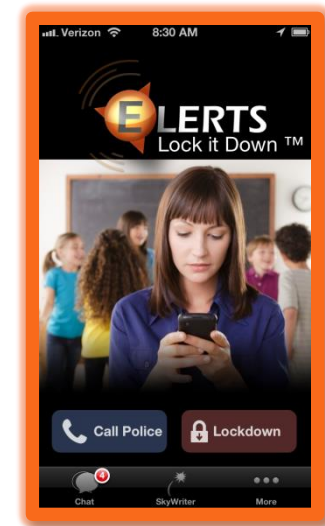# SMARTPHONES ARE IMPROVING SAFETY IN MANY SEGMENTS

ELERTS CAMPUS
for Schools

ELERTS CAMPUS
for Corporations

ELERTS MEDIC
for Hospitals

ELERTS
Lock-It-Down

MOBILE LOCKDOWN BUTTONS

Traditional panic button

- Panic buttons typically attached to a desk or hotkey on a PC.

- Designed to be triggered from inside a building.

- The threat is already in the facility if seen by someone at their desk.

- Delays can be costly if button is wired to alarm not lockdown.

Mobile App Lockdown

1. Crossing guards & teachers who see a threat can lock down facility by pressing button in app.

2. MOBILE Lockdown app works from anywhere. Can stop a threat from entering the facility

3. Lockdown command sent to Access Control System, triggering a facility lockdown.

4. Delays are reduced by quick and immediate action.

SMARTPHONE APPS + CLOUD-COMPUTING =

Building blocks for improvements in public safety.

- People can quickly report safety/security concerns.

- Security's attention can focus on the right surveillance camera.

- Facility lockdowns can be initiated anytime, from anywhere.

The right tool for the wrong situation.

Chris Russo
Founder/Executive VP
(781) 267-1500
crusso@elerts.com

www.elerts.com