

FAST RADIO TESTED IN SECURITY DEMO



Emergency Radio

---Sima Products Corp.

Feedback

"The development of the FAST radio project has been greatly advanced by working with FirstLink. Susan Zelicoff's understanding of the project – from the technical side to the marketplace and potential customers – is complete. Her guidance has been invaluable. Our participation in the Picatinny Arsenal demonstration gave the project the kind of credibility and visibility necessary to attract serious interest from numerous market sectors. Going forward, we continue to highly value the quality insights, suggestions and advice from Susan and FirstLink."

Ilana Diamond
CEO, Sima Products Corporation

Overview

FirstLink helped a small commercial provider of public alert radios and emergency alert devices demonstrate their technology to the U.S. Army during a special emergency exercise. Based in Southwestern PA, Sima Products Corporation offers an array of small consumer electronics accessories related to home theaters, video, cameras, and weather radios. Their latest development is a novel, consumer-priced, emergency alert radio capable of receiving configurable text messages which can be targeted to highly specific geographic or demographic recipients. Emergency managers could securely generate and send customized messages using an online interface and database, which get then broadcast over special FM radio bands.

FirstLink arranged for Sima to include this product, called the FAST Radio System, in an emergency situation demonstration arranged by Picatinny Arsenal's Systems on Systems Security (SOSSec) program. The new FAST Radio System debuted as part of a demonstration of interoperable communications by the U.S. Army at Picatinny and MountainTop Technologies of Johnstown, PA. The demonstration simulated terrorist-type events in Johnstown, Pinellas County, FL. Picatinny, and Philadelphia, PA. Information from the field at each event was streamed live to the local emergency command center and simultaneously routed to the regional command center at Picatinny.

Results

The FAST radio performed as designed during the demonstration. According to Paul Neatrou, project manager at MountainTop, the FAST radio offers significant enhancements in the ability of EMS managers to issue civil warnings, as it is the only device that allows the sender to identify a target audience, select a custom text message and broadcast it to radios that have been programmed to automatically alert upon reception in seconds. FirstLink continues to work with Sima on market entry strategies.

The SOSSEC program at Picatinny Arsenal's Homeland Defense Technology Center integrates individual homeland defense and security projects and solutions into a cooperative, inter-networked System of Systems to support agile, "sense and respond" security and defense capabilities.

FirstLink is the Department of Defense's National Center of Excellence for First Responder Technologies, supporting first responder needs through the development of commercial pathways between Department of Defense Science & Technology, private industry and universities.

www.dodfirstlink.com
info@dodfirstlink.com
telephone: (888) 802-0380

