

ALMA

Next Generation Personal Safety



Alma helps people and services access the 911 platform, providing *dispatchable location* to PSAPs *without* requiring them to switch to IP-based systems.

Alma is a cloud API for 911, and is ready to deliver value to dispatchers and first responders, **today**.

We help make 911 **smarter**, more **accessible** and more **resilient**.



240,000,000+

CALLS MADE TO 911 LAST YEAR

76% WERE FROM CELL PHONES



WIRELESS IS DOMINATING LANDLINE



*Outdoor wireless location accuracy for 911 calls is accurate to 50-300m. Situation is even worse indoors. When seconds count, a **dispatchable** location is essential.*



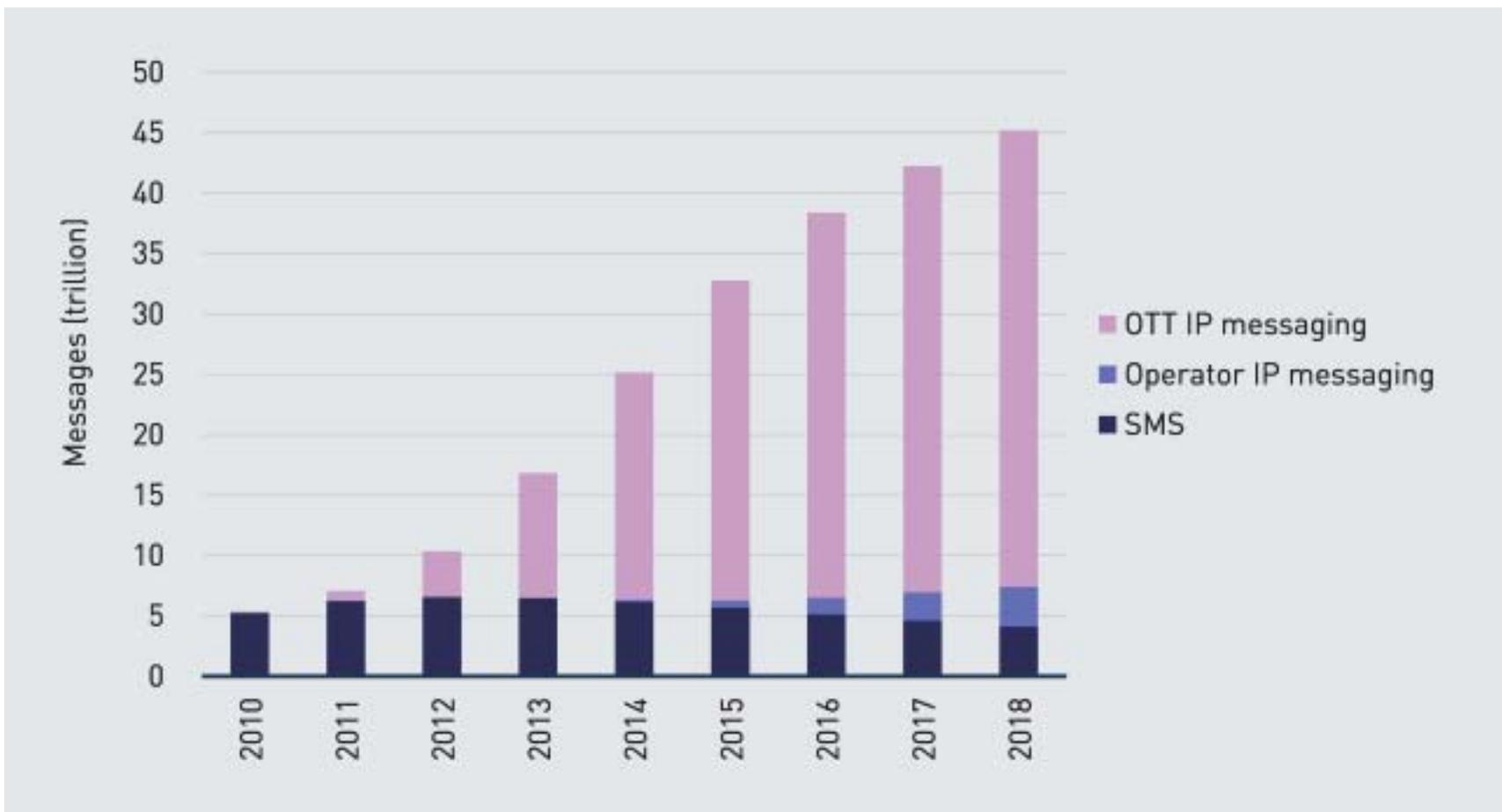


NG911 roadmap may only be fully realized between 2020 (best) and 2025 (worst).

Technology will continue to exponentially outpace regulated markets.



Text-to-911 was a logical choice in 2006, but SMS volumes have been dropping since 2012.



Source: Analysys Mason, 2014



Alma One



L: 2.3in

W: 2.2in

H: 0.8in



Smoke Detectors



1965 "SmokeGard 700"



2014 "Kidde Ionization Model"



Alma Advantages

- **Smarter:** it knows where you are, down to which room you are in, which floor you are on.
- **More accessible:** you can dispatch an emergency message to Alma in 3 seconds from your smartphone.
- **More resilient:** if your 911 dispatch center doesn't pick up, Alma will try the next closest dispatch center.
- **Connected:** if allowed, Alma will automatically alert friends and family, and nearby citizens (opt-in) about your situation.



Demo!



FCC Recommendations

- **Open up the data, speed up innovation:** key PSAP and address routing information is controlled by a set of incumbents (Intrado, Big 4). Location Databases should be accessible to all that pass security checks. They are a National asset.
- **Mandate first-class invocation of 911 Apps on Smartphones:** a citizen should be able to invoke a smartphone 911 application just as easily as a call.