



# A PANIC BUTTON ON YOUR PHONE...

## ...will it help in an active shooter event?



### LIFE-SAVING NEED

### APP-ONLY PANIC BUTTON

### ASR THREAT ALERT SYSTEM

**Single-Step  
Activations  
Available to  
Everyone Quickly**

APPS must be installed on personal devices and require multiple steps to activate.

With the push of an easily identifiable button, help is on the way immediately. Fast with no guesswork.

**DIRECT to First  
Responders and  
Law Enforcement**

Most APP providers route calls to 3rd-Party Call Centers, not direct to law enforcement.

Patented Critical Incident Response Technology DIRECT to local first responders.

**Reliable  
Connectivity and  
Easy Access**

APPS are ineffective for those without access to the APP (or their cell phone) and require strong cellular coverage at all times.

Hardware buttons that are easily identifiable and accessible to all. Signal-hopping service that is not dependent on cell service.

**Actionable On-Site  
Information to  
Expedite Response**

APPS may delay victim awareness of situation and lack feedback from the site to expedite response.

Visual and Audio Alerts for all those under attack. Location and site data to responders.



## IN A CRISIS DIRECT AND RELIABLE COMMUNICATION IS KEY

## APPS Leave Gaps

In a crisis event, like an active shooter, most fine motor skills are compromised. Getting access to a cell phone that has the APP installed, powering it up, unlocking it, locating an APP you never use - all take precious time. In addition, not everyone will be alerted to the crisis at hand, leaving them vulnerable. The ASR Alert System eliminates these weaknesses while also DIRECTLY alerting first responders with reliable, immediate, and actionable information.

## Saving Time Saves Lives



### Emergency Presented

Immediate action is needed to tend to the situation at hand as the clock is ticking.



### System Activated

The ASR Alert System is triggered via an activation point. Sirens and strobes are initiated to alert personnel and to disorient the active shooter/assailant.

### Instant Alerts Begin

All personnel within the organization, as well as local law enforcement, will receive immediate emergency alerts. Everyone is on the same page instantly.



### Quick Response

Local law enforcement will be able to move quickly to neutralize the threat and tend to the emergency at hand. The system saves time by providing the exact location of the threat as well information from the site.

