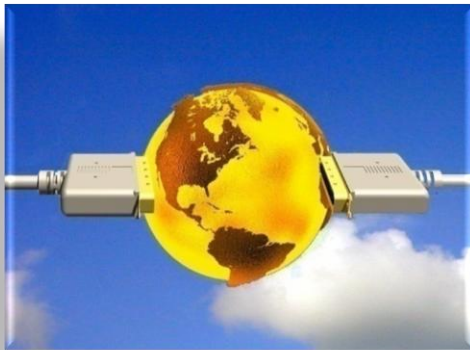




When Minutes Matter Webify For Safety

**The Power of Stargazer for Emergency
Preparedness, Communications & Response**



**Arthur Bushkin
Stargazer Foundation**

June 12, 2007



**International Association of Emergency Managers (IAEM)
2007 National Conference on Community Preparedness**



Be Prepared

Prepare

Identify a
Safety Group

Communicate

With FAMILY,
FRIENDS &
COLLEAGUES

Prepare

Get a
Stargazer
Safety Place

**Be REALLY Prepared
for an Emergency**



Webify for Safety

Webify

SAFETY

Award-Winning, Reliable
Online Service for Social Good

- Prepare in Advance/Respond Quickly
- Online Safety Places
- Extended Communications
 - Web
 - Computer Desktop
 - Mobile Devices
- All in One Place

Now Everyone Can REALLY
Be Prepared for an Emergency



Groupify & Teamify for Safety

Groupify &
Teamify

FAMILY,
FRIENDS &
COLLEAGUES

Your Own Groups –
Your Own Online Safety Places

- Work Together, Not Alone
- Be Organized
- Stay In Touch
- Be Informed
- Take Control
- All in One Place

Now Everyone Can REALLY
Be Prepared for an Emergency



Bridge The Gap



Now Everyone Can REALLY Be Prepared for an Emergency



Act NOW!

- ✓ Stargazer is:
 - ✓ Real
 - ✓ Available now
 - ✓ Proven technology
- ✓ Working Together:
 - ✓ We can Make a Difference
 - ✓ Today

Help Everyone REALLY Be Prepared for an Emergency



Now Anyone Can ...

- ✓ Create private, safe places on the Web
- ✓ Communicate between the Web, computer desktops, and mobile devices – private, reliable messaging
- ✓ Broadcast your own news and information and subscribe to other news feeds
- ✓ Bring other live Web sites onto your Web place
- ✓ Augment or complement your existing Web sites and applications

**The Power of the Web
Is Available to All**



Stargazer Places

Group Communications	Group Organization	Information & Resources
Instant Messaging	Contacts	Text & Graphics
Online Meetings (Chat) In Real Time and Archive Transcripts	Calendar	Links To Web Sites (Go Off Your Place)
Discussion Forums – Threaded Discussions	Tasks	Photos & Videos
Extended Communications (Web – Desktop – Mobile Devices)	Store & Synchronize Documents	Integration (Bring Live Web Sites Onto Your Place)

All In One Place



The Power of Stargazer

Now You Can ...	Make Stargazer a Part of Your Life	
Be in Control	Create your own private, safe Places on the Web	Set up trusted communications between Stargazer Places, computer desktops, and mobile devices
Stay in Touch	Set up your own private, reliable messaging	
Stay Informed	Broadcast your own news and information, and subscribe to other news feeds	Include any existing Web content on your Stargazer Place
Be Organized	Store your own documents and critical information	
Share the Benefits of the Web	Integrate other live Web sites into your Stargazer Places	Take advantage of your favorite Web sites, services, and applications
and all this is ...		
Quick and Easy	No special hardware, software or training is required	The Web made simple ... Your life made easier
Compatible	Augment or complement your existing Web sites and applications	Enhance your existing investment and avoid retraining or retooling

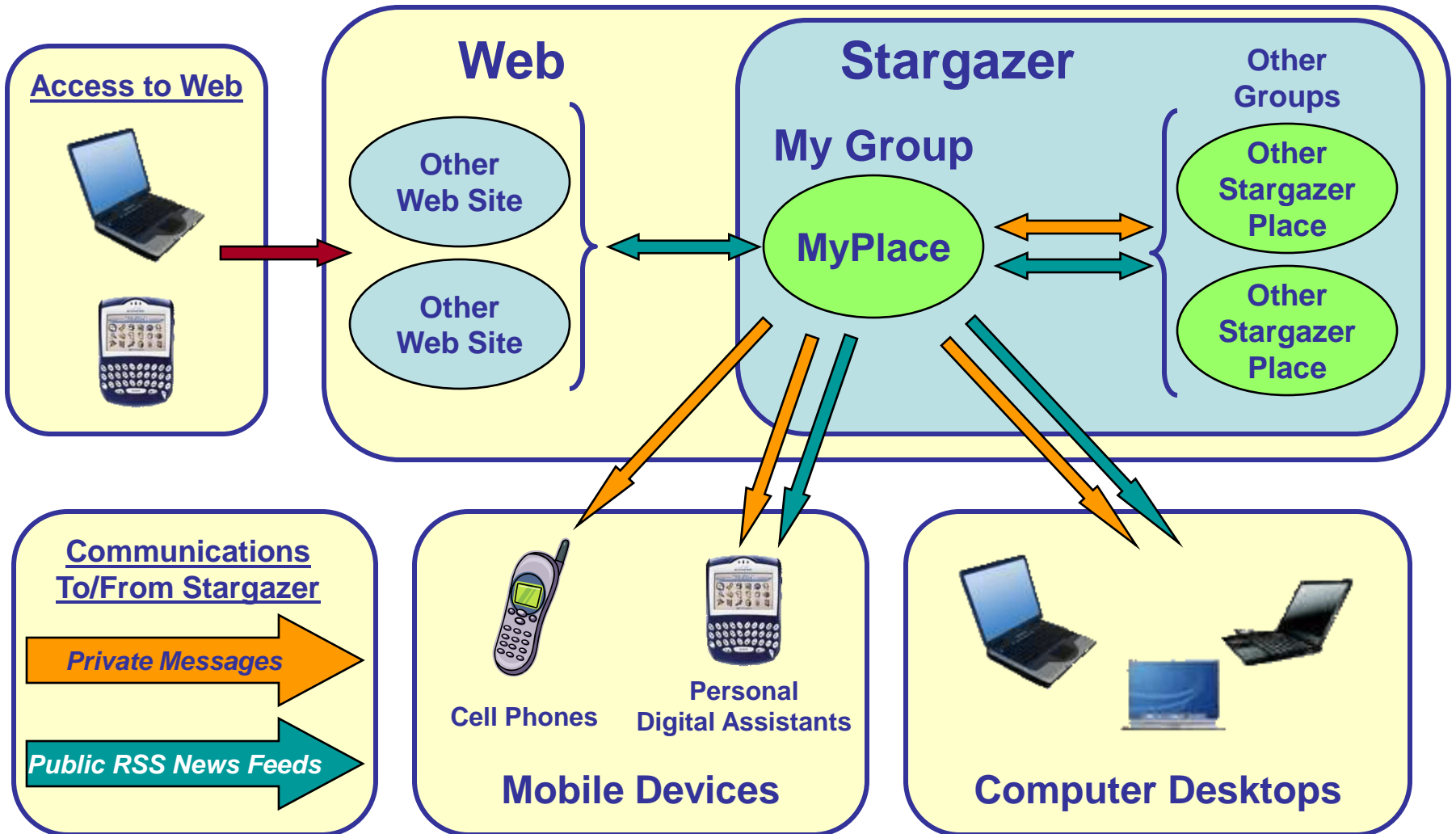


Safety Overview

Purpose	Safety Places	Suggested Users	Suggested Uses
<ul style="list-style-type: none">• Public Safety• Emergency Preparedness• Disaster Response	<ul style="list-style-type: none">• My ReadyLink (primary multipurpose Safety Place)• My Community Response• My Neighborhood Watch• SafetyLink• Special-purpose Collaboration Places with Safety-related applications	<ul style="list-style-type: none">• Families & small groups• Police, fire & rescue• Citizen patrols• Volunteer groups• Health & medical• Emergency response• First responders• Community leaders	<ul style="list-style-type: none">• Emergencies• Health & medical situations• Alerting systems• Incident reporting• Tracking people & materials• Record keeping• Planning events

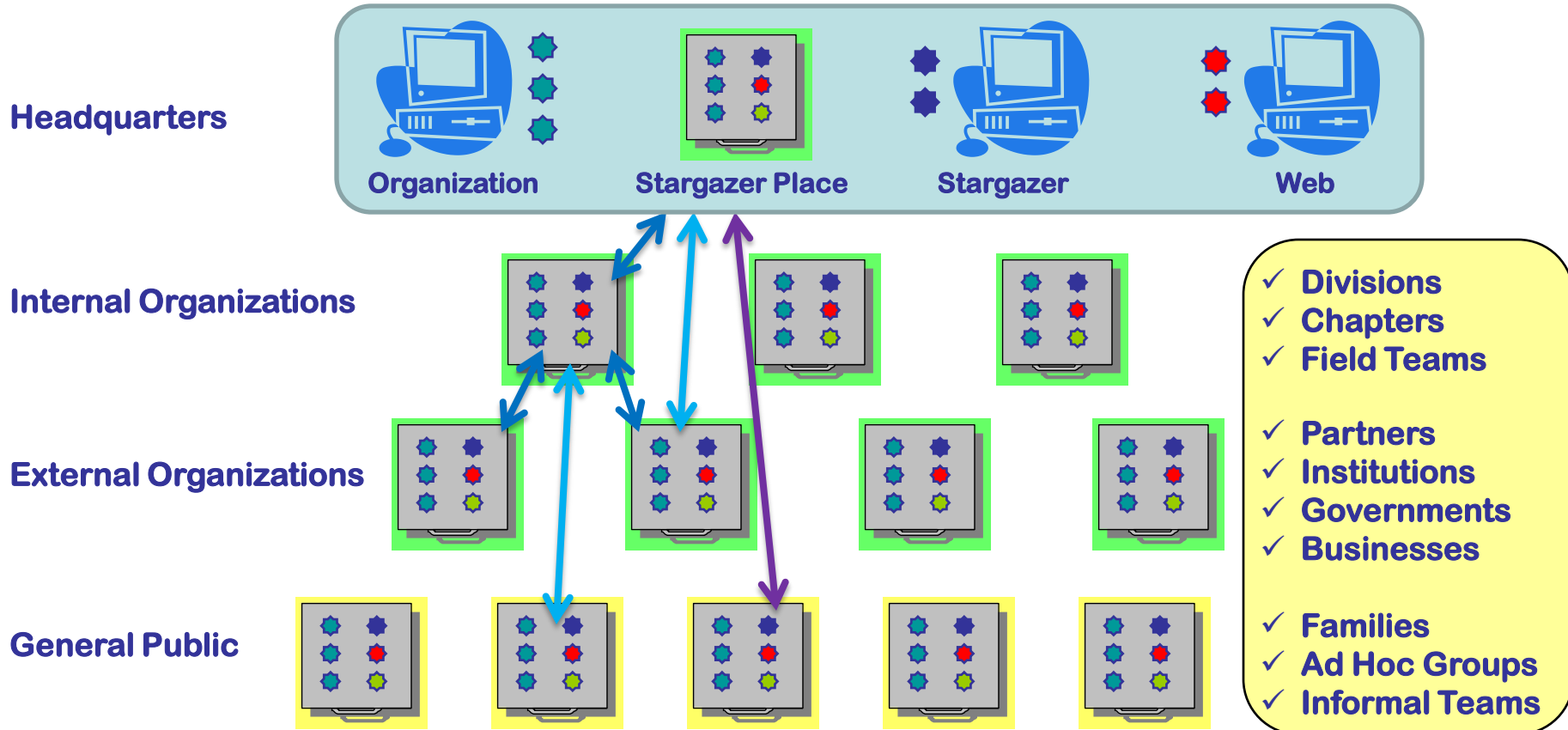


Extended Communications





Extended Communications: An Organizational Example



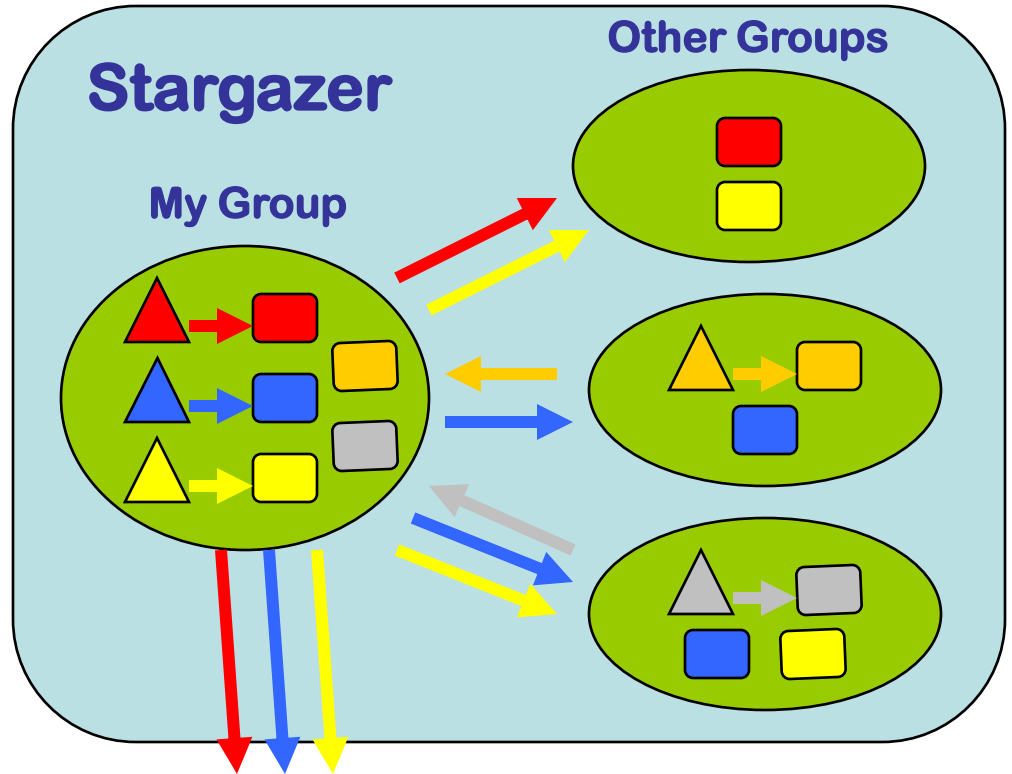


Flexible, Dynamic Communications

Versatile Communications

DIFFERENT Levels/Topics
to/from DIFFERENT Groups

- Use **MULTIPLE** Message Writers to send messages:
 - within your Group
 - to other Groups
 - to Mobile Devices
 - to Computer
- Use **MULTIPLE** Activity Logs to receive messages:
 - within your Group
 - from other Groups



Example:
 Message Writers ▲
 Activity Logs ■
 Message Flow →

Mobile Devices



Cell Phones



Personal Digital Assistants

Computers





Change the World

The Parable

GIVE a person a fish ...
and you feed them for a day

TEACH a person to fish
with a pole or a net ...
*and they feed themselves
for a lifetime*

BUILD fishing pole and
net factories, and set up
distribution channels to get
the poles and the nets in the
hands of the teachers ...
and the world will be fed

**Get Into the
Game**

**Learn to Play
the Game**

**Master and
Redefine the
Game**



The Digital Future

GIVE a person a device
with Internet access ...
*and you change their
view of the world*

TEACH a person how to
use the Web ...
*and you change the way they
communicate with the world*

BUILD the infrastructure to
provide individuals and
organizations with the tools
to communicate, and organize
and share information ...
and the world will be changed