

# **Zoombak Company Overview:**

## **Interaction with Public Safety**

**Presentation to the  
National Association  
of State 9-1-1  
Administrators**

June 2009



# New Best Practice

- APCO Recommended Best Practices PSAPs/Telematics Call Processing
- Revised Draft – January 14, 2009
- <http://www.apcointl.com/new/commcenter911/downloads/TSP%20Guidelines.pdf>



# Coincident with the Release



- Zoombak is launching an auto recovery product nationwide called *Zero-In GPS Recovery*
- Zoombak believes that their call processing model is consistent with the Best Practice & have found no disagreement with jurisdictions already implementing it
- Today's presentation is the next step in reaching out to Public Safety to create awareness and gain support for working with our product
- Support materials available include a dedicated website, reference cards for tele-communicators, and a single point of contact for other questions or requests

# About Zoombak

Zoombak LLC, a subsidiary of True Position, develops and markets products which keep people connected to the people and things that matter most

Zoombak currently sells two lines of products, both utilizing a compact A-GPS device:

1. Products with no marketed public safety involvement

**zoombak™**

Universal A-GPS Locator



- Sold at retailers such as RadioShack and Target
- Consumers can locate teen or elderly drivers, children, or pets via online service
- Available with pet pouch or auto installation kit

2. Products which directly involve public safety

**ZERO-IN™**  
GPS RECOVERY

Stolen Vehicle Recovery

- Sold through automobile dealers
- Dealers install device in customer vehicles
- Customers contact Zoombak if the car is stolen (after first filing police report)
- Call flow based on APCO recommended best practices

# What is Zero-In GPS Recovery?



*New vehicle recovery system which helps law enforcement recover stolen vehicles*

- Sold to consumers through auto dealers
- Consumers pay one-time fee to dealer; no recurring fees
- Auto dealers install A-GPS device in hidden location within vehicle (Small compact design for quick and simple installation)
- If vehicle is stolen, Zoombak customer service works with law enforcement to locate the vehicle
- Requires NO investment or equipment deployment from law enforcement or public safety
- Zoombak working closely with public safety and law enforcement to ensure smooth roll-out

# Zoombak Technology



## SiRFstar III GPS chip



- 200,000+ effective correlators for fast time to first fix and high sensitivity acquisition
- Autonomous horizontal position accuracy: <2.5m
- Autonomous acquisition sensitivity: -147dBm
- GSM coarse time aided: -155 dBm



## A-GPS servers

- Quicker time to first fix
- Improved accuracy

## Nationwide GSM coverage



- Transmit data via GPRS
- Roam onto other GSM networks to ensure maximum coverage

# Zoombak PSAP Reference Guide

Zoombak markets GPS-based devices that support tracking of children, vehicles, equipment and other valuable items. Under certain circumstances, PSAPs and Law Enforcement may want to know the location of a Zoombak device. Where applicable, Zoombak has implemented call handling procedures defined by NENA and APCO.

## Zoombak products:

### **1. Zoombak Universal Locator**

- Sold at retailers such as RadioShack and Target
- Consumers can locate teen or elderly drivers, children, or pets via online service
- Available with pet pouch or auto installation kit
- **No direct public safety involvement. It is, however, possible that Zoombak customers may directly call 9-1-1 and provide location info based on a Zoombak device**

### **2. Zero-In GPS Recovery**

- Sold through automobile dealers
- Dealers install GPS device in customer vehicles
- Customers contact Zoombak if vehicle is stolen
- **Zoombak interaction with PSAPs based on APCO Recommended Best Practices – Telematics Call Processing**

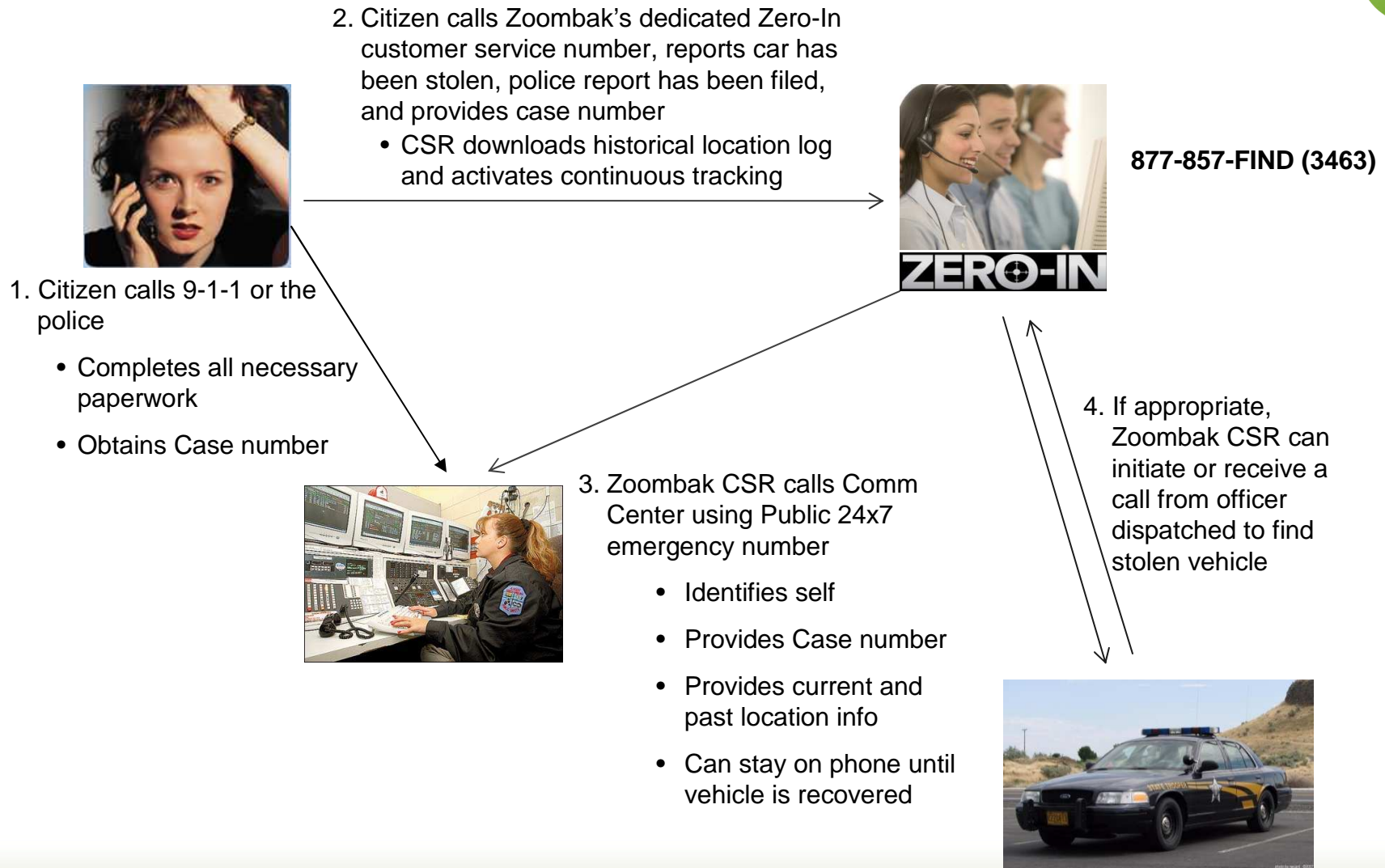
## Zero-In GPS Recovery: Process if car gets stolen

1. Citizen contacts police, reports car stolen, completes paperwork, and requests case #.
2. Citizen contacts Zoombak's Zero-In 24/7 call center. Zoombak verifies customer info and takes police case number.
3. Zoombak contacts the appropriate communications center by using the public 24X7 number.
4. Zoombak provides case number to PSAP; provides current/past location info. Zoombak CSR will stay on the call as long as required.
5. If appropriate, the Zoombak call center will take calls from officer dispatched to recover the stolen vehicle.

## Looking for additional information?

- Email: [publicsafety@zoombak.com](mailto:publicsafety@zoombak.com)
- Web: [www.zoombak.com/publicsafety](http://www.zoombak.com/publicsafety)
- Phone (to locate stolen vehicles which have Zero-In GPS Recovery): 877-857-FIND (3463)

# Zero-In GPS Recovery Protocol



# Call to Action

- Zoombak is committed to getting the information in this presentation and the reference card into the hands of every tele-communicator
- Several Models
  - If an email list is provided to me, I'll send out the package in your state (i.e. Florida)
  - If you prefer, I can provide the package and you can distribute it (i.e. Texas)
  - If appropriate, you can post it on your website (i.e. North Carolina, home of the NCAA Champion Tar Heels)

***Please let me know how you would like to proceed***

# Resources

- Visit our website for Public Safety –
  - <http://www.zoombak.com/publicsafety>
- Contact Ray Paddock
  - (303) 495-3519
  - [publicsafety@zoombak.com](mailto:publicsafety@zoombak.com)

