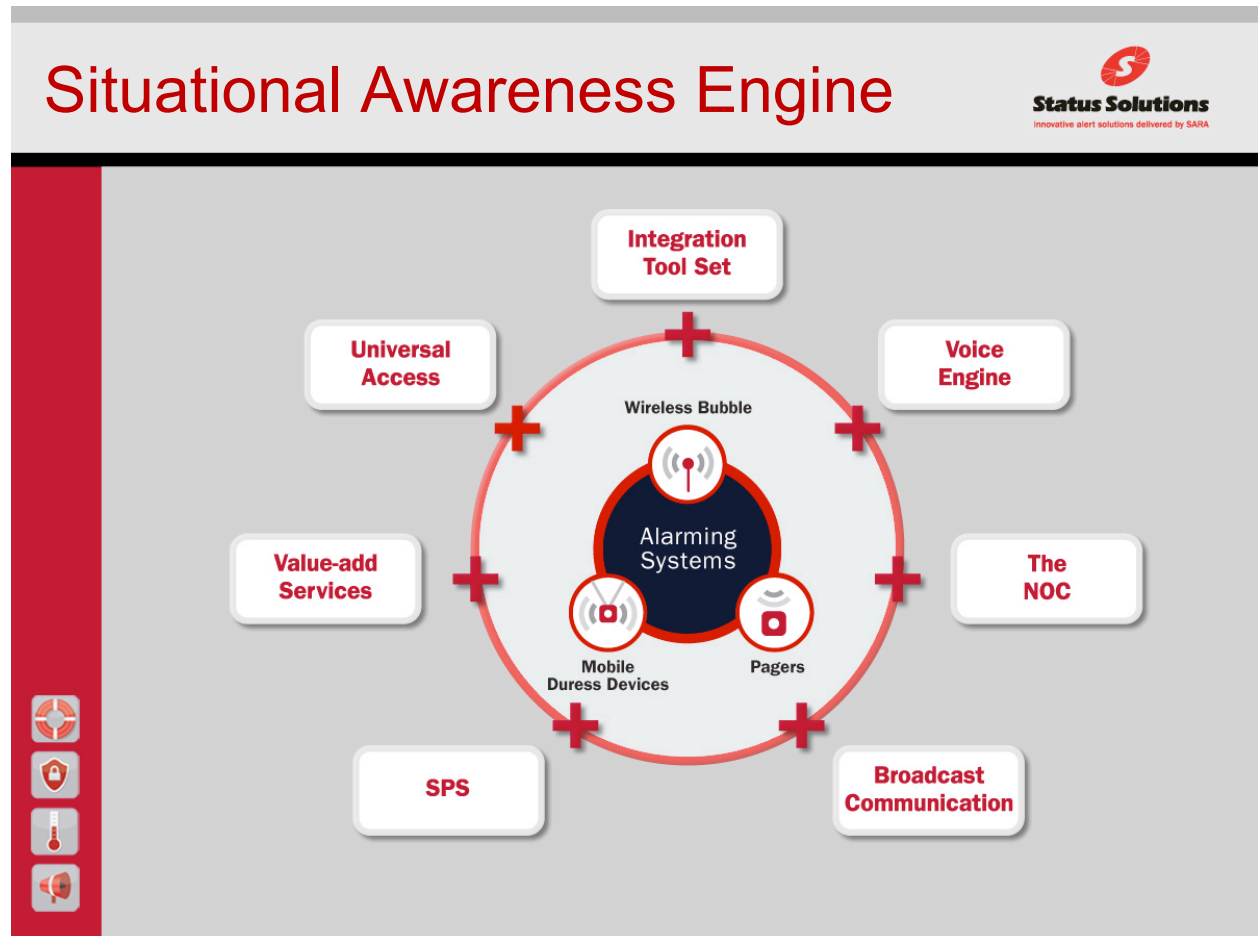


Why is the Status Solutions customer experience different?

There are many reasons why the customer experience with a SARA solution is superior to the experience with a system limited to “emergency call”. The graphic below illustrates the difference between a standard emergency call system and SARA. Inside the shaded blue circle are the components of traditional emergency call systems. Of course SARA performs those basic functions superbly. When you add the capabilities outside the circle to the basic emergency call foundation, true Situational Awareness with SARA is achieved.



The rapid market adoption of the Situational Awareness concept has created many SARA imitators. When considering a solution for your facility, a thorough review of the following capabilities should be completed.

The Network Operations Center (“NOC”)

Is your current vendor providing remote supervision of your system? Are you confident that your system will always be up and running? Is your system up-to-date with the latest and greatest software?

SARA capability - The one-of-a-kind NOC provides:

1. Improved safety via 24 x 7 remote up-time monitoring and proactive alerting. If there is an issue with the SARA System, a Status Solutions representative will contact the site proactively.
2. Remote disaster recovery via daily data back-ups
3. Remote software support
4. Remote software upgrades
5. Two options for onsite response time for replacement of the SARA System Server and/or Network Coordinator in the event of an unlikely failure. Please see our NOC brochure for further details.
6. One year server and network coordinator warranty is extended with each annual renewal
7. 24/7 emergency and non-emergency support via online, phone, and live remote assistance
8. Remote Training

Traditional Emergency Call capability – There is no analogous capability from other vendors. Extended maintenance agreements are often positioned as NOC substitutes. It is not an equivalent concept.

Voice Engine with Telephony Integration

Can your system send voice and text alerts to in-building pagers, email and telephones, as well as to cell phones, home phones, hand-held radios and external email?

SARA capability – SARA has a high quality text-to-speech voice engine. SARA's voice combined with built in telephony integration provides alerts to any cell or desktop phone. SARA knows when to talk, can leave a clear message, and provide reporting regarding who received the message and if it was acknowledged.

Traditional Emergency Call capability - some e-call systems have a synthesized voice, commonly a "freeware" voice downloadable over the internet. They do not have a telephony integration. The voice without the telephony integration is largely useless for real-life applications.

Accurate Location Data

When alerted of an emergency situation, are you quickly and accurately able to determine the location of the individual in need of help?

SARA capability – SARA’s patent pending Positioning System (SPS) provides enhanced location support for mobile alarm devices within the EchoStream RF Infrastructure. Through vector mapping technology, SARA provides highly accurate location data which shows the proximity of the mobile device to a fixed device within the infrastructure. Points of interest can be defined anywhere on your campus or in your facility, in order to provide multiple points of data to more quickly and easily find those in need of help. The location provided by SARA via SPS can be as accurate as to the room level. This patent pending technology is not possible with other systems.

Traditional Emergency Call capability – Without SPS, the limitations of RF technology makes highly accurate location data for mobile devices impossible. Some vendors use misleading terms like “triangulation”. Triangulation is simply not possible with current RF technology. The RF platform does not provide enough data for a position to be triangulated.

Proactive Alerting

Are you able to proactively alert when people or assets enter areas of concern?

SARA capability – A new feature of SPS scheduled to be generally available in late 2011 or early 2012 is Zone Monitoring. When the EchoStream infrastructure and SPS are present, Safe Zones can be created on the campus or within the facility and alerts can be sent when individuals (with a particular mobile duress device) leave that zone. The zone is combination of fixed locations and points of interest. During the installation phase, the Safe Zones are defined.. For example, there may be certain areas of the campus or facility where they don’t want individuals to go at certain times . . . i.e. workshop after hours or outdoor walking paths. Once the Safe Zone is created, the particular mobile panic device will be linked to that Safe Zone. Upon exiting the Safe Zone, SARA can alert responders. Multiple individuals may have multiple Safe Zones assigned.

Traditional Emergency Call capability – Without SPS and Zone Monitoring, traditional emergency call systems can not perform accurate location based proactive monitoring and alerting.

Broadcast Communication

Are you able to effectively communicate to groups of individuals about security alerts, inclement weather updates, facility construction warnings, scheduled activities, or other reminders automatically?

SARA capability - SARA’s powerful text-to-speech engine, combined with built in telephony integration and automated dialer functionality, allows enhanced safety awareness, as well as greater participation in facility events. This is accomplished with “Quick Messages” and “Reminders” which provide immediate or pre-planned friendly calls to individuals and staff phones.

Traditional Emergency Call capability – there is no similar capability

Integration to Existing Systems

Does your current vendor have the expertise to integrate to all of your current systems and devices, both hard wired and wireless?

SARA capability - SARA is built from the ground up to be an integration middleware platform. In addition to new sensors deployed as part of a solution, SARA provides alerting and reporting for all alarming systems, and leverages all existing communication devices (phones, radios, pagers, multimedia displays, etc.) This unique integration capability allows SARA to become the single, powerful alerting platform in the large majority of our customer sites.

Traditional Emergency Call capability – several product manufacturers claim an “integration” story. It is an easy claim to make, but difficult to back up. Real experience matters. SARA is integrated to other systems in nearly every one of our customer sites. In several sites SARA is the common alerting platform for one or more hardwired nurse call systems, fire panels, wandering platforms, environmental systems, fall sensors, and more.

Universal Access

Is your current system network-based and therefore accessible from any PC on your network?

SARA Capability – Because SARA is an IP enabled system, it is universally accessible via the web, with appropriate log-in and password. This is a tremendous staff productivity enhancer. An alert status can be checked, or a message sent, from any PC or mobile device with LAN access, including remote PC's.

Traditional Emergency Call capability – most emergency call systems utilize a single stationary server, or client-server technology. Generally there is access in one place only.

Check-In or “Resident Wellness” System

Are you able to efficiently ensure that your residents are up and about?

SARA Capability – SARA's Resident Module allows for check-in via multiple methods, including passive devices such as motion detectors, push button systems, or telephone call check-ins. Communities can use multiple types of check-in systems if desired. Residents or residences can be scheduled for “vacation” or “vacant” etc and check-in is captured in SARA's built-in reporting.

Traditional Emergency Call capability – emergency call system capabilities vary widely

Unparalleled Implementation and Support

Is the on-going support you are receiving from your vendor prompt, accurate and valuable?

This is possibly the most significant SARA differentiator. An investment in a SARA solution is the beginning of a customer experience that is unique. Status Solution's NOC, and customers can and will speak clearly to this point.

Consistent Innovation through Value-add Services

Is the ability for your vendors to serve as a strategic partner helping you to improve and grow your business overtime important to you?

SARA Capability – With input from our customers, we are consistently adding useful functionality to SARA. A recent example is our SARA Hands-Free intercom service. The intelligent auto answer speaker phone will auto answer calls pre-programmed telephone numbers. Features include, 50 number memory for caller ID, device sits idle until call comes from matched number, hands-free speakerphone, volume controls (speaker, handset and ring tone), 6 one touch speed dial numbers, 10 two touch speed dial numbers, 1 emergency speed dial number. Caller ID (CID) is required. This capability can be deployed selectively (i.e. only to IL cottages) or throughout the community.



Other examples of innovation are **CATIE MIMI**, and **SARA's eMessenger**.

CATIE – provides Communication and Access to Information Everywhere. CATIE is an interactive multi-media device delivering information through a touch screen enabled kiosk. The unit will provide two-way communication, as well as other tools that will enhance the daily lives of residents, their families and their caregivers. Capabilities include touch-button emergency duress, reminders (activities, medicine), voice reply email, local weather details, etc. CATIE also carousels interactive advertising and has a directory option (Green Pages) allowing sponsors to cover the cost of the device. CATIE keeps residents engaged, informed, active, and enhances daily life.

MIMI is a health monitoring solution that transfers Motion into Meaningful Information. MIMI, powered by AFrame Digital, is uniquely designed to automatically analyze and develop personalized care models from information collected over time. MIMI enables caregivers and communities to deliver proactive care, averting crises and allowing for earlier intervention.

The MIMI solution includes a wrist-worn, personalized device that monitors an individual's activity, location, and physiological status in real time, indoors or outside. The watch contains sensors to detect impacts or falls and provide an alert without the push of a button. MIMI learns an individual's baseline and takes a proactive approach to health and wellness by personalizing the solution for each user. Alerts are based on the individual's baseline of information to develop a long-term profile of an individual's wellness status.

MIMI's inference engine is software based and gathers the information necessary to allow caregivers to set parameters around the personal baselines developed for an individual and to be alerted when significant changes occur. The alerts are indicators of change to a user's overall wellness. Changes in activity, temperature, sleep, location or defined zones, eating, etc. can be detected through the use of a variety of sensors. This information can then be sent to SARA for alerting purposes through modes and actions, and/ or to MIMI's secure web-based user interface.

MIMI can be extended to all of your residents, a sub-set of your community and even to seniors still living in their homes. This is a state of the art system for monitoring and managing health, wellness and safety, allowing seniors to stay healthy and independent regardless of where they live.

SARA's eMessenger is a robust enterprise grade alerting tool that is used to deliver pop up alerts to various devices. Currently supporting PC based pop-up alerts, SARA's eMessenger is an extension of the mass notification capabilities of SARA. By providing enhanced alerts with specific information, patrons of a facility can be informed of pertinent emergency notification events to help prevent loss.

SARA's eMessenger can be customized allowing all, some or groups of PC's to receive alerts. Users have full control over which PC or groups of PC's receive alerts.