Hi there my name is David Sinkinson and I’m a Co-Founder of AppArmor. Today I’m going to be taking you through the Alyssa’s Alert platform by AppArmor it includes a mobile app panic button a wearable panic button on Apple watch and Android watch devices and a desktop-based panic button for pcs, macs and chrome books. Let's hop right in.

Thanks for joining me today. We're going to go through the Alyssa’s Alert panic button platform by AppArmor. Today we're going to cover some quick items and we need to provide some background so you understand who AppArmor is and our experience in the state. As well we're going to talk about our solution, what the panic button activation looks like, let's talk about onboarding and then we’ll talk about any additional services and products that you might be interested in.

Let's talk about the company background. AppArmor are the innovators of public safety - we make custom branded safety apps for tons of organizations across the country. Our most notable deployment in the state of Florida is the Fortify Florida suspicious activity reporting app. Fortify Florida is a suspicious activity reporting tool that allows school districts and students to instantly relay information to appropriate law enforcement agencies and school officials. It’s been a very successful deployment and has led to a lot of arrests relating to suspicious activity in the state. As such AppArmor has a lot of experience in terms of working with organizations across the state of Florida for the purposes of large deployments and those that connect to law enforcement agencies. In terms of our clients we have clients all across the globe. Here's kind of the big map. More specifically we do most of our business in Canada and the United States but we work with hundreds of organizations and have millions of end users.

AppArmor has seven product lines. We're certainly not going to talk about them all. Today, we're going to focus specifically on AppArmor safety, alert, and report. Those three product lines come together to provide the Alyssa’s Alert panic button platform by AppArmor.

So let's talk about the solution. Alyssa’s Alert is pretty straightforward. An end user activates a panic button. This sends user and location information to the Alyssa’s Alert back-end dashboard system that system contains all the user information, location, facility information, and a communication interface. That information goes to law enforcement and particularly PSAP, SRO (so school resource officers) and school officials like principals other teachers etc. That information is then provided to the end user as well as creating a more coordinated response and allowing for a two-way communication between law enforcement and school safety and other officials during an actual panic. Fundamentally the end user is getting assistance based on the nature of the panic that they triggered.

The Alyssa’s Alert panic button platform by AppArmor does not require a hardware purchase delivery or physical implementation of any kind end users bring their own devices, and this is a huge advantage. You know we’re not talking about installing, you know, Bluetooth beacons. We're not giving everyone a physical device. In this case we're using the devices that people already have. The platform uses that hardware, smartphones, smart watches, and district computers - stuff you already have so this isn't a huge investment in either money or time. This is a much more efficient and elegant way to deploy your Alyssa’s Alert Platform. That hardware was also trusted by millions across the globe. I think just about everybody watching this today has their own smartphone - many of them will have their own smartwatches and certainly everybody has a computer that's supported by a major manufacturer. This is a major advantage; we've seen hardware suppliers come and go over time but one thing that's remained constant is Apple and Google and other major computer manufacturers they’ve remained constant. They continue to support these devices and they remain a reliable option for any particular school district.

What’s more is it's very easy to deploy our solution. In two weeks your district can be in compliance of a Alyssa’s Law. We can very, very quickly have this application deployed out and your people can have the support they need.

Let’s talk about the panic activation experience for end users. There are three ways to activate the panic button. So the first option is through the Alyssa’s Alert mobile app this is available on iPhone iPad and Android devices. People launch the app they're going to then choose their district and registering and in a lot of cases what we're going to be doing is sending out invitation codes. Those invitation codes are emailed or texted out to your teachers, they then get those codes, download the application, put in the code, and then they're associated with the appropriate school. They also then fill out a profile; that profile contains more information on them and the nature of their engagement at the institution, so for instance whether they're a teacher or a resource officer or something else at the school.

In addition after they log in and go to their particular school district, the app will brand itself to the actual visual identity of the school district. So in this case we have the “academy district”, which is a fake district but you can see the branding has changed from sort of the red background Alyssa’s Alert to the branding of that district which is sort of like a black and off yellow.

The user can then tap the panic button function - this creates a panic notification that goes to the PSAP and law enforcement. It can also go to school administrators which we'll talk about in just a moment. But the gist of this is that it's a very simple setup - they are very quickly into the app and they don't really need to take any other steps to be covered by the panic button functionality. There are other functions in the app as well, such as: a safety toolbox, a direct connection to the Fortify Florida mobile application for reporting suspicious activity, and ways to edit their profile.

Other included app features include unlimited push notifications capability to the app so you can send alerts out to your teachers. There’s the ability for teachers to share their location in real time with a contact in their phone. We’ve already mentioned the connection to the Fortify Florida app. You can also do absence facility reporting. There's embedded information for support services. Mapping capabilities. Geo-fencing capabilities, so restricting behavior in the app or changing behavior in the app based on the user's location. Emergency plan documentation, two-way notifications so people can talk in real time with each other during a crisis, and a work alone functionality so if people are working by themselves they can have the app check in with them.

The second option for end users is the smartwatch applications. These are available on Apple Watch, Fitbit, and Google. This is pretty straightforward - the user will go to the appropriate app store, download the application, and it will be available on their device. They’ll then insert a pin - the pin is consistent with the registration code that they used for the mobile app. They’re then able to log in, they're able to see the panic button for their particular institution, and when they press that panic button it sends a discrete notification to the PSAP and the backend systems. So again, this is a very straightforward application - in this case there's only one button that button triggers a panic so it's a very easy tool for most individuals to understand very quickly.

The third option is desktop or laptop computer activation available for Windows, Mac, and Chromebook. Basically how this works is the IT group will actually install an application on all of the corporate devices. So that is any device that's owned by your district. In the top right corner of a Mac in the bottom right corner of a PC, and in a similar area for a Chromebook there’s an icon for an application. That can be triple clicked. When you triple click that icon it triggers a panic and sends that information related to the device and the individual and sends that information to the PSAP.

In terms of the school safety experience it’s a little bit different but these are the individuals at the institution that are actually responding to the panic alerts. So the first thing is that when a panic is triggered there are a number of notifications that are received so that is if a teacher triggers a panic alert through the Alyssa’s Alert panic button option on AppArmor administrators at the school are going to receive an SMS notification, optionally a voice call notification, an email notification and a desktop notification saying that a panic has been triggered. There are numerous ways your team is made aware at the moment that a panic is triggered that something is potentially wrong and immediate action is required. This is in conjunction with the notification going to the PSAP, so this is more specific for the people on site; they can receive these notifications, although PSAP operators can also receive these notifications as well.

The response team is also provided with a different instance of the Alyssa’s Alert app which has a number of resources specific to responding to any particular panic. In this context we can see that there’s a Law enforcement login, personnel are able to see school details, have two-way communications view any current alerts and change their profile in the application as well. They can also chat in real-time with anyone that triggered a panic button, assuming it was through the Alyssa’s Alert panic button app.

In terms of law enforcement responding, these would be the PSAP personnel specifically, they’re going to receive notifications via the Alyssa’s Alert dashboard. For anyone who's using the Fortify Florida application, you'll notice that this back end looks very similar. It's very much modeled on the Fortify Florida application. In this way you're able to see all the panic alerts that come through the dashboard real-time user position and are otherwise able to assist the end user.

In terms of onboarding, we go through tried tested and true process. To set up your dashboard we invite those end users staff and responders, system administrators are invited to the online portal, we of course ingest all the facility information for each school in the district, and then we test it out. You get a dedicated project manager from AppArmor who will assist you with the implementation. All project management configuration and implementation services are included, and the end user is supported by AppArmor post launch. This is guaranteed to be live prior to the deadline of September 2021. Optionally we can also integrate with your PSAP if they're using another piece of third-party software as required.

Lastly there are some other additional product lines on AppArmor that are out of scope but may be relevant namely that AppArmor has an award-winning emergency notification system called AppArmor Alert. It has unlimited emergency SMS, mass email, automated voice calling, social media broadcasting, desktop alerting, website alerting, classroom speaker notification, digital signage, building fire panel annunciators, and other third-party integrations for mass notifications with other major vendors. A very powerful tool and can very much complement the efforts of Alyssa’s Alert in terms of mass notifying people during a crisis.

Next let's take a look at what the platform looks like in action. So let's go through the experience of an end user triggering the panic button through the Alyssa’s Alert app by AppArmor. The first step is the end user has to download the application from the major app stores. After that they have to open the application and then they're prompted to choose their school district. In this case I’m going to be using the” academy district” - a fake district that we’ve made for demonstration purposes. You’ll notice that on the right side of my screen I’m looking at an administrative dashboard. Please note that the dashboard might look different in its end version; we’re just using this for demo purposes today as a proof of concept. As an end user I’m going to choose the academy district and continue.

 You'll notice that the app then changes and loads the visual identity of my district. As a teacher or an administrator that has the application, we now know that we have the right app to support us.

I’m then going to enter my invitation code. After I've entered that I can continue. The application code has been accepted and I can continue to registration. I fill in my registration fields which I’ve already done in advance for this demonstration and then I can continue on. This information though includes my name my role a photo of me phone number and any other details that are relevant. As we continue our profile is saved and were taken to the main menu of the app. Right away the user is presented with four options: the first option is to trigger a panic button this can be done silently via an SMS or it can be done at the same time as an outbound call to emergency services, there’s also a safety toolbox, reporting tip by the Fortify Florida app and the ability to view my profile. For the purposes of this I’m just going to show you the panic function.

I’m going to trigger function by calling so I’ll hit the call now function. In the dashboard the PSAP operator and other appropriate representatives receive a notification. The notification is audible so it’s actually saying “panic button alert - panic button alert”. On the phone I would normally be executing the call but right now I’m not going to do that because I don't want to actually call 9-1-1.

We can then see the end user’s information; so here's the information on this person. I’m at academy middle, I’m a teacher, and more information is available here. I can get the approximate address of this individual and I can see their position in real time. If I were moving you would see my position continue to update.

The second option for a panic button at any given organization is through a wearable device such as this Apple Watch. The wearable panic button works for any Apple Watch Android Wear device or Fitbit device. In this case we're using the Apple Watch version I’m going to tap on the application here. The application has one function which is to trigger a panic which sends information to the appropriate PSAP and to the school resource officer on site as well as other appropriate administrator. Tapping this function will trigger that panic the notification. This is then sent off to the appropriate dashboard and they receive my information.

When in the dashboard the PSAP operator or school resource personnel are able to see the active panic button notification. They also would have received a notification on their device regarding this particular alert. The administrator can pull up user details view the end user's location and more so in this case if we pull up the location data we can again see the position of this particular end user. The administrator can also resolve this particular notification and the end user can actually do it as well again from the watch application.

The third and final way to receive a panic notification on the AppArmor platform is through the desktop application that can be deployed to macs pcs and chrome books. It's in the top right corner; it's this small triangle with an exclamation mark. If I triple click it it'll actually trigger a notification to the PSAP to make them aware of an incoming panic alert. In the bottom right corner we can see a notification coming through; when I click on that we're provided with information on the device including its location, name, and any other attributes that are relevant to this particular panic. This can also be resolved again by the PSAP operator.

Thank you for your time today. To get started with AppArmor go https://www.getalyssasalert.com/ and reach out to us today to start your free trial.