



Rave
MOBILE SAFETY

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Via Electronic Filing

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW,
Room TW-A325
Washington, DC 20554

Re: Framework for Next Generation 9-1-1 Deployment – PS Docket 10-255

Ms. Dortch:

Please find attached Rave Mobile Safety's response to the FCC's request for comment on the "Framework for Next Generation 9-1-1 Deployment" Notice of Inquiry.

Rave Mobile Safety (www.ravemobilesafety.com) is a leading provider of software safety solutions. Rave designs, sells and supports an award-winning suite of safety applications including the Rave Alert multimodal emergency notification system, Rave Guardian GPS-enabled personal safety tool, and Smart911 for more effective 9-1-1 response. Hundreds of organizations and millions of individuals nationwide rely on Rave Mobile Safety technologies for improved safety in communities, at schools, in the home, and at work.

Rave's Smart911 product provides PSAP's with a means to access citizen-managed "Auxiliary Data" or "Additional Data" which describes critical auxiliary data about the 9-1-1 caller. Through our experience with this product, as well as through contributing to NENA and APCO sponsored NG9-1-1 initiatives, we have come to develop knowledge which we feel is relevant to this Notice of Inquiry. We are honored to have the opportunity to provide input on this important subject, and we respectfully submit our position on select portions of this inquiry.

Sincerely,

/s/

Todd Piett
Chief Product Officer
Rave Mobile Safety



Rave Mobile Safety “Framework for Next Generation 9-1-1 Deployment” Comments

Paragraphs 40, 47, 75: Privacy Protection: We believe disclosure of information carried across the NG9-1-1 network must be carefully considered, and privacy laws must be put in place to maximize the benefits promised by NG9-1-1 while maintaining (and even further enhancing) the trust citizens have for the public safety community.

A key benefit of NG9-1-1 technologies is the ability for citizens to more easily share information about themselves, such that responding agencies can provide a tailored and more efficient response. Citizens must feel confident that any personal information shared with emergency responders will be used exclusively for the callers benefit, and will not be at risk of disclosure to the press or the broader public. Otherwise, adoption of NG9-1-1 technologies will be greatly hindered, and the public will question the motivation for moving to NG9-1-1. We recommend that the information subject to public disclosure, via the Freedom of Information Act or other such laws, should not exceed the information necessary to document the most objective facts of an incident (who, what, where, when, why). Releasing personal information made available during the course of an emergency incident, including information sourced through NG9-1-1 technology, would serve no benefit to the broader public if exposed, yet it would greatly erode the public’s trust, and limit the potential benefit that can be realized via NG9-1-1.

Paragraph 43: SMS communications liability considerations: Rather than being a liability, we believe using SMS has a strong potential to contribute to positive outcomes, both in the future and today. While not a perfect technology, SMS would benefit public safety by enabling communications during many currently unsupported scenarios, such as communicating with the deaf, hard of hearing, or speech impaired callers, or with “silent witness”.

End-state text-based 9-1-1 communications solutions will be realized over time, as public safety migrates to NG9-1-1 technology and operational processes. During this migration period, organizations which embrace continuous improvement, and seek to develop and adopt new methods for the benefit of their constituents, should be protected from any additional liability brought about by their willingness to improve 9-1-1 services.

Furthermore, the FCC could make a near-term impact on the utility of existing SMS communications technologies by steering the mobile industry to universally support SMS communication during 9-1-1 calls. Today, some devices block SMS communication when a 9-1-1 call is in session, presumably to focus attention on the voice 9-1-1 conversation. We believe such



behavior was instituted prior to SMS being considered as an alternative to voice-based emergency communications. Furthermore, requiring all mobile carriers to exchange emergency text messages via SMS aggregators and/or the short-code infrastructure would improve text-based 9-1-1 communications while an end-state NG9-1-1 solution is developed.

Paragraph 61: Auxiliary Data: PSAP's can be notified of "Auxiliary Data" availability via a number of means. The most straightforward means is to query the database containing this information using the caller's ANI / URI or other unique identifier passed with the call. This approach minimizes the amount of data which needs to be passed across the communications network, as well as the number of entities which must be notified of the caller's "Auxiliary Data" content or location.

Given the nomadic nature of individuals and their communications technologies, it is important to make an individual's "Auxiliary Data" available to as many PSAP's as possible. ***The FCC can help expedite the availability of such data by clearly recognizing "Auxiliary Data" as being a key component of the emergency call infrastructure and thus fundable using E9-1-1 surcharge funds.***

To encourage interoperability, which is critical to the functioning of the proposed NG9-1-1 network, standards for the retrieval and interpretation of Auxiliary Data are required. However, there are existing vehicles (such as working groups within APCO, NENA, IETF, etc.) which facilitate the development, publishing, and maintenance of such standards. By arriving on a particular set of standards, no one PSAP or first responder should be technically prevented from accessing Auxiliary Data.

Finally, as noted in response to Paragraphs 40, 47, and 75 the scope of 9-1-1 information subject to disclosure must be reevaluated to protect the privacy and safety of citizens. Personal information shared with 9-1-1 for the purpose of improving the service and response provided to a citizen must be kept for the benefit of the citizen requesting assistance, and should not be disclosed beyond those providing immediate care.

Paragraphs 67 through 69: Competition and Regulation: In Mobile Safety's development of our own advanced 9-1-1 services, it has become clear that many local laws are not flexible enough to address the new realities of IP-based communications. These laws and policies impact everything from excluding new technologies from funding sources, to excluding (or minimally creating uncertainty) in what legal and privacy protections are available to the users of these emerging technologies. We believe the FCC can provide local entities with valuable guidance on how to update legislation and policy to better reflect the opportunities and challenges presented by NG9-1-1, and to further expand their view of what emergency communications can entail. New



technologies which benefit public safety today, and are key components of NG9-1-1, are currently often excluded from funding because of these outdated statutes.

The FCC can foster competition by providing the industry guidance necessary to prevent single-vendor solutions from being architected into the NG9-1-1 environment. Competition and ingenuity is hindered when a procurement system favors incumbent vendors, or where an aspect of the nationwide 9-1-1 communications infrastructure is awarded to a single vendor to provide a key system-wide component. No one vendor should be made the gatekeeper of a portion of the NG9-1-1 infrastructure or data, instead open standards should ensure interoperability and local choice of the best solution for a specific jurisdiction. Technology and price-performance most rapidly advance when 9-1-1 purchasing decisions can be made locally, and are not driven via national mandates or hindered by a single vendor's chosen implementation options.

Paragraphs 72, 73: Liability Exposure due to Errors: As noted in this paragraph, there are liability concerns associated with both the lack of information, and the presence of information. To date, it is only through having no means to receive and process "Auxiliary Data" that public safety has been able to minimize its liability exposure in this area. As the ability to provide additional information via NG9-1-1 becomes commonplace, we believe the liability of ignoring data far exceeds any liability associated with developing and applying industry accepted procedures for processing this new data. **Liability varying by communications platform:** The liability a PSAP (or service provider) has while forwarding, processing, or interpreting information (audio, video, text or otherwise) enabled by NG9-1-1 should not vary based on the underlying technology. Instead, liability should be based on whether the entity handling the data took reasonable precaution when processing and interpreting the data.