



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

US Patent No. 7,617,287

# Introduce the first Cellular Messaging Alert System & America will follow.



C\*MAS (Cellular Messaging Alert System) introduces the first alert messaging delivery system to America. Instantly provide alerts throughout the country, states, cities, counties, regions or down to a single cell tower. Whether it be a terrorism warning, child abduction (AMBER ALERTS), weather notification, or any other event requiring immediate public attention.

Mobile adoption in the U.S. has experienced phenomenal growth with 270+ million subscribers and over a trillion text messages sent in the US in 2008. The C\*MAS patent pending technology capitalizes on the increasing usage and dependency of cell phones and is the fastest, most economical way of providing nationwide alerts.



- No sign-up or subscription service necessary.
- Recipients need not belong to a subscriber database to receive alert messages
- C\*MAS is the fastest and most effective way for any law enforcement or notifying agency to alert the public about a pending threat or emergency.
- The Department of Homeland Security or State or Local Authorities can target areas from a few square miles to the entire nation.
- Instantly alert people who reside in a designated area and those who are visiting or roaming in that area.

## How C\*MAS Targets Messages



- C\*MAS public protection is available every second of every day.
- In emergency situations, recipients can be notified in a matter of minutes.
- Free up valuable law enforcement and government human resources and expenses during critical times.
- C\*MAS is equipped with entry control points for all Federal, State and Local notifying agencies.
- No training necessary. C\*MAS has menu-driven target selections and character counters to assist in forming any text message.
- Text messages/pictures can be recalled by the recipient for review at any time.

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## 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 crisis. The group said that the government's current emergency warning systems were inefficient and outdated... Washington, Nov. 24—by Philip Shenon

## Weather Alerts



3,362 weather related injuries/deaths annual average  
\$50 billion average annual weather damage

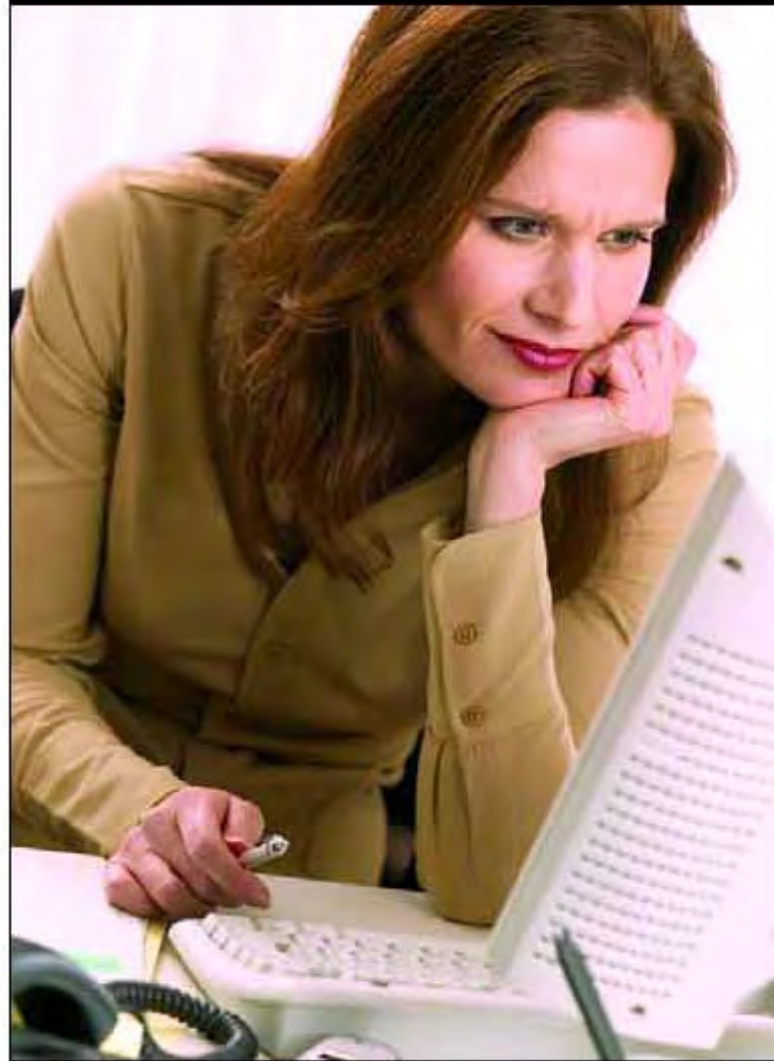
## Amber Alerts



797,500 children report missing last year  
40% of kidnappings result in death  
50%+ child kidnapping 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 are several companies today with subscription based systems with installations at colleges and municipalities. The one thing they all have in common is a very low participation rate of the available community. This documented fact makes their systems virtually ineffective. 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 the only such system.

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



1. Select your state.



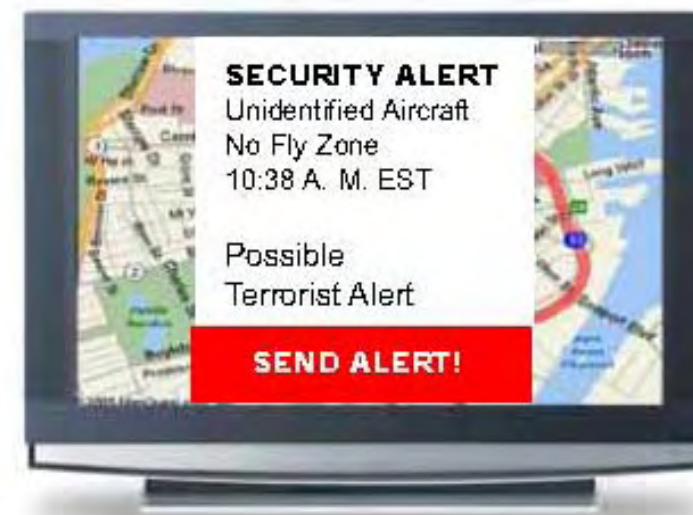
2. Select your counties or cities with a drop box to make your selection. (Or, draw your target on the map area using your mouse.)



3. Craft your Alert message.

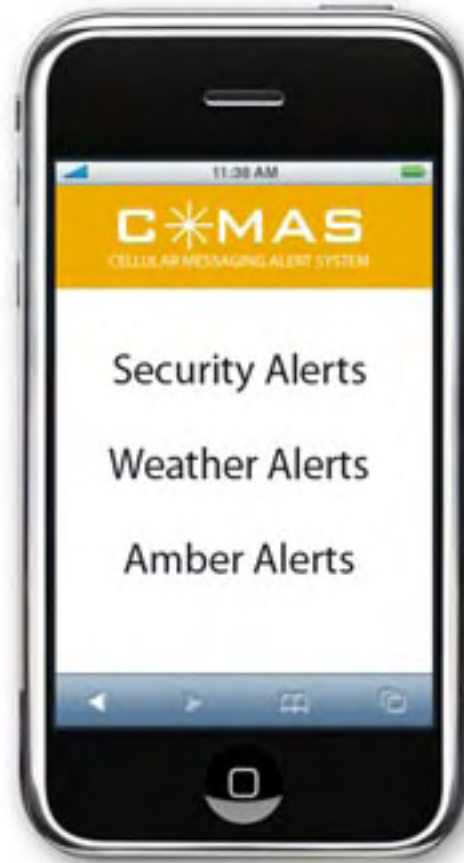


4. Test your Alert message on your own mobile telephone. (C\*MAS will notify you with the number of available mobile subscribers in your defined target area.)



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 in your defined target area.)

# C\*MAS. The executive summary.

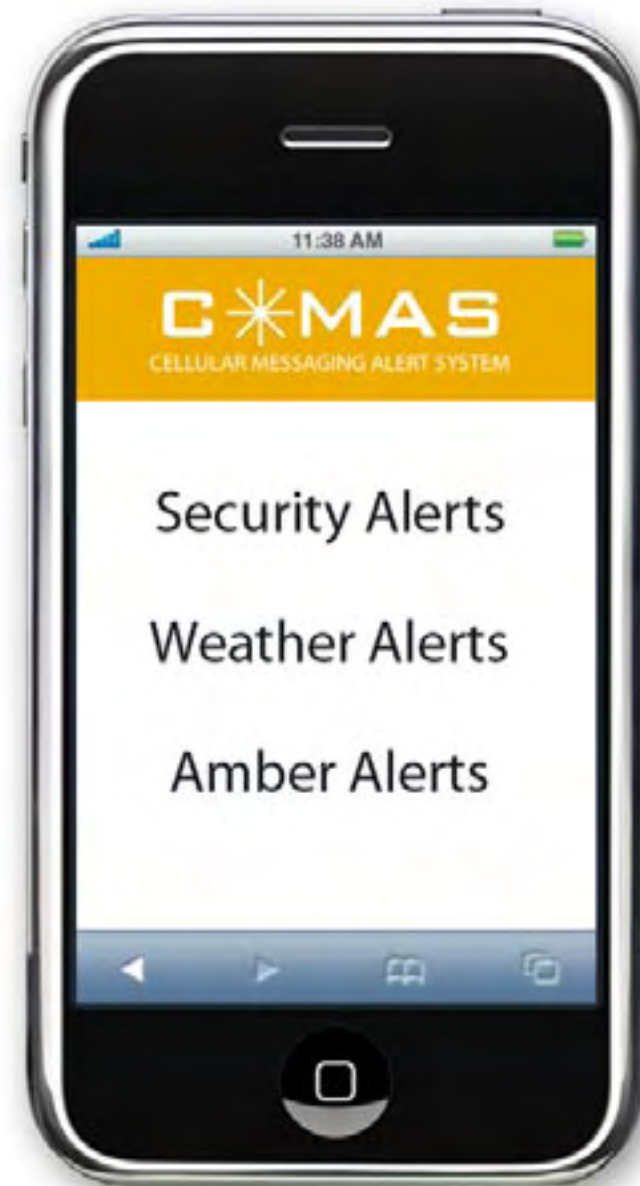


- C\*MAS will save lives, injuries and property.
- No public sign-up or subscription service necessary.
- Recipients need not belong to a subscriber database to receive alert messages.
- Recipients can have the option to opt out unless the alert is by presidential order.
- C\*MAS. The fastest, most effective 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 & communication equipment during critical times.
- Text messages/pictures can be recalled by the recipient for review at any time.



security alerts protecting America  
missing children amber alerts  
disaster alerts weather warnings





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