



Rave
MOBILE SAFETY

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For Immediate Release

ChatComm First in Nation to Implement Smart911 SMS, and Enable Citizens to Communicate with 9-1-1 through SMS Text Messaging

Rave Mobile Safety Introduces Smart911 SMS, the first solution to support text messaging with 9-1-1 across all wireless carriers on today's infrastructure

Framingham, MA and Sandy Springs, GA – July 28, 2010 – Rave Mobile Safety, a leading provider of software safety solutions, and the Chattahoochee River 9-1-1 Authority (ChatComm) today announced the purchase of Smart911 and Smart911 SMS for use in the Sandy Springs and Johns Creek communities. Smart911 allows citizens to enter information online that they want to have delivered automatically to the 9-1-1 operator in the event that a 9-1-1 call is placed. Smart911 SMS, the newest Smart911 module, allows call takers to initiate a SMS text chat with callers when necessary.

"Smart911 and Smart911 SMS provide our 9-1-1 center with powerful new capabilities that enhance our ability to address emergencies," said Terry Sult, Chief of Sandy Springs' Police Department and Vice Chairman of ChatComm. "Through Smart911 SMS, we are able to identify individuals who are hard of hearing, for instance, and communicate with them via SMS on their mobile phone." Grant Hickey, Johns Creek's Co-Executive Director for ChatComm, further commented, "With Smart911, we receive critical information about callers during a 9-1-1 call, such as their name, address, medical condition, and rescue-related information that could prove vital in an emergency."

"Over 4 billion SMS text messages are transmitted each day in the United States, and in some emergency situations are the only means of communication" said Todd Piett, Chief Product Officer, Rave Mobile Safety. "Numerous situations arise everyday whereby 9-1-1 call takers would benefit from SMS text functionality, such as addressing the needs of the deaf and hard of hearing, speech impaired callers, or scenarios where voice conversation is unsafe. In addition to the valuable information Smart911 already provides emergency responders, Smart911 SMS enables public safety answering points to easily enable SMS Messaging, without requiring changes to wireless call routing or upgrading call taking equipment."

Smart911 provides citizens with the ability to enter information that they want to make available to 9-1-1 call takers through a secure web site at www.Smart911.com. Information can include children's photos, medical conditions, home addresses of mobile phone callers, disabilities or other rescue-related information. Smart911 then delivers this information automatically with any 9-1-1 call to the call taker's work station at participating Public Service Answering Points (PSAPs). The service enhances response and supports improved incident outcomes, by providing responders with critical additional information. Smart911 SMS is an add-on service to Smart911, leveraging existing voice networks to route 9-1-1 calls and then enabling 9-1-1 call takers to initiate a SMS text session with callers, where appropriate.

About Rave Mobile Safety

Rave Mobile Safety (www.ravemobilesafety.com) is a leading provider of software solutions for individual, group and public safety. Rave designs, sells and supports an award-winning suite of safety applications

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including Rave Alert multimodal emergency notification system, Rave Guardian GPS-enabled personal safety tool, and Smart911 for more effective 9-1-1 responses. Hundreds of organizations and millions of individuals nationwide rely on Rave Mobile Safety technologies for improved safety in communities, at schools, in the home, and at work. Rave Mobile Safety is headquartered in Framingham, Massachusetts. Investors include Bain Capital Ventures, Sigma Partners, and RRE Ventures.

About ChatComm

The Chattahoochee River 9-1-1 Authority (ChatComm) was established jointly by the Cities of Sandy Springs (www.sandyspringsga.org) and Johns Creek (www.johnscreekga.gov), Georgia in October of 2008 for the provision of 9-1-1 call processing and police, fire, and emergency medical services dispatch for the two communities. In January of 2009, the design, implementation, management, and staffing was outsourced to a public safety communications consulting firm. iXP Georgia, LLC is managing the ChatComm initiative under a performance-based contract overseen by representatives from both Cities. Serving a combined residential population of approximately 170,000 in north metro Atlanta, ChatComm is the largest known 9-1-1 public-private partnership in the country.

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