**Transcription - Alyssa’s Law Video - 911Cellular**

*Florida Department of Education*

**[911Cellular is ranked as the #1 Alyssa’s Law solution by the Florida Department of Education’s Selection Committee]**

**[Why was 911Cellular created?]**

Good day everyone, my name is Chad Salahshour, I am the C.E.O., president, and also founder of 911Cellular. On December 21, 1988, my niece Melina Hudson, who was a high school student, was returning home from a three month study aboard Flight 103 (Pan Am 103). Terrorists placed a bomb on board that plane and after 38 minutes of flight at 31,000 feet, the bomb exploded and tore the plane in thousands of pieces… killing all 259 people on board and 11 people on the ground. Many of the murdered people were students returning home for Christmas.

From the death of all these innocent people, there had to come a positive resolution for humanity. And that’s why we formed 911Cellular. To be able to create technologies to help students, teachers, and people in general not be victims of crimes.

**[Walk us through the Alyssa’s Law vetting process]**

The state of Florida’s Department of Education did a very complete job. The state of Florida had experts in law enforcement, IT, attorneys, and operational specialists. After this professional team vetted every vendor who participated in the bid process, 911Cellular was chosen as the best and most qualified vendor by a majority of the votes for having the most complete solution, easily deployable system with the least amount of work required by districts to fulfill the requirements of having a panic button. And also, the vetting team’s consensus was that, since districts already had many important tasks at hand, the less work that was needed by districts to have a good system was the optimal approach.

It also happened to be that 911Cellular was one of the lowest cost amongst the vendors, which ensures future affordability by districts beyond the terms of the state contract. And also the vetting team was pleased since we met and exceeded all of the requirements that the state had through a single vendor. 911Cellular does not have to bring in any other vendors to the table to be able to qualify for the state requirements.

**[What makes 911Cellular unique in its approach?]**

911Cellular’s technology is extremely easy and fast to deploy and use by end users, it integrates with many other existing technologies. Since every emergency situation is different, we have devised three separate methods, or tools, to be able to help the end user relay the nature of their emergency to public safety.

The first method is computer panic buttons, which are all software-based. They are easily installed on every computer, laptop, chromebook… and we have our own technology called the Hyper-Internal Positioning System, which has been vetted, tested and verified (by NIST, the National Institute of Standards and Technology). The location of the emergency is relayed to the public safety agency and that location is updated as the laptop is moved around. So the user never needs to know where they’re at if they have an emergency using our system and our Hyper-Internal Positioning System, the computer, the laptop, the chromebook will automatically send the location of the person directly to public safety and also to any other personnel that the system is supposed to advise that there is an emergency.

You don’t need any extra hardware to use the Hyper-Internal Positioning System, it’s very unique to 911Cellular, we use triangulation of WiFi devices which all institutions already have.

The second method for sending emergency information is using a cellular device, like a mobile phone. And we are very proud of the fact that you don’t have to unlock your phone, you don’t have to tap on an icon the bring our application up then press for emergency assistance, all you do if you have an emergency is swipe your screen (to access widgets), tap on the emergency button and a voice call is placed. Also your location information on call back is automatically sent to your public safety agency or agencies as well as any other personnel that you want to receive that information simultaneously. Literally hundreds of people and agencies can be set-up in the configuration panel which is totally customizable by the authorized personnel at the district to receive emergency information.

And the third method we have is a piece of hardware (the size of a quarter) that can be in a purse or on a belt. When this hardware device is pressed twice (it's a Bluetooth device) it can connect to computers that are close by or it can be connected to a cell phone and it will send the location of the cell phone, the location of the computer and also information related to the user directly to the public safety agency.

**[Why did the Florida DoE Selection Committee rank 911Cellular #1?]**

The committee ranked 911Cellular as the best vendor (#1 vendor) for many different reasons. We specialize in the panic button world. We do not have to bring in other partners, other vendors to the table to be able to match and exceed the requirements that the state has as part of their bid process. We develop all our own products internally. This makes for a much easier and smoother deployment. We are one of the lowest cost vendors. This will allow districts to ensure the fact they can afford, in the future beyond the terms of the state contract, to continue with us without having to be concerned. We are very reasonable, again, one of the lower priced vendors, though we exceeded the requirements of the state.

And because we specialise in this market, the state of Florida’s Department of Education felt that because we are putting all our eggs in the panic button basket, we would be enhancing this product in conjunction with all the districts in Florida more and more and that would serve a very useful purpose for all the districts without adding any additional cost for the districts to have better and better products as technology advances every single year.

The other reason why we were chosen is because of the fact that 911Cellular is the only vendor that has had the type of very positive review from the federal government in the testing of our software applications for internal positioning, and we are very proud of that fact because our technology is actually being used at 911 centers as an enhancement to the 911 system to save lives.

And above all, our mission is not financial-based. The reason why this company exists is to help people, is to keep the memory of people like Melina Hudson, a high school student. And all of the majority of the people that died on Flight 103 were actually college students coming home. Our mission is to keep their memories alive. Our mission is to help students, teachers, be able to hopefully not become victims of violence and if an emergency occurs, there is a clear, simple path for them to be able to ask for help.

For myself, I have been a law enforcement officer for over 32 years and I feel that law enforcement’s mission to help protect and save lives is indicative of what 911Cellular does. And I believe the committee understood and agreed with how our products work and the alignment of our mission.

**[Why choose 911Cellular for Alyssa’s Law?]**

The reason why we exist is to help students, teachers, faculty and other people within our educational institutions, within our institutions in general, to be able to ask for help and receive that help in a way that will not harm them.

We test every situation. We wanted to make sure that all of those situations in real life are accounted for and having been a public safety officer for as many years as I have been, make sure that all of those real situations were accounted for and they were not designed under ideal situations… because in no emergency I have seen, ideal situations exist.

So 911Cellular is the most realistic product with a mission to save lives. We believe it, we live it, we practice it, and we want to be part of your daily operations to fulfill our commitment to you and your students.

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