

August 27, 2015

ARKANSAS LEGISLATIVE COMMITTEE UPDATE

TO: Members of Local Arkansas Blue Ribbon 911 Task Force,
Members of Arkansas Senate and House Committees on Agriculture and
Economic Development

FROM: Rave Mobile Safety - Ted Mullenix, Mullenix & Associates LLC

We are happy to bring you the latest update on the implementation of the new statewide Panic Button Alert for Arkansas K12 schools and the latest news related to Arkansas's statewide Smart 911 system. We have made an unbelievable amount of progress toward getting all of the schools across the state up and running with the Panic Button for the upcoming school year. Several districts across the state have even held live demonstration / test runs. We are still working hard to get every school district in the state operational. As you know, the funding was finalized several months later than was anticipated; therefore the timeline to get schools ready has been very tight. I want to congratulate everyone that has been involved in this project on the tremendous effort to get the job done!

As you probably know, our state implemented a statewide system several years ago that allows for an enhanced 911 profile for every resident of the state. The system, Smart 911 is a product of Rave Mobile Safety. The school Panic Button is also a Rave product. Rave is making a new commitment to Arkansas to increase their presence in Arkansas in support of these statewide systems. In addition to the representation that Mullenix & Associates provides, Rave has added a full-time employee in the state, J. P. French, to coordinate with the Rave tech team, the Arkansas 911 PSAPS (Public Safety Answering Points) and with the schools. J.P. French has an extensive background in law enforcement and brings a wealth of experience to this job. He has been instrumental in meeting and working with PSAPs and school administrators on the Panic Button implementation for all school campuses across Arkansas.

We would like to take this opportunity to say a public thank you to the Members of the Education Committees and especially recognize, Senator English, and House lead sponsor, Representative Baltz for the initiative and persistence in improving safety for students, teachers and school staff with the 2015 School Safety Act. Another special thank you is extended for the leadership and commitment of the Governor's office and the Arkansas General Assembly to improve school safety in our state. We are also very grateful and appreciative of the support and cooperation of Commissioner Johnny Key at the Arkansas Department of Education without whom this project would not have been possible. Commissioner Key and his staff have worked diligently to assist in planning for the implementation and disseminating information about the Panic Button to all of the local school districts.

For your convenience, we have constructed a timeline related to the 2015 School Safety Legislation and implementation of the Panic Button solution for Arkansas K12 Schools.

TIMELINE

- 4/2/2015 – Notification that HB 1653, The 2015 School Safety Act, is now Act 950
- 6/2015 – Funding was secured through the AR Department of Education
- 7/1/2015 – Contract effective date (several months later than anticipated)
- 7/1/2015 – Arkansas Team including Mullenix & Associates staff; Rave's new Arkansas employee, J.P. French; Rave employee Crystal Ayco, PSAP specialist; and Rave executive and technical staff began to move immediately to initiate implementation of the Panic Button in all schools as quickly and efficiently as possible.
- 7/2015 – Throughout the month of July, the Rave team has been in contact with local 911 centers, local law enforcement agencies and state law enforcement officials to ensure that all local 911 centers are updated and ready for implementation of the Panic Button alert.
- 7/31/2015 – Webinar was held for all K12 School administrators and other appropriate school personnel to provide them with critical information related to implementation. Over 600 school personnel participated in the webinar.
- 8/2015 – The Rave team in August is pleased to announce 60% of schools have begun steps to make sure panic button training is underway as well as submitting necessary info to Rave. The Rave team is also:
 - Working with local school districts and local 911 centers to ensure successful implementation;
 - Planning a second webinar as a follow-up for schools wishing to participate;
 - Planning a web site the schools can visit to obtain information 24x7;
 - Updating contact persons/ information for each Local 911 PSAP in the state;
 - Conducting Panic Button test runs around the state; and
 - Making on-site visits to schools and PSAPs to provide requested assistance.

Keep Your School Safe

Provide 9-1-1 with the information they need in an emergency.



Smart911Facility.com

Protect your students, faculty, staff, and visitors. Register today.

! Rave Panic Button



Prepare. Communicate. Respond

Active Shooter Incidents 2013-2014

- 69% - Lasted 5 minutes or less
- 46% - Took more than 10 minutes for law enforcement to arrive
- 40% - Law enforcement arrived before the end of the event

Critical Emergency Objective: Reduce Response Time

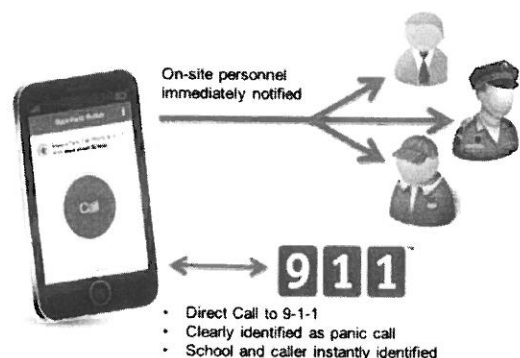
With one touch, Rave Panic Button dramatically reduces response time for 9-1-1, on-site personnel, and first responders.

- > Connects directly by voice to 9-1-1
- > Instantly alerts all on-site personnel and accelerates emergency protocols
- > Provides campus layout and other details immediately to 9-1-1, which is shared with first responders
- > Opens real-time communications among campus personnel, 9-1-1, and first responders

How it Works for the Caller

Authorized employees download Rave Panic Button to their mobile phones. Any time a user presses the panic button on campus, two things happen:

1. A 9-1-1 call is initiated from that phone and 2-way dialogue is opened.
2. All phones in the system are alerted that a panic call has been initiated -- in about 2 seconds the entire campus can immediately begin emergency procedures.



Two Seconds. That's how fast on-site staff are alerted when a Panic Button is pushed. 9-1-1 call initiated at the same time along with vital site data such as floor plans, video, location, and other details.

How it Works for 9-1-1

When 9-1-1 receives an incoming panic call, the 9-1-1 call taker automatically knows who is calling and from what campus. Additionally, they have access to a messaging interface and detailed information about the campus on their screen.

Call taking and response times are dramatically reduced by the speed and accuracy of the relevant data provided to 9-1-1.

How it Works for First Responders

The faster assailants' plans are interrupted, the lower the overall incident fatality rate. Rave Panic Button drives quick and informed action by individuals on site, school resource officers, and other law enforcement personnel arriving sooner.

How it Works for the Campus

Campus administrators authorize employees to download Rave Panic Button by entering their mobile phone numbers into a secure database. During a Panic Button activation, employees receive immediate emergency notifications through the app or via SMS text message.

Administrators create a campus profile containing critical information – floor plans, numbers and locations of students or employees, or other information to enhance emergency response, which becomes instantly available to 9-1-1 with a panic call.

When a panic call is placed, all employees in the campus' system are alerted enabling instant initiation of emergency protocols. Additional messages are sent to the entire group by 9-1-1 to keep everyone updated and informed.

Summary

- > **Provides direct connection** between 9-1-1, responders, and the caller by leveraging existing 9-1-1 infrastructure.
- > **Delivers critical data** such as detailed caller location, floor plans, emergency exit locations, emergency contacts, and key procedures.
- > **Provides an easy, scalable method** for maintenance of facility/site emergency response information.
- > **Automatically notifies designated on-site personnel** (e.g. principal, security officer, maintenance, supervisors) via text message of the Rave Panic Button activation and when the call is answered by 9-1-1.
- > **Enables immediate, secure collaboration** between responders and on-site personnel.
- > **As a smart phone app**, Rave Panic Button is available wherever a user is on campus.
- > **Reduces malicious activations** common with hardwired panic buttons.
- > **Extremely cost effective**, leveraging existing mobile devices and 9-1-1 network.
- > **Rapid installation** with no required on-site hardware or software.
- > **Easy setup and user training** including temporary site personnel.

With Rave you get more than a phone number. You get 24-7-365 access to live technical support provided by Rave employees. Your team always has access to Rave product professionals for advice or general questions. We also provide on-going live training webinars and collaborative sessions.

RAVE
MOBILE SAFETY

888-605-7164 · www.ravemobilesafety.com · sales@ravemobilesafety.com

Rave Panic Button

Rave Panic Button is part of Rave's full suite of safety and preparedness solutions: Rave Alert, Rave Guardian, Rave EyeWitness, Rave Panic Button, SmartPrepare™, and Smart911™.

Why should I create a Smart911Facility Profile?

Responding to facilities and buildings is challenging for first responders. A Smart911Facility Profile can significantly improve emergency response.



Improving Responders' Ability to Locate an Emergency Incident
Floor plans and other critical data provided through Smart911Facility can significantly help streamline response.



Managing Emergency Impact
The faster emergency responders can access building details, such as utility shutoffs and AEDs, the better they can minimize the impact to life and property.

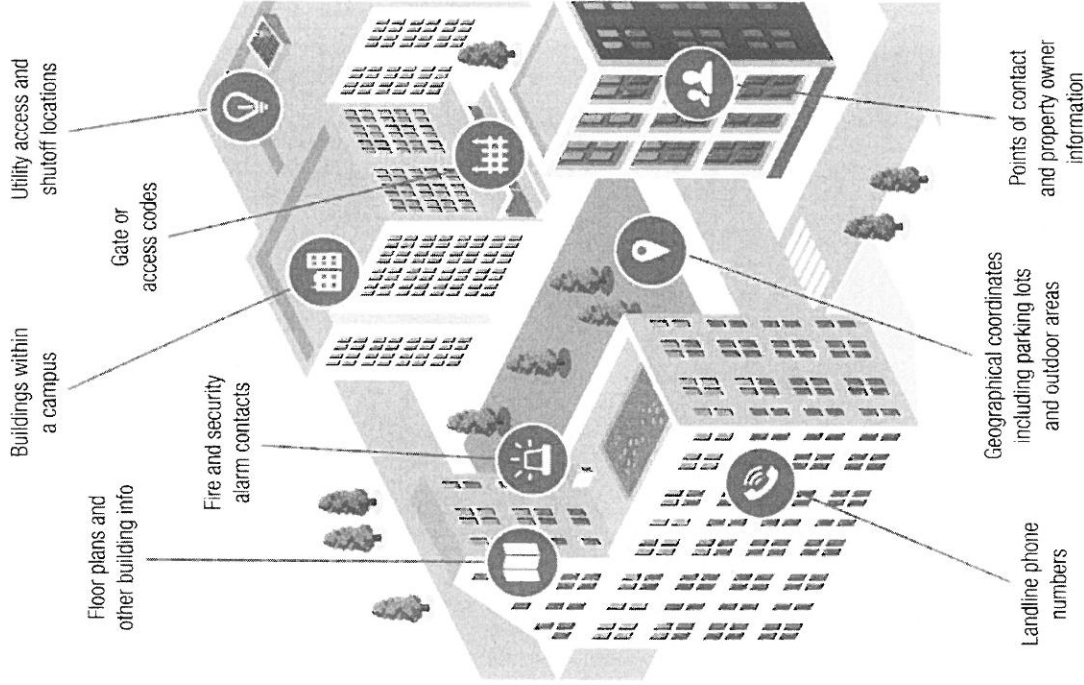


Enhancing Coordination Between Public Safety and Your Organization
Many facilities have unique internal emergency response procedures. Your Facility Profile can provide these to 9-1-1 and first responders during an incident at your location.



Providing a Method for Keeping all of Your Facility Information Updated
Smart911Facility provides you with an easy-to-use way of securely storing and backing up your facility's critical information.

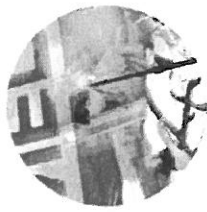
What Can Your Smart911Facility Profile Include?



Be Prepared for Any Emergency.



In the event of a fire, your Facility Profile will save time by providing firefighters building layouts and utility information.



In a medical emergency, gate codes and access points will be available, allowing EMS access to help treat the victim faster.



In the event of an active shooter, police can use building details, campus layouts, and key contacts to coordinate their response.



Smart911Facility.com

How It Works



Create a free and secure Facility Profile for your organization, adding key details about campuses, buildings, landlines, floor plans, contacts, and more.



In an emergency, 9-1-1 can view and utilize information in the Facility Profile to coordinate a faster, more effective response.



First Responders will not only arrive sooner, but also have key information to act quickly and to improve situational awareness.

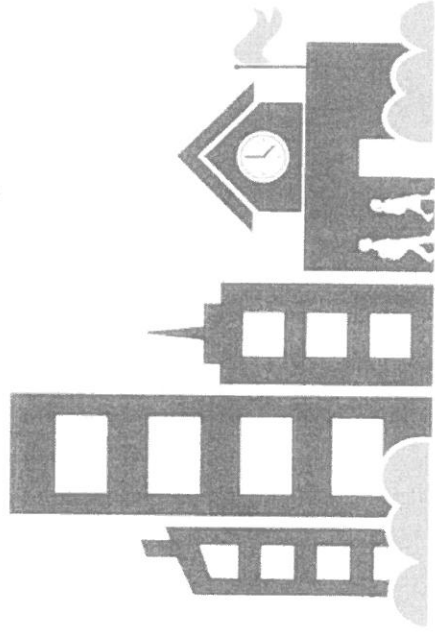
Additional services can provide even more protection for your employees, students, visitors, and property.



Smart911 protects individuals in your building and community with personal profiles that provide information to 9-1-1 in an emergency. Sign up for free at www.smart911.com



The first and only solution to join 9-1-1, first responders, and on-site personnel with the touch of a button. Learn more at www.ravepanicbutton.com



Protect Your Employees, Visitors, and Property



Provide public safety with critical information for a faster emergency response.