THE POWER OF PLACE
When it matters most
3 out of 4 American’s Own Smartphones

Source: comScore, Feb 2015
the mobility effect

Daily Media Consumption Trend ('15 to '16)

Source: Media Dynamics, comScore Inc, ZenithOptimedia, June 2015
Pure Addiction
Your poll will show here

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2. Make sure you are in Slide Show mode

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or
Open poll in your web browser
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digitization of the physical world
Right Place – Right Time When It Matters Most

FEDERATION FOR INTERNET ALERTS

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN
Startling statistics:

On average over 1,000 children are reported missing each day in the U.S.

Acting quickly is critical

Digital alerts allow important information about the missing to be distributed in real-time
Established in 1984, the National Center for Missing & Exploited Children® is the leading nonprofit organization in the U.S. working with law enforcement, families and the professionals who serve them on issues related to missing and sexually exploited children. Today NCMEC is authorized by Congress to perform 22 programs and services to assist law enforcement, families and the professionals who serve them.
AMBER ALERTS

Rapid notification to the public utilizing all available technology during the most critical period after a child has been abducted.
FIA’S MISSION STATEMENT

Our mission is to be a facilitator for Internet technology and services collaboration among companies, non-governmental organizations, and alerting authorities to promote standards-based, all-hazards, all-media, authoritative alerting to individuals in societies worldwide.
MESSAGED VISITS TO AMBER ALERT’S WEBSITE DURING ABDUCTIONS.

3.8 M

750 MILLION AMBER ALERT IMPRESSIONS SERVED
*200 MILLION UNIQUES

AMBER Alerts = 98% CHILD RECOVERY RATE
FIA Alert Technology

Fast, Robust, & Scalable
Alerting Authority

FIA Messaging Server

FIA Push Hub

Online Run of Network Emergency System

Partner Passes Message Request by Running Tag

Simultaneous Updates

P

P

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FIA ALERT HUB

Alerting Authority

*Pull/Push Subscriber/Receiver*

FIA Global Hub

Push/Pull New Alert

Subscriber/Receiver

Alerting Authority

Pull/Push Subscriber/Receiver

Alerting Authority

Push/Pull New Alert

Subscriber/Receiver
Unlike traditional Alerts that are targeted at the state / city level, xAd enables the delivery of AMBER Alerts to people in hyper local areas, pinpointing users at the abduction site or within the search area defined by law enforcement within seconds.

Reaching over 80% of mobile users across over 30k application within an accuracy of 10-50 meters

RESULTS: 2,160% Increase in Mobile Engagement to Amber Alerts compared to typical mobile ads!
BREAK OUT

How To Extend The Success of Digital Amber Alerts to other critically missing children?
Strict Criteria for AMBER Alerts

- Abducted child
- facing grave danger
- Enough descriptive information to believe AMBER Alert will help

But what about children who are in critical danger who do not meet this criteria?
49% of children with Autism wander. Those 9 years of age and younger more than 40% die during their wandering episode. 91% of those are from drowning.

What can be done???

Source: National Autism Association
Autism

• 49% of children with Autism wander
• Those 9 years of age and younger more than 40% die during their wandering episode
  – Source National Autism Association
• 91% of those are from drowning

• What can be done???
GROUP BREAK-OUTS

• 15 minute break-out into small groups
• Discuss potential ideas / solutions that leverages the power of mobile technology to help other critically missing children
• 10 min for each group to present their ideas
HOW TO GET INVOLVED?

If you would like to obtain additional information or would like to get involved email: info@internetalerts.org
THANK YOU