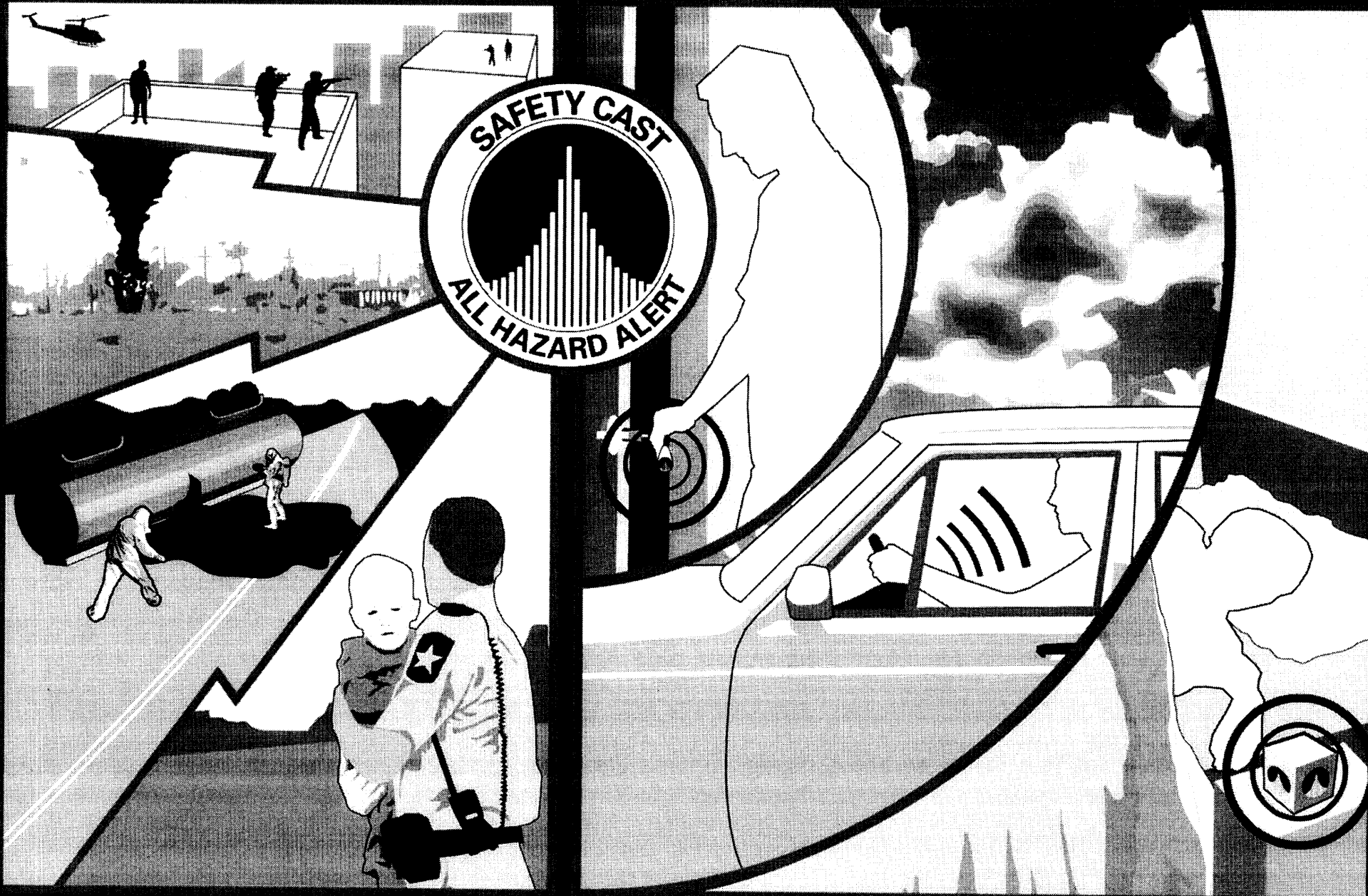


# SAFETY CAST™

PROVIDING SAFETY THROUGH TECHNOLOGY



# Safety Cast & The Partnership for Public Warning

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Established by the White House and the National Science and Technology Council, the Partnership for Public Warning's (PPW) mission is to "promote and enhance efficient, effective, and integrated dissemination of public warnings and related information so as to save lives, reduce disaster losses and speed recovery."

*PPW Report, November 2002*

The PPW "...strongly recommends the implementation of an all-hazard public warning system....and, are confident that such a warning system is a major step toward enhanced public safety for a variety of natural and technological hazards in which timely response and appropriate action are critical."

*PPW Report, November 2002*

Safety Cast is a **PROUD MEMBER** of the Partnership for Public Warning. We believe that the PPW is a vital component for the nation's Homeland Security. We also believe the PPW will serve as the catalyst to update and enhance the Emergency Alert (EAS), and create a seamless and efficient Amber Alert System.

## ► Emergency Alert System (EAS)

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"The EAS is our primary national system for warning citizens directly...(However), while there is no official EAS accounting system, only 50 to 60% of the broadcast stations appear to relay state and local emergency messages...the EAS reaches a limited number of people."

*PPW Draft Report, Feb. 2003*

"EAS is rarely, if ever used because its geographic coverage is too widespread. It is like cracking a walnut with a sledge hammer."

*Chip Patterson; Chief, Disaster Preparedness  
City of Jacksonville, FL*

"The EAS system doesn't reach enough people, particularly when you are talking about life-threatening issues like a terrorist attack or drifting gas leak."

*PPW Chair Peter Ward...Computerworld, March 14, 2003*

"Expansion of the use of EAS would be of more interest to broadcasters and advertisers if it did not interrupt programming for those not directly at risk."

*PPW Draft Report, Feb. 2003*

## ► Safety Cast Technology

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Safety Cast is intended to be an enhancement to the existing EAS and Amber Alert systems, not a replacement. It is designed to give local authorities the ability to immediately transmit emergency alert messages to the public that is directly at risk.

"All Hazard" alerts will target specific sections within a city, the city (or town) itself, or an entire region. Licensed, mobile transmitters (installed in authorized emergency vehicles) broadcast short duration emergency messages over all AM/FM radio channels...simultaneously.

In addition, the Safety Net System (that includes the "Safety Cube" and personal key chain alert device) will receive normal EAS tones in the event of a large-scale (national or state) emergency.

Safety Cast's technology, working in partnership with local authorities or Federal Agencies, will alert the public that is directly at risk...24 hrs per day; whether they are in their cars, homes, offices, or out for an evening stroll.

## ► Amber Alert

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A typical activation of the Amber Alert system takes several hours. This is due in large part to the stringent requirements that must be met before the Emergency Alert System may be utilized.

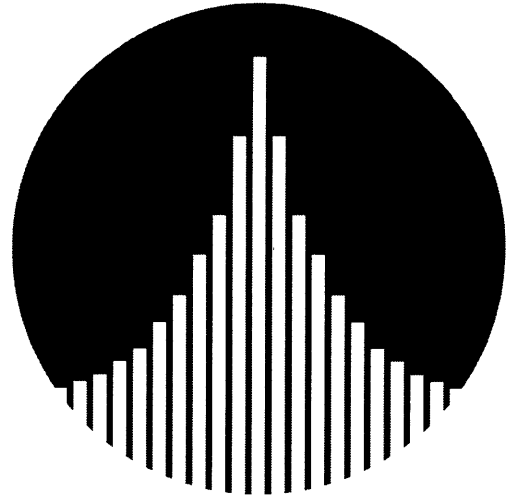
"In 75% of the child abduction homicides, ...the child is dead within three hours. We can't wait until tomorrow; we have to mobilize communities the instant a child is reported missing."

*Ernie Allen, President & CEO of the National  
Center for Missing and Exploited Children (NCMEC)*

**Safety Cast Corporation**  
11265 Alumni Way  
Jacksonville FL 32246

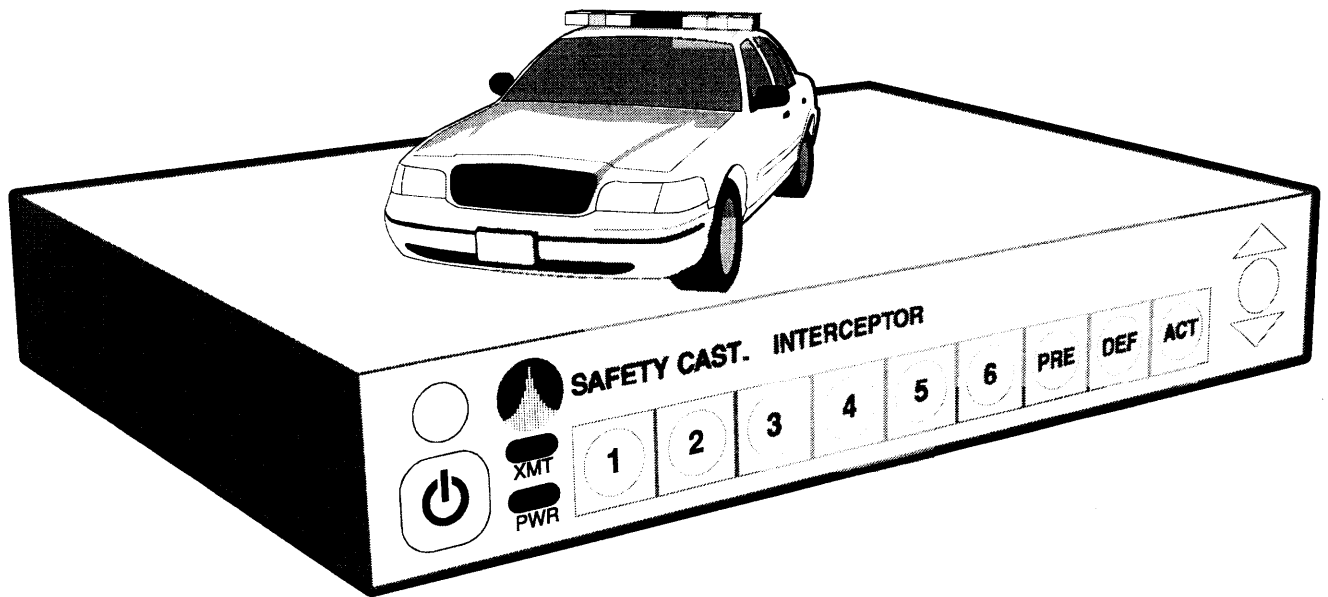
Tel: 904.998.7744  
Web: [www.SafetyCast.com](http://www.SafetyCast.com)





# **SAFETY CAST™**

**Designed to meet the  
demanding applications found  
in law enforcement.**



## **INTERCEPTOR SERIES**

*"To be effective, a siren signal must compete with the masking noise generated by the road, car radios, and ventilation fans and must overcome modern sound insulation techniques... a maximum safe entry speed of 10 mph (15 km/hr) for intersections is recommended."*

US Department of  
Transportation (DOT)  
Report No. DOT-TSC-OST-77-38

*"Twenty-eight officers nationwide were killed in the line of duty during 2002 in auto accidents, motorcycle accidents or police chases."*

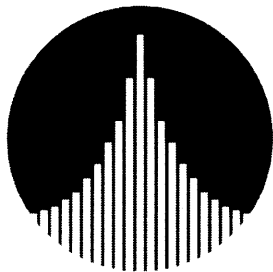
Officer Down

*"2,500 people are killed each year nationwide as a result of vehicular police pursuits."*

AAA Foundation

*"Statistics consistently show that time is our greatest adversary when a child is abducted."*

New York State DCJS



**SAFETY CAST**  
INTERCEPTOR SERIES

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## Innovation That Saves Lives.

The Safety Cast Interceptor is specifically designed to meet the demanding applications found in law enforcement.

Designed to be easily installed between the seats or in the equipment rack inside a patrol car, the Interceptor is ready to serve law enforcement officials' needs immediately and easily. The Interceptor provides five studio quality, prerecorded alert messages that can be configured to transmit when the sirens are activated, or manually by pressing only two buttons on the unit. Messages can be selected and previewed audibly prior to broadcast.

Whether it be a high-speed pursuit or response to violent crime, traffic can be cleared quickly and proactively. Not only does this shorten the officers response time, but also it increases their safety and the safety of the public around them.

In addition, the Interceptor provides ad-hoc message capability where a police officer can instantly record and transmit a situation specific message, such as a neighborhood evacuation, an AMBER-Alert, or instructions for traffic to detour an area. This can be accomplished quickly and easily.

The Interceptor Series also provides the means for local authorities to notify the general public of localized or regional emergencies at any time of the day or night through its integration with the Safety Cast SafetyCube product. Please see the SafetyCube literature for further information.

Through consultation with law enforcement agencies the Interceptor has been designed to meet the demanding requirements of not only the law enforcement agency using it, but also the community that it benefits.

## Interceptor Series Key Features

### ■ SafetyNet

SafetyNet, an innovative feature of Safety Cast, allows the unattended recording of a critical, time sensitive message from a central source so it may then be broadcast from every Safety Cast unit.

SafetyNet provides the ability for law enforcement to alert the public quickly and in a uniform manner. Using the Interceptor series the Police Communications Department can quickly transmit a single AMBER-Alert or other important message to all Interceptor units installed. The Interceptor automatically records the message for instant playback. As the situation warrants, the message can now be rebroadcast to the public by neighborhood, police zone, or to an entire city.

### ■ SafetyCube Integration

The Interceptor Series also provides the means for local authorities to notify the general public of localized or regional emergencies at any time of the day or night through its integration with the Safety Cast SafetyCube product.

### ■ Omni + Directional Antenna Capability

The Interceptor has both omni and directional transmitting capability. Using the omni antenna capability, AMBER-Alerts or important instructions during times of danger can quickly be given to civilians. When an officer is on the side of the road, the Interceptor will only transmit an alert warning to traffic approaching the officer's vehicle from behind, alerting oncoming motorists of his presence. Now, with a much higher degree of safety, an officer can perform his duties.

### ■ Message Transmit Audit Capability

For auditing purposes, the Interceptor records time and date stamps for every ad-hoc message broadcasted. Also recorded with this information is the message itself. This feature allows police departments to monitor use and helps curtail any possible abuse of this powerful technology.