Speaker 1 ([00:00](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=0.36)):

This conference will now be recorded. Hi everybody. My name is Rob Kent and I'm with Centegix, the manufacturers of CrisisAlert. And what I'd like to do today is just give you a little bit of background on the company. Talk about sort of the context behind how we came up with the idea. I want to give you a demo of the solution so you can see how it works. And then just talk a little bit about what our PSAP integration looks like and what the installation and onboarding process is. So as far as context, so we are a technology company. We are purpose built in order to address the emergency notification problem. And when we first started this, we actually started reselling other people's technologies. And so we started going through this process. We, we, uh, resold, uh, several different technologies and in discussions with dozens, if not hundreds of security professionals and superintendents, the feedback consistently we got from everyone is that there are significant gaps in the current solutions that are out there.

Speaker 1 ([00:53](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=53.36)):

So when we built CrisisAlert, the idea was, you know, we wanted to try to address those issues that made those solutions less than adequate for, uh, for the particular problems. And we can dive into it a lot more detail, but just at a very high level. And we'll use mobile phone apps as, as the comparison, because the majority of solutions out there are going towards mobile phone apps. So what we hear consistently across the board from people just like you are those issues with like adoption rates, right? So you don't own the phone with your teachers. You can't force them to install an app. So essentially what you're saying is that, you know, that child safety is dependent on the voluntary adoption of this technology by your teachers. So to us, that's sort of a non-starter at the very beginning, from a technology perspective, you know, we hear constantly that there are dead zones riddled throughout schools, because of course the phone app requires either cellular or wifi.

Speaker 1 ([01:44](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=104.63)):

So if you don't have signal, you can't call for help. Uh, similar to that from a technology perspective, these phones rely on GPS for location, and any GPS is great to navigate to get to a building. But once you're inside of a building GPS can't tell you where inside that building you are. And if there's multiple floors, it definitely can't distinguish between those multiple floors. And so we get feedback constantly that, you know, from a location perspective, especially for emergency first responders, phones just don't cut it. And then also there's just this aspect of how usable is a mobile phone, panic button app in the real world, right? So when you are in a situation when your body goes into fight or flight, are you going to be able to get your phone, assuming you have it on you? Do you have the presence of mind to be able to find the app?

Speaker 1 ([02:30](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=150.08)):

Can you even unlock it as you go into a panic, your finger starts sweating. Are you able to actually unlock your phone? I mean, we've heard from dozens of different people, how that is a real issue and in the moment those phones become unpractical. So these are the problems that you're trying to solve when we built the CrisisAlert platform. So the other big thing that we were trying to solve for, it's not only that active shooter situation, of course, that active shooter situation is super important. Something we absolutely have to be prepared for, but it's not something that happens every single day. Uh, it's something that we want to address through Alyssa's law, of course, but there are other things that happen inside of the school every single day that require rapid notification that require rapid response. Some of those things are life-threatening events, right?

Speaker 1 ([03:14](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=194.86)):

So when we built CrisisAlert, we wanted to make sure that it could apply to that hopefully never happens active shooter situation. And then all of those day-to-day things that happen, right? So as we go into the demo, I want to show you how, how we address both of those different scenarios. So, what we have is a badge based emergency notification system. So here's the badge here, the same size of the ID card or an access card is just a couple of credit cards thick. And as you can see, there's one button on it, right? And there's four key differentiators that we talk about. One is that one button activation, right? So there's no phone, no app required. They don't have to install anything. As long as the teachers, as long as the staff, have this badge, they can push the button and get help.

Speaker 1 ([03:58](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=238.57)):

Two, it's about total campus coverage. So we do not rely on wifi. We do not rely on cellular. We deploy our own equipment throughout the campus. We guarantee that you get covered from the parking lot everywhere inside the building to the athletic field, anywhere on campus, push a button, you can get help. Related to that is how we deal with location. We don't rely on GPS. We rely on our equipment to provide location no matter where that person is on campus, right? When they push the button, we can identify the specific location they're in, definitely to the room level, and in practice it's usually within about 15 or 20 feet of where they're actually standing and we can distinguish between different floors as well. And then the other thing is audio and visual notification. And this is really, really crucial, especially when we're talking about Alyssa's law.

Speaker 1 ([04:43](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=283.63)):

Alyssa’s law is great - It's fantastic. It's definitely a step in the right direction. It's obviously important to notify first responders as quickly as possible if there is an active shooter event that happens. The challenge comes in the first couple of minutes of that event, right? If we look at the data from the FBI, the average response time from your local emergency organization, once they're notified, is between about three and eight minutes, three on the short side. The challenge with all these active shooter events, is there's a huge volume of casualties that happen at the very beginning of these events. Look at Parkland as an example. In the first minute and 45 seconds of that event at Parkland, there were 24 casualties. If it takes emergency organizations about three minutes to respond on the fast side, there's no way that they can get there fast enough to intervene in order to be able to help in that first minute and 45 seconds, those first few minutes.

Speaker 1 ([05:35](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=335.17)):

That is why we link into lights and sounds. It is so imperative that everyone on campus knows that there's an event that's happening. Give them the opportunity to get to safety. Give them the opportunity to get behind a locked classroom door behind a hard corner. There's never been a case where an active shooter has breached a locked classroom door. So that is the number one way to keep your kids safe in these kinds of situations. This is why we link into lights and sounds to let everyone know that something's happening. I'm going to show you exactly how that works. So what we have is one badge. This badge will allow you to do two different things. You can click to activate a staff alert. You can click to activate a campus wide alert. Now, staff alert. These are all those day-to-day things, right? Because there's the medical emergency.

Speaker 1 ([06:19](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=379.25)):

This is a flight. This is the irate parent. It's very simple. The staff member clicks the badge three times. And what I'm going to do is switch over and show you a live view. So here's a map of our office. This is our command console. Staff member presses a button three times. The badge actually vibrates to let them know that message has been delivered. It takes just a couple of seconds and it pops up there and shows exactly where that person is. When that when they click that button, you hear that audible alert that goes off on the mobile device. So your response team that is on your site, they get audible notification on their device. They also get a map on their phone as well. That shows exactly where that person is standing, where they need to go to provide assistance. Fastest way possible to get that situational awareness that people who need to know, let me just shut this down.

Speaker 1 ([07:06](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=426.83)):

So that is for an active shooter situation. There are a couple of other integrations that we have as well. Um, if your system supports it, we can tie into your two-way radio system, broadcast a message there. But again, this is for your onsite response team. Just to put this in context, we have 1200 sites that are live. We've had over 40,000 staff alerts that have been generated. So this is used every single day. Just literally just this week, uh, there was a customer that we have in Florida and they use a staff alert to save a child's life. Child was out on the playground, a four-year-old, um, they went unresponsive. They had a parapro there. The parapro went and started performing chest compressions on this child. As they're performing chest compressions, they reached out, activate their badge to call for help. Their onsite response team was able to come take over.

Speaker 1 ([07:55](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=475.25)):

They were able to resuscitate the child. Here's the question. What if that same scenario happened and that parapro had a phone instead of a badge. One, would they even had the phone on them on the playground? Two, would they have had that app installed? Three, is it reasonable to assume that that person is going to stop doing chest compressions, to get their phone, to find an app that they don't use very often to call for help? That's why the power of this badge and the simplicity of it is so, so important. It gives people the ability to intervene very, very quickly to get the help that they need as soon as they can. All right, so that is the staff alert. The campus-wide alert. So this is the active shooter situation. It's the same badge instead of pressing it three times, they just continue to press the badge until the school goes into lockdown.

Speaker 1 ([08:42](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=522.53)):

Right now there's several different things that happen. I'm going to sort of walk you through them one at a time. First thing, your onsite response team does get that audible alert that you get that map on their phone as well. So they know what's happening. I don't know if you can see on the video, but these strobes that are up here. So they start flashing red. These strobes, we install those in every classroom. We put them in every hallway, at entrances, every 60 feet, at every intersection, we put them outside the school as well. In a bigger room we're going to put multiple strobes. The idea is that anywhere someone is onsite, we want them to be line of sight to one of these so they can see what's happening. The strobes also beep as well. So they get an audible alert. The other thing we do is we take over every single screen inside the school. So every single screen gets this customizable lockdown message. So if you've got kids that are doing second language training or have headphones in, they're going to be, they’re going to have this message right in front of them. Then we also broadcast the message over the intercom – “lockdown, lockdown, lock the doors. Stay away from the windows.”

Speaker 1 ([09:45](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=585.44)):

The message is completely customizable. You can play it in multiple languages. You can have it repeat, right? And so just to walk through it again, so you can activate it from this badge. These strobes, right? We'll talk about them in a minute, the multicolor led, they flash red for lockdown. They all start to flash and beep. We play that message over the Intercom. We take over every screen. Then in addition to notifying your onsite response team, we also integrate with the local PSAP. This is where Alyssa's law comes in. There's several different ways that we can do that. All right? None of these have any additional costs. It really just depends on how the district and how the, the local emergency organization want to work together. We can take and install our software directly into the PSAP so they can have a pop-up right there.

Speaker 1 ([10:29](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=629.87)):

So they, they show they're showing the map. They're showing the location. They're able to interact with dispatch and tell them exactly where they need to go. We can integrate directly with their CAD, and that can be done in a couple of different ways. We can have a digital tickets that is sent to them. Have a live voices assistant call that calls them to translate and tell them where they need to respond to. We also integrate with the company called Mutualink that does PSAP integrations directly from the school district into multiple PSAP’s. Again, several different options. Every single one of these is compliant with Alyssa's law. There's no additional costs. It really just depends on how the you and your local emergency organization want to work together. Just a couple other things to show you. So we have built a companion app as well.

Speaker 1 ([11:15](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=675.77)):

The difference between us and most other vendors, their app is their entire solution. For us obviously it is about the badge. It really revolves around this. This is what gives us ease of use. This is what gives location information. Through the app you're able to trigger other types of alerts. So you can trigger lockdowns. You can do shelter in place. You can do evacuate. It's all preloaded. The protocols that are based on the, I Love You Guys Foundation takes about five minutes and you can customize them for your own protocols. You can also create drill protocols. So allows you to do drill management as well. So you can do reporting on drills and you can make sure that you separate your drills from the PSAP. So you're not going to be notifying them every time that there is a, a drill that happens.

Speaker 1 ([11:56](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=716.92)):

From a technology perspective obviously there's lots going on in the background, but our engineers have actually done a really good job of making it simple for the end-user. That gateway device that you see there in the bottom quadrant, that's the only thing that gets plugged into the network at the school. Typically it plugs into the server room and it's used to just a straight ethernet connection. It's used to communicate outbound throughout our cloud environment. Everything else inside communicates over the wireless mesh network, which is a combination of Bluetooth Low Energy and ZigBee. The combination of these protocols gives us really, really good range. We get about 800 feet badge to beacon, um, and it gives us a self-healing network. So kids will be kids. If one of these fails. Or if a kid takes a baseball bat and bashes one of these out, it's not going to destroy the network.

Speaker 1 ([12:38](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=758.95)):

The network will continue to operate. People can still trigger alerts. The location will still be able to be identified. Because it's an emergency notification system it's not okay for you to find out that a badge is not working when someone presses it. So we monitor every single device remotely. Someone inside of our company now right now knows what the battery life is of this, how fast it's draining, when it needs to replaced. All of these devices are battery operated. That battery will last three to five years. It gives us a few different benefits. One of the benefits is that it makes installation incredibly simple, right? They attached through a magnet onto the ceiling. We can do a installation in your school, decent sized high school, we can do it in about six hours. So very, very quick and simple installation. We provide all the training.

Speaker 1 ([13:23](https://www.temi.com/editor/t/zmXO9Lh-6yjACpoXnYMOUEy-e6ih3QVQCkot1CXeYen7rNiMTX1LNsu3ct1RnFNuyQX_IXIBXuKtyyZgQvg4d_K3Qlg?loadFrom=DocumentDeeplink&ts=803.83)):

We provide all of the material that you need to train all of your staff as well. Everything is a hundred percent supported and warrantied. All right, just to wrap up. So Centegix CrisisAlert is the platform. Um, it is, we are the only non app-based vendor selected by the Florida DOE. Not only do we address Alyssa’s law, but we go beyond Alyssa's law to notify people inside of the building as well. And it's again, very, very simple installation and very simple training. We've had districts up and running within 30 days. My information is at the bottom. Rob Kent, it’s just our rkent@centegix.com or please call me (678) 323-9020. We'd love to talk to you in a little bit more detail and see how we can get you on board. Thanks for your time today. Really appreciate it. Hope to hear from you soon.