



Product Brief

Panic Button

Mobile app provides one touch alert to 9-1-1 and key on-site personnel

Reduced Response Time Can Save Lives

Today, safety is top of mind in schools and corporate campuses. Recent events underscore that rapidly providing accurate information to responders during an incident is critical to safely and effectively resolving serious situations.

Whether an active shooter incident or individual act of violence, speedy notification and response can save lives.

Panic Button immediately connects to 9-1-1.

Using mobile phones, authorized users initiate a one-button panic call that speed dials 9-1-1 and simultaneously warns key on-site personnel of an emergency. It accelerates response and quickly alerts others on site who may be in danger or who could provide faster intervention. Built on the Smart911 public safety grade infrastructure, Rave Panic Button gives faculty, administrators, and employees a direct and powerful connection to first responders.



How it Works

Using a highly secure website, administrators create a profile of critical information they wish to share with 9-1-1 and first responders. This can include floor plans, descriptions and locations of key personnel, and numbers and locations of students and/or employees.

When a panic call is placed, 9-1-1 and first responders receive real-time, critical site data such as floor plans, video feeds, locations, and other details through patented Smart911 technology.

Administrators define key on-site safety personnel and authorize their phone numbers as eligible to download the Rave Panic Button app through appropriate app stores. Once authorized users download the app and confirm their phone number, they are associated with specific sites and facilities.

If a user activates the Rave Panic Button while at designated site, they connect directly to 9-1-1 through existing 9-1-1 calling infrastructure. The 9-1-1 center and first responders also have near immediate access to information such as floor plans, photos, video feeds, and emergency plans. At the same time, all designated on-site administrators are immediately notified via Rave's highly reliable and redundant text messaging infrastructure. Responders, on-site personnel, and the caller can then collaborate through real-time information such as photos, video feeds, and emergency plans.

Potential Benefits

- Provides direct connection between 9-1-1, responders, and the caller by utilizing existing 9-1-1 infrastructure
- Delivers critical data such as detailed caller location and in conjunction with Smart911, can also automatically deliver floor plans, emergency exit locations, emergency contacts, and key procedures to 911 dispatchers
- Provides an easy, scalable method for maintenance of facility/site emergency response information
- Automatically notifies designated on-site personnel (e.g. principal, security officer, maintenance, supervisors) via text message of the Rave Panic Button activation and when the call is answered at 9-1-1
- Enables nearly immediate, highly secure collaboration between responders and on-site personnel
- Reduces malicious activations common with hardwired panic buttons
- Extremely cost effective, utilizing existing mobile devices and 9-1-1 network
- Rapid installation with no required on-site hardware or software
- Easy setup and user training including temporary site personnel



Pricing

- Rave Panic Button Software Installation One Time Set Up Fee Per School or Purchasing Entity \$500.
- Rave Panic Button Annual License Per Authorized Telephone Number Listed \$40.
- \$4,000 minimum charge per school or purchasing entity per year.

For more information contact an AT&T Representative or visit www.att.com/smart911.

Important Information and Additional Terms

General: Panic Button from AT&T is available only to government customers with a qualified AT&T agreement ("Qualified Agreement"). Panic Button is subject to the Qualified Agreement, applicable Sales Information, terms and conditions found at <http://terms.ravewireless.com/terms/att2014.html> ("Additional Product Terms"). Any Additional Product Terms not allowable under applicable law will not apply, and the Qualified Agreement will control in the event of any conflict between the Qualified Agreement and the Additional Product Terms. Customers choosing the Annual License must pay in advance and there are no refunds. Customers choosing the Monthly License pay in arrears. May not be available for purchase in all sales channels or in all areas. Additional hardware, software, services and/or network connection may also be required. Availability, accessibility, security, delivery, speed, timeliness, accuracy and reliability are not guaranteed by AT&T. Additional fees, charges, taxes and other restrictions may apply. Offer subject to change.

