

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the matter of)	
)	
Review of the Emergency Alert System)	EB Docket No. 04-296
)	
Further Notice of Proposed Rulemaking)	
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COMMENTS OF AIRIT2ME, INC.

Airit2me, Inc. (“Airit2me”) hereby submits its comments to the Federal Communications Commission (“Commission”) in response to the Commission’s Further Notice of Proposed Rulemaking (“FNPRM”) adopted November 3, 2005, to review the Emergency Alert System (“EAS”), EB Docket No. 04-296. Airit2me is a Tampa, Florida-based designer and provider of mobile wireless communications applications, including emergency alert notification systems utilizing Short Message Service (“SMS”) or text messaging functionality, serving domestic and international customers with innovative and cutting-edge products. Airit2me appreciates this opportunity to offer its comments on how the EAS system can be improved to expedite the development of a robust, state-of-the-art, digitally-based public alert and warning system and to more effectively reach hearing and visually impaired Americans.

The FCC seeks to develop a public alert and warning system that will enable officials at the national, state, and local levels to reach affected citizens in the most effective and efficient manner possible. Airit2me agrees that the new EAS system should have built-in redundancy features and use a variety of communications media so that officials can reach large numbers of people simultaneously. Airit2me believes strongly that these goals can be facilitated and met through the use of mobile wireless technologies and the types of innovative emergency alert

notification products offered by Airit2me. A copy of a presentation describing the Airit2me emergency alert notification product is attached to these comments. Airit2me provides the following specific comments on the Commission's FNPRM regarding the use of wireless technologies for the next generation EAS system.

Role of the FCC. As the Commission seeks to facilitate the next generation of the EAS, Airit2me advocates a measured approach by the Commission designed to spur and facilitate public/private partnerships to create and implement the new EAS system. As wireless technologies are integrated into the new EAS system, the Commission should oversee the new system to prevent abuses while allowing the industry to be largely self-regulated. Service and performance quality standards, as yet to be defined, will be the natural course of action for any carrier or platform provider who wishes to enter the arena of providing local and state governments with emergency alert notification systems to alert their constituents in times of disaster and crisis. As a result, compliance with the new system for companies utilizing mobile wireless technologies should be voluntary based on the needs of local communities, and the Commission should not mandate performance standards at this time.

Access to EAS Alerts. However, the Commission should enable wireless application providers, such as Airit2me, and their local and state public safety customers to receive and utilize EAS alerts by ensuring that local communities have immediate and efficient access to all national EAS alerts for use with mobile wireless technology notifications. The Commission may need to establish objective criteria for wireless technology companies that qualify to receive the necessary access to national EAS alerts.

Wireless Alert Application Escalation and Redundancy. As the Commission acts to encourage the development of the new EAS system, it should treat different communications

technologies differently to some degree, *e.g.*, radio, television, wireline, and wireless. Over-the-air broadcast radio and television are broadcasting on a one-to-many model, while mobile wireless or cell broadcasting with SMS is broadcasting on a one-or-many to one-or-many model. As a result, there should be greater flexibility for mobile wireless technologies with the ability to escalate emergency alert notifications through different communications delivery devices if receipt is not confirmed, *e.g.*, an end user's different mobile wireless devices, when EAS alerts are provided through cell broadcasting. Any distribution model for emergency alert notifications utilizing mobile wireless technologies should provide for sufficient flexibility to permit confirmations of message receipt and response (if needed) and appropriate escalations as necessary. Escalation features to accommodate different platforms should address the redundancy and complementarities of the various systems and communications networks. Airt2me emphasizes that escalation and redundancy are critical to providing the next generation EAS system. Escalation insures that intended recipients get the information in a timely manner by a logical progression of alerts in an effort to reach the intended recipient. Redundancy is imperative to protect the transmission source for as long as possible in any given emergency, as unprotected servers and network infrastructure would be vulnerable during natural disasters. Loss of transmission capability in a time of crisis with equal communications network breakdown would have potentially disastrous results, negating the overall effectiveness and purpose of the new EAS system.

Appropriate Distribution Model. Any wireless technology distribution models for emergency alert notifications should involve local entities, such as local government public safety and emergency management departments. These local agencies should have the ability to relay any federal EAS alert, but also have the ability to deliver messages specifically written for

the locations or areas to be alerted. This local involvement will likely help to increase recipient response, and this type of localization will mean more immediate response from public safety officials to changing conditions in any given area.

Common Messaging Protocol. The next generation EAS systems also need a common messaging protocol (CAP) for EAS alerts. A CAP will facilitate innovation so that new applications can be created across communications platforms by enabling application providers through a common language for alerts. Any CAP developed and adopted by the industry should allow for simultaneous distribution to radio, broadcast television, and wireless media. The industry should develop and adopt a CAP that would be endorsed by the Commission and all federal, state, and local governmental emergency management organizations.

Quasi-Voluntary Provision of EAS Alerts. Airt2me applauds the Commission's recognition that wireless products are becoming an equal to television and radio as an avenue to alert the American public quickly and efficiently. However, the Commission should not require that wireless carriers provide EAS alerts and warnings at this time. By the Commission not imposing an EAS mandate on wireless carriers, providers such as Airt2me and local governments will be able to work together to tailor emergency alert notifications to meet local needs while also providing necessary national EAS alerts as appropriate. The Commission should consider requiring emergency alert notification providers to provide all national EAS alerts, but should not require that all wireless carriers implement an alert mechanism. In that vein, state governors should also be given authority to issue mandatory EAS alerts for emergency matters of state-wide concern.

Emergency Alerts for the Disabled. The FCC can and should make EAS alerts more accessible to people with disabilities by encouraging wireless carriers and application providers

to create products to serve the disability community. Text and voice applications (sight, sound, and touch) should be used to provide EAS alerts to people of different disabilities. Today's mobile wireless device hardware already makes this possible. Upon receipt of message, a mobile device can vibrate, light up, and emit a sound to attract attention. Text messaging or SMS is readable by the hearing impaired. Specific ring tones can alert the visually impaired to dial a preset call back number to listen to recorded emergency messages or instructions.

Non-English Speakers. The EAS system can and will be an excellent tool to alert non-English speakers. The Commission should encourage wireless carriers and applications providers to create and make available emergency alert messages in various languages. This can be accomplished with existing technology. Message templates can be created in advance in multiple languages, and the recipient simply opts in for his or her language of choice.

In conclusion, Airit2me wholeheartedly supports the Commission's efforts to integrate wireless technologies into the existing EAS system to provide the most efficient and effective emergency alert notification system. However, the Commission should use a measured approach that allows for flexibility and innovation by wireless carriers and application providers. Airit2me will endeavor to assist the Commission in any way it can to achieve these goals.

Respectfully submitted,

/s/ William Cox

Anna Gervait
Airit2me, Inc.
15438 N. Florida Avenue
Tampa, Florida 33613
(877) 724-7482
info@airit2me.com

William P. Cox
Abel Band, Chartered
Post Office Box 49948
Sarasota, Florida 34230-6948
(941) 364-2733
wcox@abelband.com

Counsel to Airit2me, Inc.

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