

Cost

Compare our costs with other notification services. Access to the gateway and the ability to set up notification tiers and notifications is available to authorized city, county and state agencies and universities for only \$500.00 per year.

To obtain alerts, each recipient must subscribe to the service at a cost of .99 per month. The charge appears on the subscribers monthly cell phone bill. FAST is less expensive, more reliable and covers a larger area than typical pager systems and allows employers to add or delete subscribers anytime.

Ongoing Support and Expansion Costs

In today's world, timely emergency notification is absolutely necessary to prevent deaths, injuries, and destruction of homes and property. The FAST system serves as a crucial, effective, scalable and inexpensive, notification tool for any entity in the United States charged with public safety.

Who Needs the FAST System?

- Emergency Operations Centers
- Colleges and Universities
- Law Enforcement Agencies
- Hospitals
- First Responders
- City Governments
- County Governments
- State Governments

Current Application

The FAST emergency alert system has been implemented in Florida, Idaho and Nevada with other states soon to follow.

The Better Way... is here today!

To learn how the FAST system can make you a hometown hero, please contact us:

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First Alert System Text
FAST SM

EMERGENCY NOTIFICATION



THERE HAS TO BE BETTER WAY

Now there is a better way!

Introducing the FAST System (First Alert System Text)

Notify thousands of first responders and citizens of emergencies in just seconds using standard cell phones.

Features

Using any computer with access to the Internet, the First Alert System Text system can send out millions of messages in a matter of minutes. (Current reverse 911 systems take about 1-hour to send 60,000 voice messages).

- Works with all standard cell phones.
- Messages can be up to 160 characters in length.
- Message remains until it is deleted.
- Available wherever cell phone service is available.
- Allows Emergency Management Agencies to set up groups and subgroups to meticulously control who receives emergency alerts.
- Messages are sent using the Short Message Peer to Peer protocol (SMPP), a separate channel functioning independent of normal cell phone communications.

Facts about the FAST Application

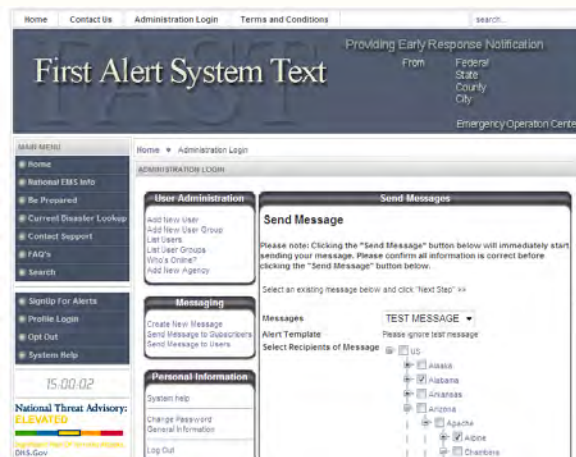
- No special equipment is required - just a cell phone with text messaging capability
- Citizens may voluntarily opt to receive alerts by subscribing to the service for a nominal .99 per month. Service can be started or terminated at any time using a key word and the 5 digit code 47733.
- FAST works with most major carriers including: Atel, Boost, Cellular One, AT&T, Nextel,

Sprint, T-Mobile, Verizon and Virgin Mobile USA. This covers about 96% of the US population currently using cell phones.

- FAST will notify you of emergencies no matter where you are in the United States
- One low monthly cost regardless of how many alerts are sent/received.
- FAST does not send voice or e-mail.
- FAST does not place additional stress on the existing communication channels we normally use.

How it Works

Transmission of all notifications is accomplished through our internet gateway. Access to the gateway and control of the system is provided to Emergency Operations Center agencies and supporting groups through the installation of special software.



Who Can Receive Alerts

- Persons with a specific area code prefix
- Persons within a specific geographic area
- Persons within a designated group
- Persons within proximity of a specific cell tower (when geo-targeting is available)

The Shared Responsibility Model

Protecting people and property is a responsibility shared between Federal, State and Local governments and all citizens.

The FAST application uses the talents and cooperation of the American public and emergency response agencies to provide notices to a hierarchy of groups designated within the FAST management system. For example:

- At the Federal Level, anyone in the United States and or, group or agency is accessible.
- At the State Level, anyone within the state, citizen or agency group is accessible and when an alert is issued, a copy is sent to the administrative contact in the level directly above.
- Each level below functions in the same manner by providing access to the agencies and groups dictated by the Emergency Operations Center.
- Citizens are able to subscribe by simply keying the word "FAST (zipcode)" into their personal cell phone and using the short code 47733. (Similar to voting on American Idol) making mass adoption of this emergency alert service possible. When a citizen texts the word "FAST" to the short code 47733, they receive a message letting them know there is a charge for joining the National Emergency Alert Service. The cost is .99 cents per month. To accept they press "Y" for Yes.
- Opting out is accomplished by sending the word "stop" to the short code 47733 at which time all alerts and charges will cease.
- Public Service Announcement spots can be used to help citizens learn about the FAST national emergency alert system and give them the opportunity to subscribe.

