



**C\*MAS**  
CELLULAR MESSAGING ALERT SYSTEM

An informed public is the greatest ally  
to first responders.

# Introducing C\*MAS. The first Cellular Messaging Alert System For America.



Weather Alerts • Security Alerts • Amber Alerts

C\*MAS (Cellular Messaging Alert System) instantly provides cellular alerts throughout the country, states, cities, counties and regions. Whether it be a terrorism warning, weather notification, tsunami warning, hazardous waste, child abduction (Amber Alerts), or any other event requiring immediate public attention.

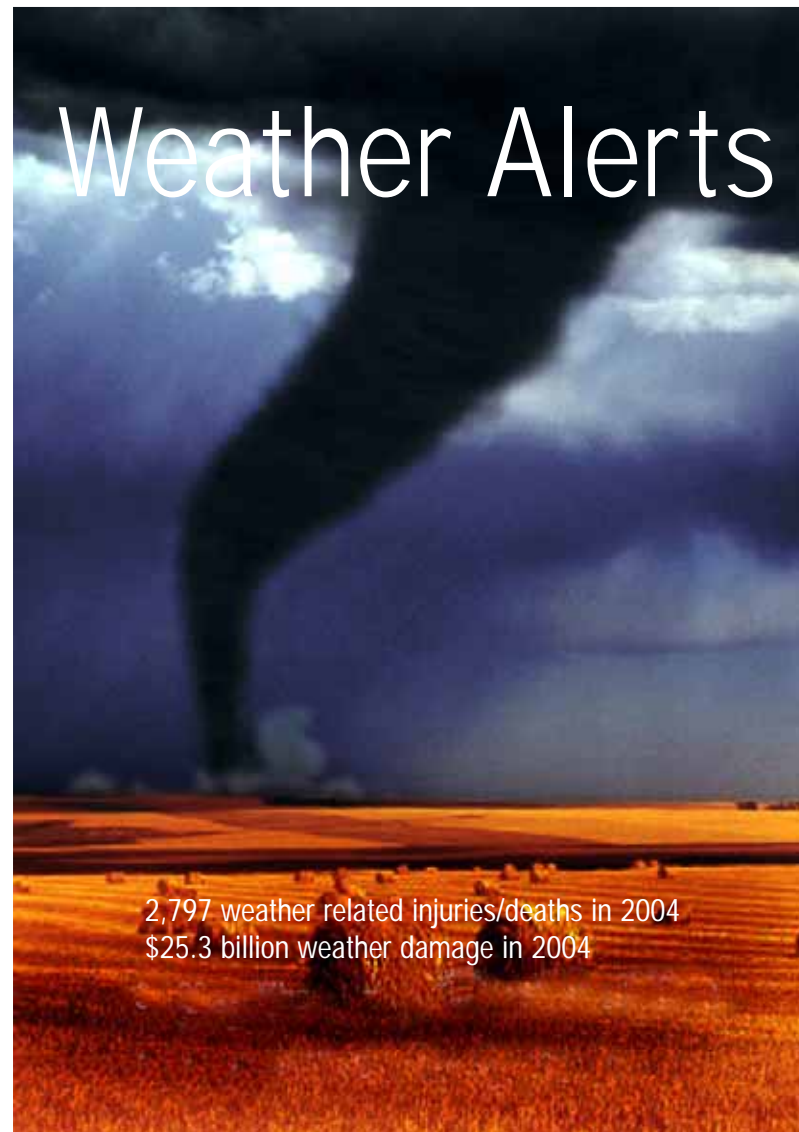
# Early alerts can save lives, critical injuries & property.

## Security Alerts



An expert panel that includes some of the government's leading emergency managers has recommended the creation of a high-technology national warning system that would alert the public to emergencies, including terrorist attacks and other crises. The group said that the government's current emergency warning systems were inefficient and outdated... Washington, Nov 24—by Philip Shenon

## Weather Alerts



2,797 weather related injuries/deaths in 2004  
\$25.3 billion weather damage in 2004

## Amber Alerts



Child abductions are a growing problem in the U.S.A.  
40% of kidnappings resulted in death  
50% of child kidnappings were sexually assaulted

# There is no sign-up or subscription necessary for the public to receive alert messages.

*C\*MAS requires no sign up and can reach every cell phone in the United States.*



CMAS was designed knowing that if the general public is required to submit their contact info into a government controlled database, they will not participate.

There have been, and are companies today with subscription based systems that have a very limited amount of people subscribed to their system thereby making that system virtually ineffective. It sounds great to get people to sign up but in fact if we required that in order for people to receive an emergency alert via their TV or radio, than that system would be totally ineffective as well.

Government officials from the State of Oregon, who are working with CMAS, completely agree with the assessment of the ineffectiveness of a subscription based system. No amount of advertising or promotion of such a system will change the public's perception or participation. The only effective solution is a non-subscriber based public service alert system much like the one used today by the radio and TV stations and CMAS is an extension of that.

The facts are clear. The only effective Alert System can be one that requires NO Sign Up by the general public. CMAS is such a system.

This committee, along with the participation of the wireless carriers, are looking for the best way to save lives, protect people and do their very best to send Alert Messages in emergency situations and we look forward to working with them to achieve that goal.

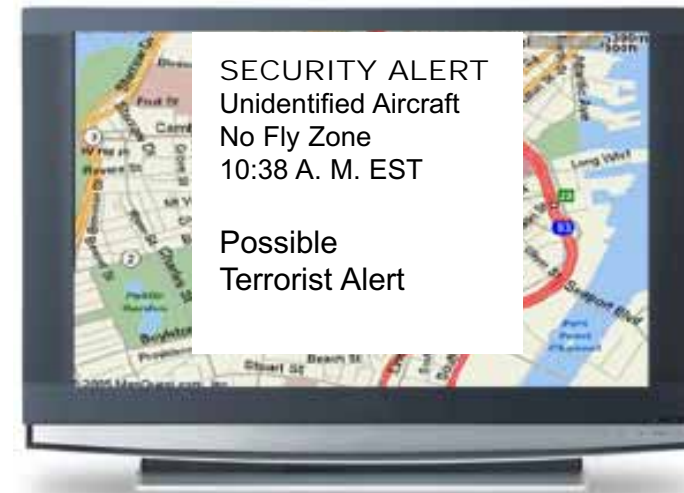
# The system is simple, secure and easy to use.



1. Select your state.



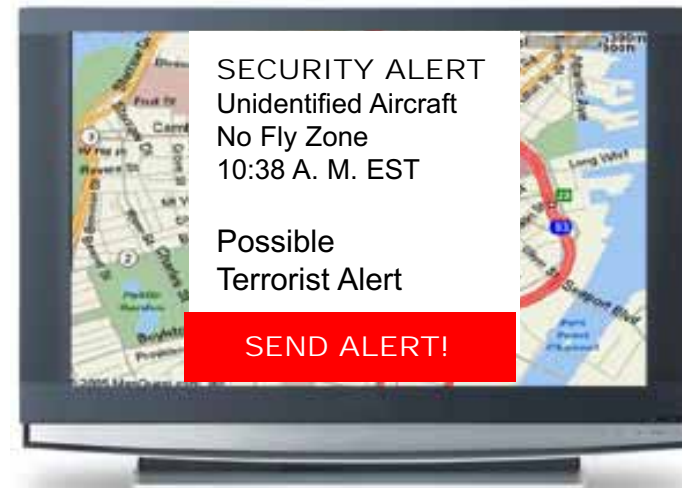
2. Select your counties or cities with a drop box to make your selection. (Or, draw your target on the map area using your mouse.)



3. Craft your Alert message.



4. Test your Alert message on your own mobile telephone. (C\*MAS will notify you with the number of available mobile subscribers in your defined target area.)



5. Launch your Alert and watch the status as delivery is completed. You also can meter the alerts to send them over a period of time.

# C\*MAS. The executive summary.



- *C\*MAS will save lives, injuries and property.*
- *No public sign-up or subscription service necessary.*
- *Recipients need not belong to a subscriber database to receive alert messages.*
- *Recipients can have the option to opt out unless the alert is by presidential order.*
- *C\*MAS. The fastest, most effective way to alert the public about a threat or emergency.*
- *In emergency situations, recipients can be notified in a matter of minutes.*
- *Instantly alert people who reside in a designated area and those who are visiting or roaming in that area.*
- *State or Local Authorities can target areas from a few square miles to the entire nation.*



- *C\*MAS public protection is available every second of every day.*
- *Free up valuable law enforcement, government human resources and communication equipment during critical times.*
- *Text messages/pictures can be recalled by the recipient for review at any time.*



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**C \* M A S**  
CELLULAR MESSAGING ALERT SYSTEM

**Notice of Patent Pending** Donald J. Vella, Jeffrey N. Ream, et al. have developed an efficient method and system for utilizing existing wireless communication devices and networks, such as cellular phones and carriers, as an underlying infrastructure in providing emergency information to a targeted percentage of the population in a specified geographical location, without requiring individuals to subscribe to an alerting service and without using information solicited from or provided by the intended recipients of the alert. For example, an illustrative embodiment encompasses a system for providing an alert message, comprising (a) a web interface server, (b) a launch server; and (c) a system database, wherein the web interface server, the launch server, and the system database are connected. An alert originator connects to the web interface server and selects a location for the alert to encompass. The web interface server then accesses a system database to determine phone numbers corresponding to the selected location, wherein each phone number belongs to a wireless device of a potential alert recipient. The web interface server collects message data input by the alert originator. The web interface server transfers each determined phone number and the message data to a launch server, and the launch server generates an alert message from the message data. Finally, the launch server sends the alert message to the wireless devices corresponding to the determined phone numbers in the selected location. A non-provisional patent application for the above-described method and system is pending in the U.S. Patent and Trademark Office.