

The Wireless AMBER Alert Initiative

Wireless AMBER Alerts



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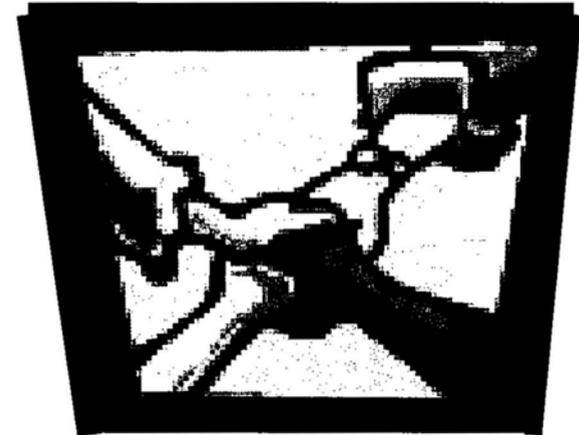


About Syniverse Technologies

- Global communications technology company specializing in innovative business and network engineering solutions that manage and interconnect voice and data systems
- Telecommunications industry leader since 1987
- Global sales force in: London; Luxembourg; Rome; Beijing; Hong Kong; New Delhi; Singapore; Rio de Janeiro; Belo Horizonte, Brazil; and Utrecht, The Netherlands
- Nearly 300 customers in more than 30 countries throughout the Americas, Asia Pacific and Europe
- Major provider of Local Number Porting Services (LNP) to the industry
- New York Stock Exchange: SVR www.Syniverse.com

Partnership: Wireless AMBER Alert Initiative

- CTIA Wireless Association and Wireless Foundation
 - Program Sponsor and Coordinator
 - **www.wirelessfoundation.org**
- National Center for Missing and Exploited Children
 - Interface to Law Enforcement and Clearinghouse for AMBER Alert Distribution on behalf of Dept of Justice
 - **www.missingkids.org**
- Syniverse Technologies
 - Coordinates technology industry participation and supplies development and operational support
- Wireless Carrier Community
 - The reach to the consumer...the feet and eyes on the street



National Center for Missing and Exploited Children (NCMEC)

- NCMEC was established in 1984 to provide services nationwide for families and professionals in the prevention of abducted, endangered, and sexually exploited children.
- Serves as a clearinghouse of information about missing and exploited children
- Provides technical assistance to individuals and law-enforcement agencies in the prevention, investigation, prosecution, and treatment of cases involving missing and exploited children
- Offers training programs to law-enforcement and social-service professionals
- Coordinates child-protection efforts with the private sector
- Networks with nonprofit service providers and state clearinghouses about missing-persons cases

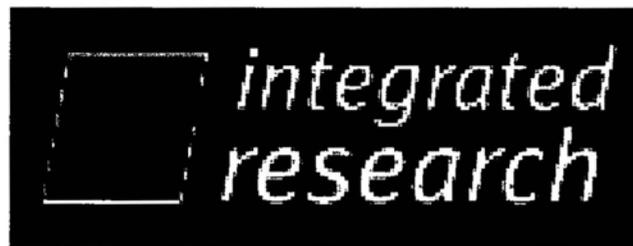


Syniverse Involvement in Wireless AMBER Alert

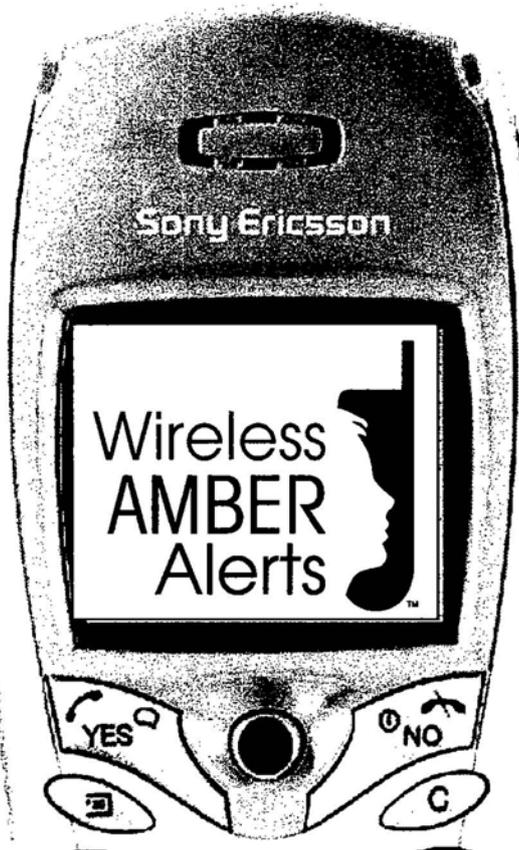
- Syniverse's role: AMBER Alert distribution between the NCMEC and the wireless carrier community.
 - Interface to the NCMEC and DOJ
 - Front end to and hosting of the subscriber enrollment process and database
 - Distributor of AMBER Alerts to participating wireless carriers
- Syniverse and its technology partners are supplying services to Wireless AMBER Alert initiative without compensation.
 - Services include software development, testing, implementation support, web hosting, network monitoring, and ancillary services.
- All qualified wireless carriers can utilize the Wireless AMBER Alert platform



Syniverse' Technology Partners: Making it Happen



Wireless AMBER Alert Program Reach



- Program will be available to all U.S. wireless subscribers
 - over 200 million potential today
- Available to all subscribers regardless of technology choice of their carrier, nationwide. Must have text message capable devices.
 - Today, reach is to over 96% of subscribers nationwide
- Anticipate 10% participation (20 million subscribers) over time.
- Each AMBER Alert potentially reaches 5-10% of enrolled base (millions of SMS messages per AMBER alert possible).
- Wireless AMBER solution complements the traditional broadcast media of TV and radio

Wireless AMBER Alert Carriers At Launch

- ALLTEL
- Cingular Wireless
- Dobson Communications
- First Cellular of So. Ill.
- MidWest Wireless
- Nextel Communications
- RCC/Unicel
- Sprint
- T-Mobile
- U.S. Cellular
- Verizon Wireless

93% of U.S. Subscriber Base

Wireless AMBER Alert Carriers Added Since

- **Appalachian Wireless**
- **Bluegrass Cellular**
- **Carolina West Wireless**
- **Cellcom**
- **Centennial Communications**
- **Cricket Communications**
- **Dobson Communications**
- **Edge Wireless**
- **Farmers Cellular**
- **Midwest Wireless**
- **Pioneer Cellular**

Over 95% of U.S. Base
Today

Pipeline:

Additional carriers in queue for implementation

AMBER Alert Participating Carriers today



Wireless AMBER Alert Service

- The Wireless AMBER Alert Service provides a means for the National Center for Missing & Exploited Children (NCMEC) to send alerts to participating subscribers via wireless communication.
- When information is obtained regarding an abducted child or a suspected abductor, SMS text messages are sent to the handsets of the subscribers.

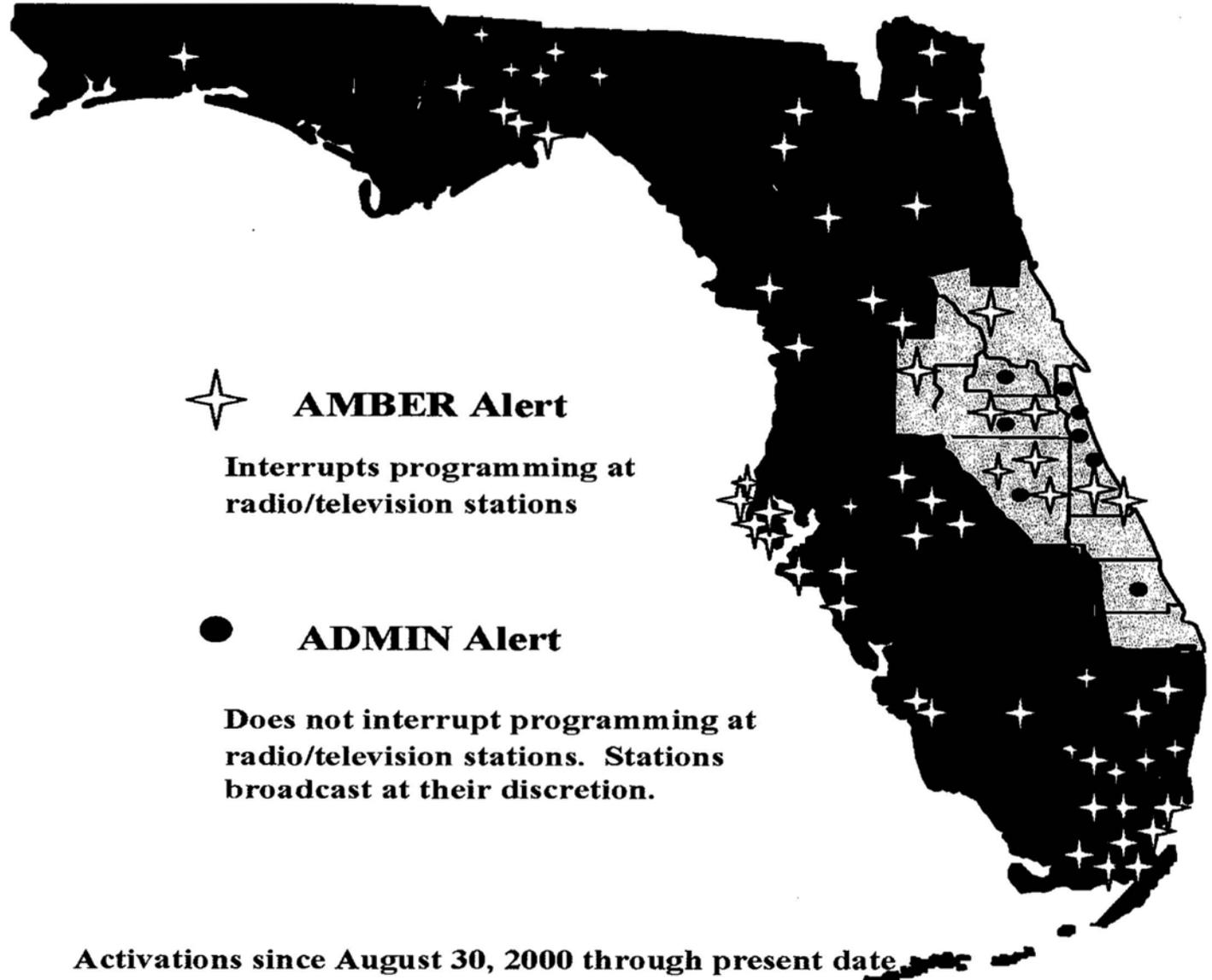


Criteria for the issuance of an AMBER Alert

- Not every missing child case meets the criteria for an AMBER Alert.
- The guidelines developed by the U.S. Department of Justice Office of Justice Programs are:
 - There is reasonable belief by law enforcement that an abduction has occurred
 - The abduction is of a child age 17 years or younger
 - The law-enforcement agency believes that the child is in imminent danger of serious bodily injury or death
 - There is enough descriptive information about the victim and the abduction for law enforcement to issue an AMBER Alert to assist in the recovery of the child
 - The child's name and other critical data elements, including the Child Abduction flag, have been entered into the National Crime Information Center (NCIC)

AMBER Activation Map, Florida FDLE

<u>County</u>	<u># of Activations</u>
Alachua	1
Bay	3
Brevard	6
Broward	9
Calhoun	1
Columbia	2
Citrus	1
Dade	12
Duval	2
Gadsden	2
Hendry	1
Hillsborough	3
Jefferson	1
Lake	1
Lee	2
Leon	3
Levy	1
Manatee	3
Marion	1
Nassau	1
Okaloosa	1
Orange	3
Osceola	4
Palm Beach	10
Pasco	1
Pinellas	7
Polk	4
Putnam	1
Sarasota	1
Seminole	1
St. Johns	1
St. Lucie	1
Volusia	1
Wakulla	2
Out of State	1
TOTAL	95



Abductions can occur anywhere!



Wireless AMBER Alert Attributes

- AMBER Alert text provided solely by law enforcement and NCMEC
 - Message length maximum 160 characters
 - SMPP connections for reliability
- Subscribers will only receive alerts issued for their requested geography. Limited to 5 ZIP codes.
- Opt in via Web thru www.WirelessAMBERAlert.org
- Opt in via text messaging by short code 26237
'AMBER'

Distributors' MOU with the NCMEC

- Component Parts (what it says)
 - *Wireless entity is considered to be a secondary distributor of AMBER Alert content*
 - *Distributors shall promptly distribute AMBER Alert content without modification as received from NCMEC (thru Syniverse application)*
 - *Distributor shall distribute within geographic boundaries as specified by DOJ*
 - *When an AMBER Alert is cancelled, distributor shall cease sending*
 - *Do not use 'AMBER Alert' for any content not coming from NCMEC or a DOJ entity*
 - *Do not contact the LEA asking for more information on the case.*
 - *Distribution of AMBER Alerts shall be at no cost to either Law Enforcement or Alert recipients*
 - *Distributor shall strongly consider an opt-in system*
- Extras:
 - The 'how service is delivered' is the Syniverse Addendum

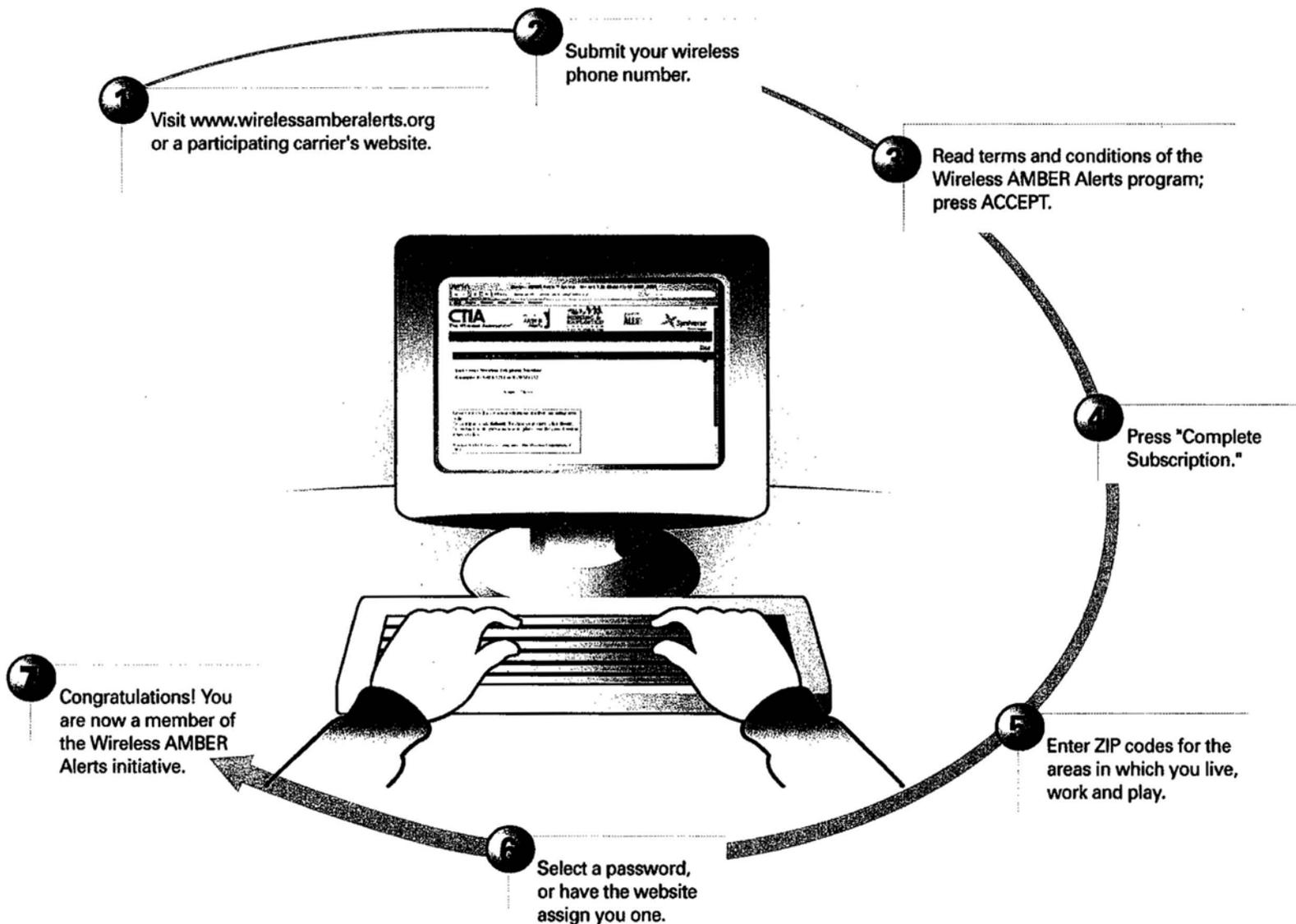
Wireless AMBER Alert

- Wireless AMBER Alert Application:
 - Maintains a database of active subscribers and activation history
 - Provides a means to subscribe or cancel a subscription via Web access or via Short Code
 - Provides a customer service tool for subscriber support
 - Sends AMBER alerts to subscribers within designated zip codes
 - Updates the database with wireless deactivations
 - Updates the database with wireless LNP activity
- Syniverse maintains network connectivity
 - to Internet (web hosting)
 - to carrier SMSC (message distribution)

AMBER Alert System Components

- **Subscriber Management Subsystem:**
 - Web or text messaging enrollment processes for the general population
 - File-based enrollment from carrier websites
 - Flexible industry standard platforms to interface to existing messaging interfaces
- **Broadcast Event Based Messaging Subsystem**
 - High speed highly reliable messaging engines utilizing multiple occurrences of multiple processors (e.g. Tandem SCP)
 - Message routing and throttling per bind per SMSC
 - Communications connectivity services (TCP/IP) can be distributed across multiple VPN / bind connections

How do I sign up to receive Wireless AMBER Alerts™?



www.WirelessAMBERAlert.org



How are Wireless AMBER Alerts™ sent?



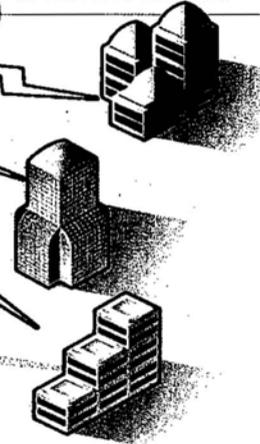
1 Law enforcement is notified that a child has been abducted and verifies that the abduction meets AMBER Alert criteria.

2 Law enforcement issues an AMBER Alert and provides the National Center for Missing & Exploited Children (NCMEC) with the information to include in the alert.

3 NCMEC formats the AMBER alert message and sends it electronically to Syniverse.

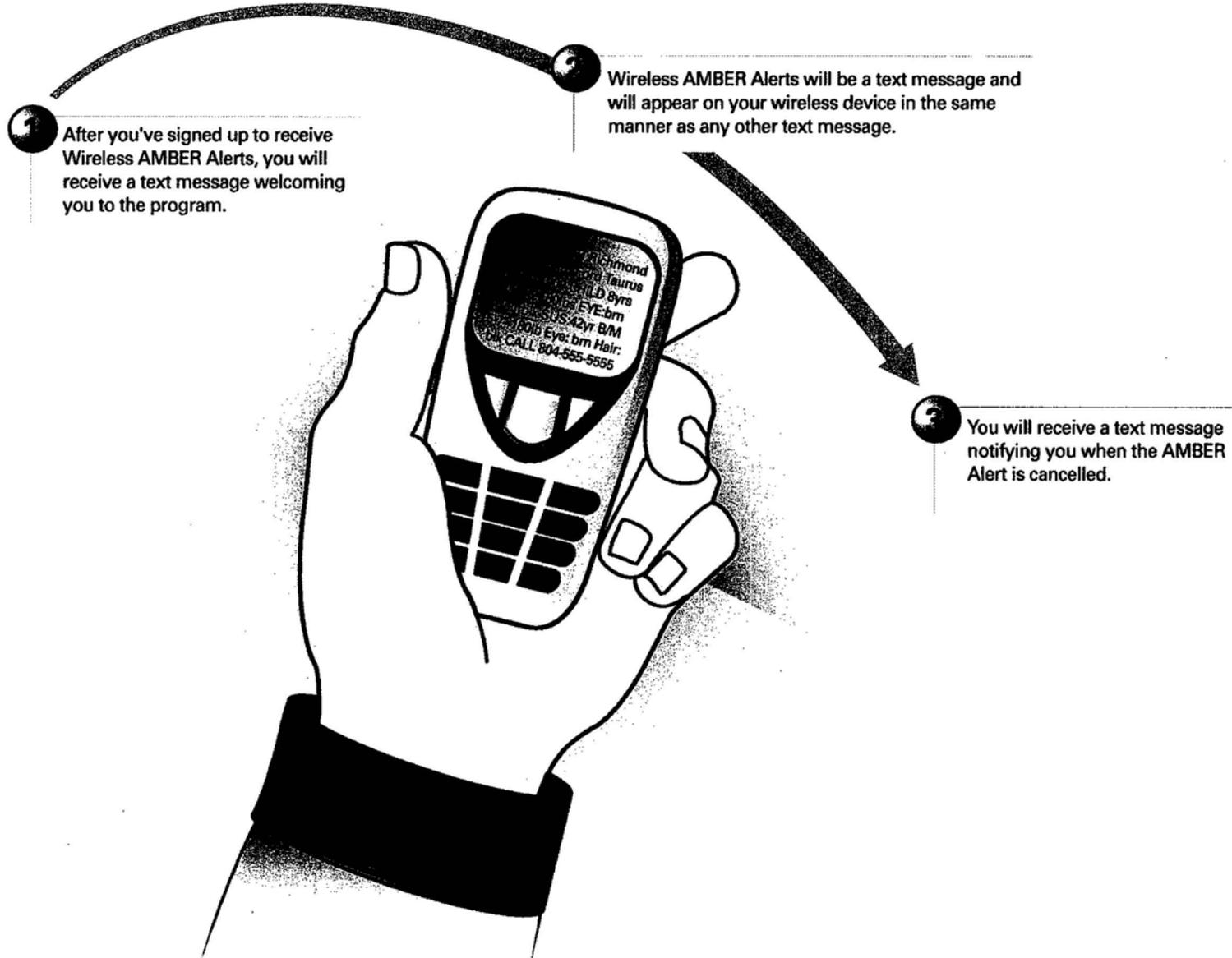


4 Syniverse sends the AMBER Alert message to wireless carriers.



5 Wireless carriers send the AMBER Alert message, as a text message, to subscribers.

How will Wireless AMBER Alerts™ affect my phone?



AMBER Alert Content Sample(s)

July 11, 2005 8:36:28 AM

AMBER ALERT:Maricopa,AZ,'98 Whi Ford F150,AZ
866NMZ,or'93, Grn,Buick Regal,AZ 709SDW, 1.5yr,Hisp
M,&3.5yr,Hisp,F,SUSP:34,Hisp,M 5'3,170,Hair:Blk/Gry,800-
352-4553

Jul 2, 2005 8:45:09 PM

Cancel – AMBER ALERT:Galveston,TX Child:12 YO Black F
5.02 80 lbs Eyes:Brown Hair: Black CALL: 409-797-3702

AMBER Alert content is limited to technology restrictions for
SMS text messaging. Current limitation is message body
content of 160 characters.

AMBER Alert Subscriber Registration Page

Wireless AMBER Alerts™ System - AMBER Alert Version 2.00 (Build 6) 26-MAY-2005 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address <https://www.wirelessamberalerts.org/index.jsp> Go Links »

mywebsearch Search Screensavers Smiley Central Cursor Mania My Info Games Customize My Button 1 »

CTIA The Wireless Association™

Wireless AMBER Alerts

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN
www.missingkids.com

AMBER ALERT

Powered By Syniverse Technologies

[Help](#)

Wireless AMBER Alerts™: To Subscribe or Log On

Enter your Wireless Telephone Number:

Example: 813-555-1212 or 8135551212

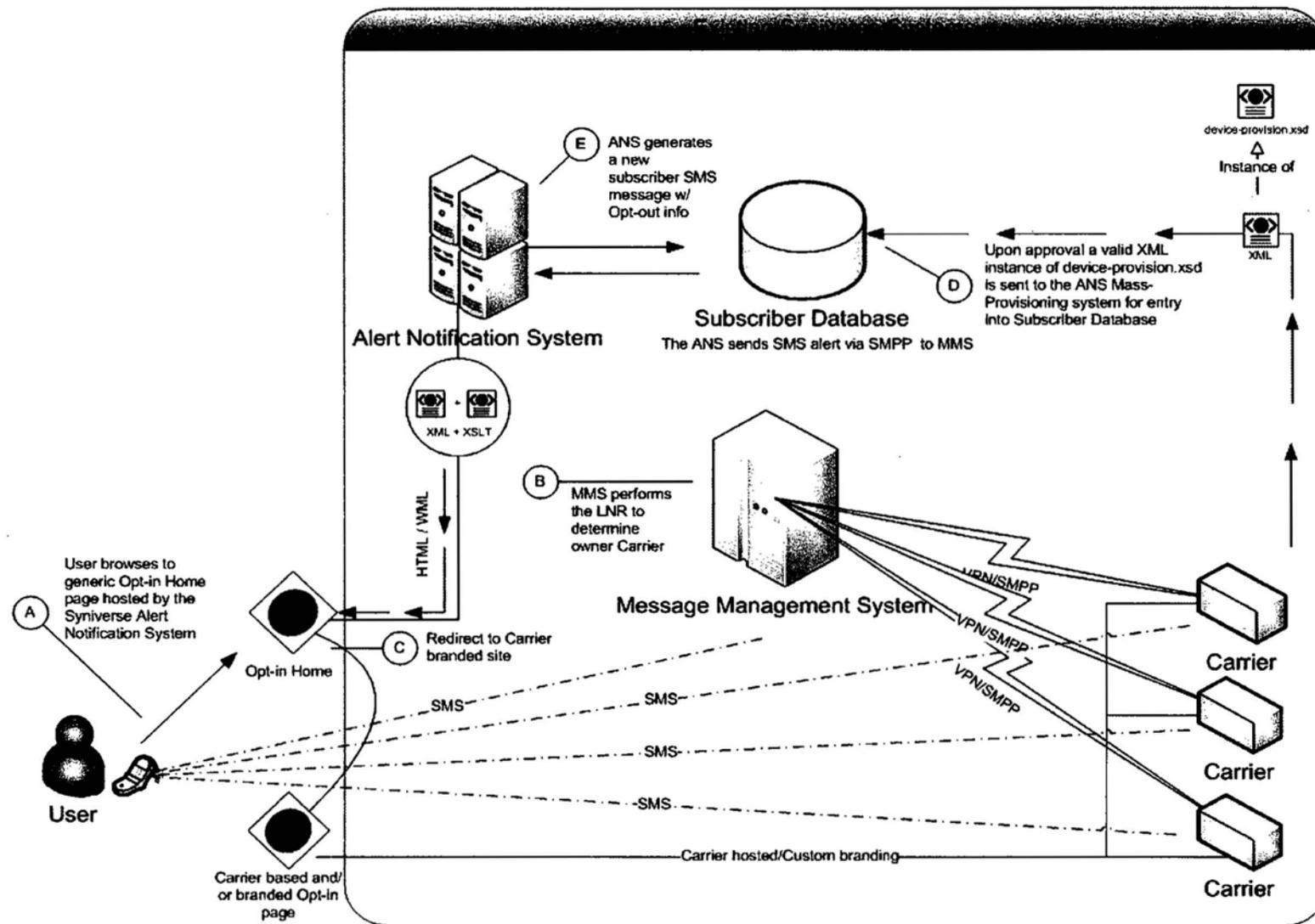
Enter your 10-digit wireless telephone number, including area code.
To continue, click **Submit**. To clear your entry, click **Reset**.
To go back to the previous screen, please use the cancel button when available.

Wireless AMBER Alerts is a program of [The Wireless Foundation](#). © 2005.

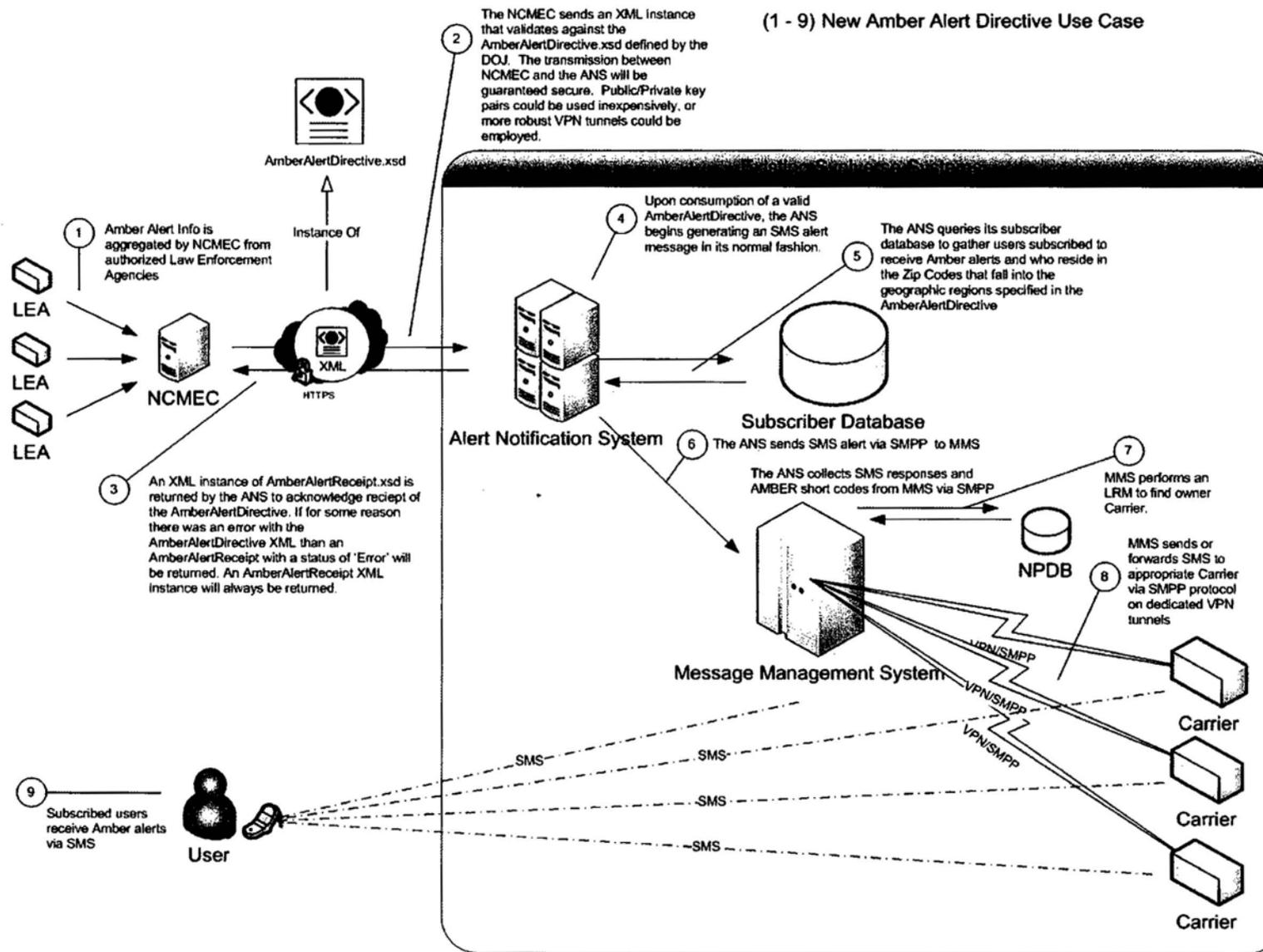


AMBER Alert Subscriber Opt-In

(A - E) New Amber Alert Subscriber Opt-in Use Case



AMBER Alert Messaging Event Broadcast



Forecasting: Messaging Volumes

- Issue: Volume of Messages on wireless signaling network
 - Syniverse has VPN connections to carrier facilities
 - Syniverse throttling messages per bind to the carrier facilities
 - Complex has capability of supporting the theoretical limit of the industry connections.
- Alerts are geographically targeted and concentrated.
 - Major States such as New York, Florida, California are 10% each of the U.S. population
- 28 AMBER Alert incident cases in first 8 weeks. 215 since launch.
- Average AMBER Alert will generate over 700,000 SMS messages per event.

Program Future

- Evolve program with technology advancements
 - When feasible and when necessary for wireless industry and law enforcement.
 - MMS enhancements in the future (Pictures)
- Initiative becomes real-life test bed for high volume SMS messaging applications.
 - Can wireless become the vehicle for future EAS applications?