

# EmergencyWise

## Get Help When and Where You Need It

**EmergencyWise** - an opportunity for mobile network operators to offer a complementary solution to their existing subscribers in order to increase revenues and address personal safety needs.

EmergencyWise provides a simple, cost effective means to raise an alert with location information, when faced with an emergency situation.



### Key benefits to mobile network operators:

- » Provides additional revenue opportunity
- » Opportunity for mass market deployment
- » Ability to target subscribers by segments
- » Robust, reliable, flexible, scalable application
- » Increase/retain loyalty and market share
- » Rapid market entry
- » Increase VAS offering / portfolio extension
- » Reducing churn / improve traction and stickability.

### Key benefits to consumers:

- » Increased personal safety and security
- » Peace of mind
- » 24/7 availability
- » Instant “Help” message sent to contacts
- » Choice of delivery options (SMS, MMS, WAP Push).



## Integration

There are many situations in which the availability of location information can assist personal emergencies. EmergencyWise, from Creativity Software delivers location information to designated recipients. If the user of the service is in an emergency situation or feels unsafe, their location can be broadcast as a priority message to their chosen friends.

EmergencyWise is a value-added service that complements traditional emergency systems and provides peace of mind and security for the user. It can be targeted towards consumers, offering broadcast alert capabilities to service a variety of situations.

### Key features:

- » Transaction or subscription billing model
- » SMS, MMS, WAP Push
- » Optional content inclusion (e.g. nearest police station)
- » No handset limitation, extending the service to all subscribers
- » Integration with Google Maps, Microsoft MapPoint and other mapping solutions.

## Delivery options

EmergencyWise uses a wide range of channels to ensure delivery of location data to the designated recipients. These include, SMS, MMS or WAP push, ensuring unrestricted availability of the service across any handset device. This is particularly important to ensure that all nominated recipients can be reached when needed.

EmergencyWise is fully configurable without handset restrictions.

## Tailoring and targeting

The service can be tailored for different segments and demographic groups, such as the elderly, women and children, and those working in high-risk environments, providing a simple alert system.

## How it works

Users of the EmergencyWise service register target numbers to which they wish emergency alerts to be sent and this can be achieved via a simple SMS, WAP or via a web interface.

To generate an alert, the user simply presses and holds a pre-defined key on their mobile. This action is registered by the system, which then sends a message to the intended recipients. The message can be in the form of an SMS, MMS or WAP alert and performs a location look-up.

The message contains the address of the current location of the user, which may also be combined with a WAP or web link including a map of the position of the user. Additional content, such as the location of the nearest police station together with its telephone number can also be supplied. This allows the recipients to plan the most effective response.

## Contact us

For more information about how EmergencyWise can help increase your revenues please visit:

[www.creativitysoftware.net](http://www.creativitysoftware.net)

or contact us at

[sales@creativitysoftware.net](mailto:sales@creativitysoftware.net)



### About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

Creativity Software Ltd  
River Reach, 31-35 High Street,  
Kingston upon Thames, Surrey, KT1 1LF  
Tel: +44 203 318 5848  
Fax: +44 203 318 5865  
Web: [www.creativitysoftware.net](http://www.creativitysoftware.net)  
Email: [sales@creativitysoftware.net](mailto:sales@creativitysoftware.net)