



# Smart911 SMS

Utilizing SMS messaging to improve 9-1-1 communications

## Why Smart911 SMS?

Over 4 billion SMS messages are sent each day in the U.S. It has become the preferred mode of communication for many mobile phone users who now represent 65% of 9-1-1 calls nationwide. In situations where the caller is hearing impaired or where voice conversation is unsafe, SMS may be the only viable alternative to communicate with first responders.

### Fact:

Over 20 million Americans are hard of hearing



## Enable SMS Messaging with 9-1-1 Today



Smart911 SMS provides public safety with a solution for SMS-enabling their PSAP on today's infrastructure – enhancing communication and speeding response with those whom you would otherwise not be able to communicate.

Smart911 leverages today's robust 9-1-1 system and allowing telecommunications the option of reverting to standard voice communications when necessary.

NG9-1-1 is designed to support robust messaging over SMS between PSAPs and callers, but the necessary infrastructure to support this broadly is years away. Smart911 provides telecommunications with the option of communicating over SMS today.

## Key Benefits

- ✓ Works across all wireless carriers and regions without a special download or expensive data plan
- ✓ Leverages existing wireless call routing, redundancy, and logging
- ✓ Maintains direct session between call taker and caller even if caller crosses PSAP boundaries
- ✓ Supports location rebidding on select carriers even when caller is not on voice call
- ✓ Easily installed and supported software-as-a-service model
- ✓ Fully redundant and secure
- ✓ Work seamlessly with all existing call taking and CAD products
- ✓ Successfully processing millions of messages per month with 99%+ deliverability success

## About Smart911

"Rave Mobile Safety is delivering today what the promise of NextGen 911 holds. When the citizens are using IP and mobile devices at a greater rate than landlines, it is essential that solutions like Smart911, which deliver critical supplemental data, are utilized by Public Safety organizations."

Walt Magnussen  
Telecommunications Director  
Texas A&M University  
Director (ITEC)  
Co-Principle Investigator  
USDOT NG911 Initiative



"Now that we've deployed Smart911, we expect it will improve our effectiveness by instantly providing new and vital caller data. I'm personally comforted that it allows secondary contact information with my home address, enabling call takers to contact me at work if there's an emergency at my home – or my parents' home."

Richard Price  
Fire Chief, San  
Ramon Valley, CA



“Consumer expectations for accurate and timely response to 911 calls are based on the advanced features available on most communications devices, not on the reality of a faltering legacy system.”

Emergency Communications:  
The Future of 911  
Congressional Research Service,  
Sept 28, 2009



“A 30 second shorter response to a heart attack increases survivability by 20%.”

Improving EMS System  
Performance, 2007 National  
Highway Traffic Safety  
Administration Report



“Everyday over 60,000 people are helped by local domestic violence shelters & programs. When victims call 911 every second counts and police need detailed information immediately to respond effectively.”

Cindy Southworth  
Director of Technology  
The National Network to End Domestic  
Violence

## How it Works



A caller dials 9-1-1 using any mobile phone. The call is routed over the existing 9-1-1 network to the appropriate PSAP

The Smart911 client immediately notifies the answering telecommunicator that the caller is unable to communicate via voice communications and wishes to communicate via SMS

The telecommunicator initiates a 2-way SMS “chat” with the call taker through the Smart911 SMS client

## What the Dispatcher Sees

**Smart911 - Dispatcher Console**

VIEW PROFILE COPY PROFILE COPY TICKET # HISTORY ABOUT INITIATE CHAT

**Profile Viewer**  
Phone #: 555.555.1234 Ticket #: 05102010-20 Last Updated: 4 Dec 2009

Summary People Houses Other All Map View

*Michelle Burke is Hearing Disabled*

First	Last	Sex	Age	Medical	Rescue	Photo	Alerts
Ellen*	Burke	F	53				
Michelle	Burke	F	26				
Todd	Burke	M	60				
Bobby	Burke	M	05				

**House Address**

Home*	10 Main St - Ocala, FL 34432
Beach Condo	20 Waterfront - Daytona, FL 32323

\*Phone number of incoming call is associated with this person and/or this house

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**SMS Chat**  
Mobile Number: 555.555.1234

**You (12:27:30):**  
I see that you wish to communicate via SMS. What is the nature of your emergency?

**Caller (12:27:45):**  
Having trouble breathing

**You (12:28:15):**  
I see that you have a nut allergy, do you think you may have ingested nuts?

**Caller (12:27:45):**  
This is different. Chest pains. Left arm numb.

SEND

## The Only Ubiquitous Solution

Smart911 SMS enables SMS communication with participating 9-1-1 centers over today’s infrastructure and on all devices. Other solutions attempt to facilitate SMS communication on today’s infrastructure but fall short on one of a number of fronts. First, they may only work on a small subset of wireless carriers. Unfortunately, public safety cannot discriminate on services or show preference for a certain provider. Second, they may require special downloads, only work on smartphones or require expensive data plans. Often the communities most in need of SMS communication may be economically disadvantaged and not able to afford these special services. A third option involves risky manual processes and transfers using custom call centers. While third party call centers may work for customer service issues they are not a best practice for emergency communications.



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