

## **Ping4 Inc. Advantages and Differences**

The difference between Ping4 Inc. and any of our competitors is about the same as the difference between our competitors and hanging two lanterns in the Old North Church.

Here are our advantages and differences;

1. Our architecture can send tens of millions of alerts within seconds. When seconds count, like for an approaching tornado or tsunami, ping4alerts is a huge advantage!
2. We can pinpoint any alert. This geographical precision means you do not get alerts which are not meaningful for you, such as an accident on the highway, but you are near but not traveling on that highway.
3. Rich multimedia messaging in any combination. This is important because for certain types of alerts, a picture or a video is actionable information, such as an Amber Alert with a picture of the missing little girl on your phone.
4. Reverse 911 and text messaging is not effective because nobody in law enforcement or public safety has adequate data bases of information about the public. Literally nobody does. Plus, even if they did, it is impossible to keep this information up to date, and nobody does that adequately either. This is undisputed.
5. People don't like to give up information about themselves to law enforcement which might allow their location to be monitored and tracked. People in law enforcement are acutely aware of this, and that's why they like Ping4.
6. The only possible way to alert visitors to your jurisdiction is with Ping4alerts! (or a siren)
7. Only 4% of the population has a land line and not a cell phone. 40% of the population has a cell phone and no land line phone, which is yet another reason for Ping4.
8. We can address multiple private channels for military, National Guard, state police, first responders, firemen, as well as a main channel to the public.
9. We can provide analytics which tell EMA's how many of their private channel communications have been received.
10. We can put an alert anywhere on the globe where there is cell tower coverage or WiFi, and we can do it anywhere on the globe within seconds.

This is a state of the art, globally deployable, and infinitely scalable system which is remarkably easy to use. The future of crisis management is instantly putting lifesaving information into the people's hands at the intersection of right here and right now. This is the future of emergency management communications. There is no place in America where this isn't highly relevant information.

When a tornado hits, and seconds count, wouldn't you like to see a map on your phone of where the tornado is? Where has it been? How fast is it going and in what direction? Wouldn't you really like to be woken up, if it's the middle of night and the tornado is heading toward you? Yes, for the middle third of the country this is vitally important right now.

If you live along the coast of one of the 21 US states that have a coastal border, would you like to know when there is a significant seismic ocean event that could create a tsunami wave?

If you live near a nuclear reactor, wouldn't you like to know immediately if there was a catastrophic accident?

If you are near a prison, and there is an escapee, wouldn't you like to know about that? Wouldn't you like to have his picture on your phone right NOW?

If there was a bank robbery a few minutes ago near you, would you like to see the security video on your phone right now? Just in case the robber might like to have your car or your family as hostages? The police would also certainly like to hear from you if you see the bank robber. We can put policemen on camera who will confirm this.