

## Smart911 Improves Safety for Nearly 4 Million Citizens throughout United States

*Technology Provides 9-1-1 Centers with Critical Caller Information to Improve Community Safety and Emergency Response*

**Framingham, MA – February 7, 2011** – [Rave Mobile Safety](#), a leading provider of software safety solutions, today announced that [Smart911](#) is now available to nearly 4 million users, across multiple municipalities and states through their Public Safety Answering Points (PSAPs). In its first year of availability, Smart911 has been deployed in over a dozen states and is making communities safer. Smart911 allows citizens to enter personal information online, which is then automatically available to a 9-1-1 call taker, in the event they call 9-1-1. The additional data provided is far more extensive than what is typically available to 9-1-1 telecommunicators and first responders and helps to dramatically improve emergency response outcomes.

“During an emergency the more information a 9-1-1 call taker can obtain and share with first responders, the better equipped we are to deal with the emergency. Smart911 will allow us to be better prepared to address all types of emergency situations, and make Lexington a safer community,” said David Lucas, 9-1-1 Director for Lexington, KY. “We have found that additional information is especially helpful when we receive 9-1-1 calls from cellphone users, citizens with disabilities or impairments, as well as calls from homes with young children and the elderly. Those individuals need special consideration and Smart911 will better prepare our team to help.”

Smart911, which is funded in communities with 9-1-1 surcharge funding, provides citizens with the ability to enter information that they want to make available to 9-1-1 call takers through a secure website at [www.Smart911.com](#). Information can include children’s photos, medical conditions, disabilities, home addresses of cellphone callers, or other rescue-related information. Smart911 then delivers this information automatically to the call taker’s work station with any 9-1-1 call at a participating PSAP. The service, which is free to citizens, enhances response and supports improved incident outcomes, by providing responders with critical additional information. It also supports citizen demand for the ability to easily provide and manage special needs data. Smart911 is a national system--once the data is entered by an individual, it can be viewed by any PSAP that has deployed Smart911 across the United States.

"According to the FCC, over 70 percent of calls to a 9-1-1 center are from cellphones. For 9-1-1 telecommunicators this means that identifying basic information like a caller’s home address and name are difficult to uncover,” said Todd Piatt, Emergency Number Professional & Chief Product Officer at Rave Mobile Safety. “Smart911 allows citizens to enter information that connects them with their cellphone number and provides personal information that can be vital during an emergency. We are excited that Smart911 is now available to millions of users and look forward to making more towns, cities and states, safer in the coming year.”

Smart911 is available directly through Rave Mobile Safety and various business partners, including [AK Associates](#) and [Replay Systems](#); and has been through an Association of Public-Safety Communications Officials (APCO) and National Emergency Number Association (NENA) operational review.

### **About Smart911**

Smart911 ([www.Smart911.com](#)), a service of Rave Mobile Safety ([www.ravemobilesafety.com](#)), provides 9-1-1 telecommunicators with critical supplemental data that callers have opted to provide in the event of a 9-1-1 call. Smart911 is easily deployed and works seamlessly in NG9-1-1 (IP-based) or legacy environments, providing valuable information which can improve responses and save lives.

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