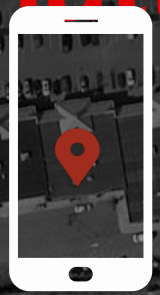
THE POWER OF PLACE

When it matters most



xAd

FEDERATION FOR INTERNET ALERTS

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

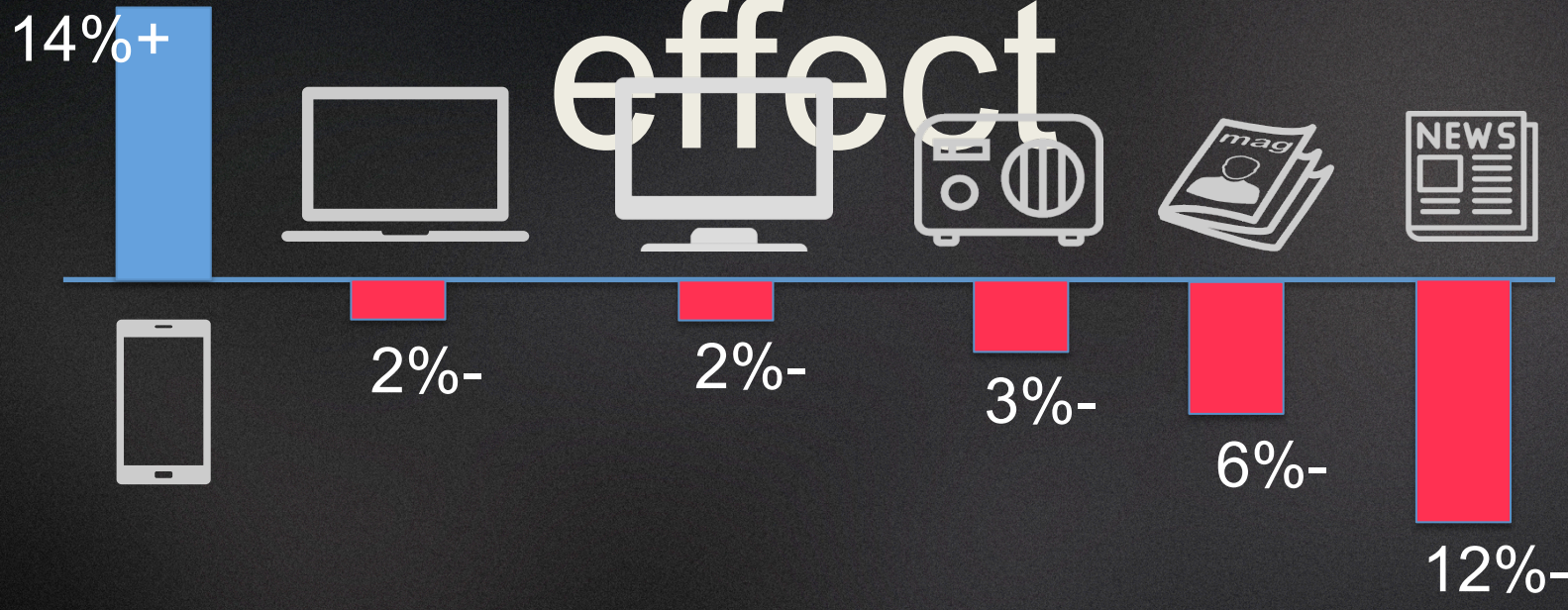
3 out of 4

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

1

Install the app from pollev.com/app

2

Make sure you are in Slide Show mode

Still not working? Get help at pollev.com/app/help

or

Open poll in your web browser

Your poll will show here

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pollev.com/app

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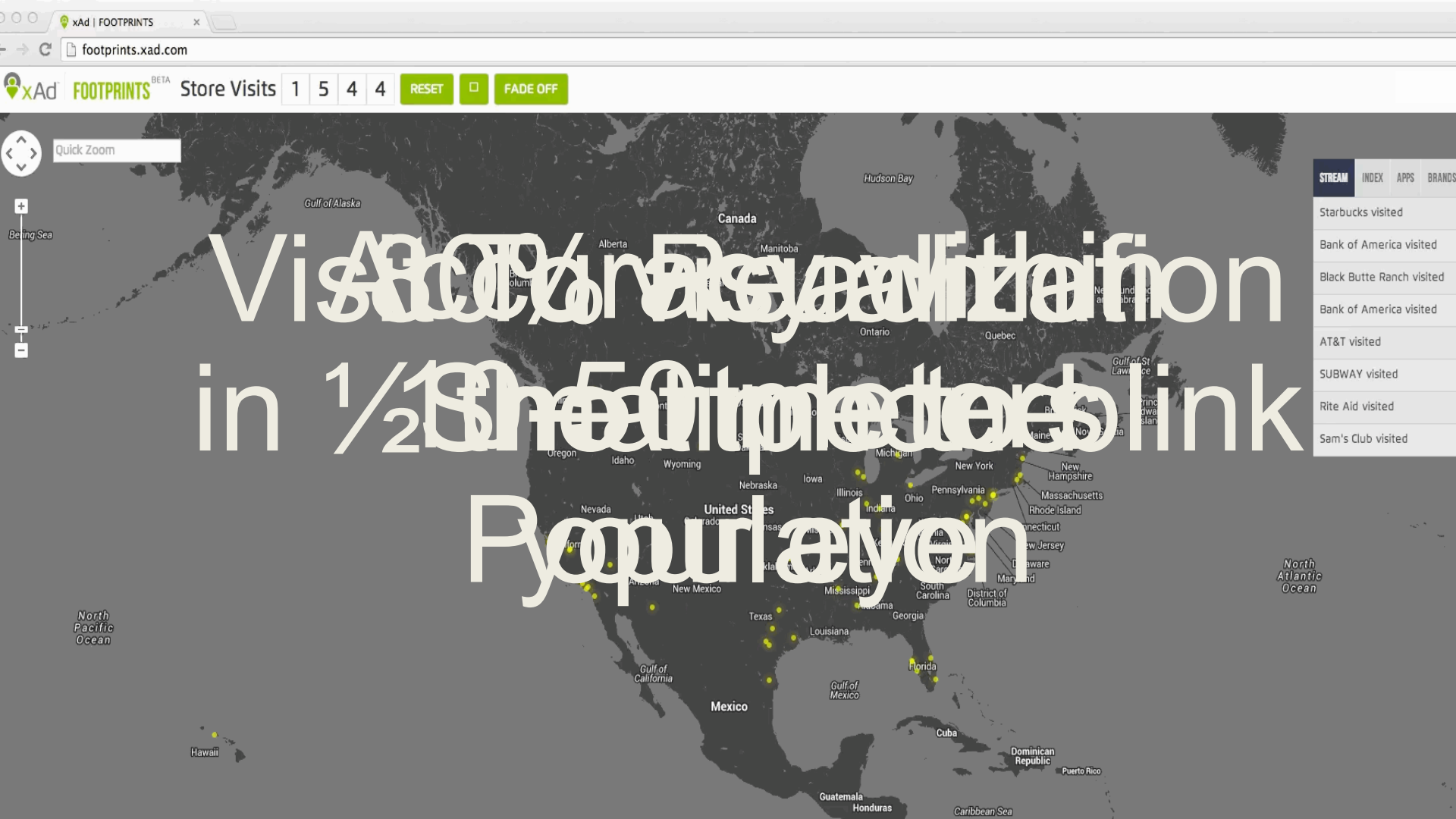
Still not working? Get help at pollev.com/app/help

or

Open poll in your web browser

digitization of the physical world


Vehicles: 6
Speeding: 10%
Moving: 4
People: 65
NEWSIES
Photo
traffic: 19 inside: 2
MAC
traffic: 7 inside: 0
Disney
traffic: 30 inside: 11
Forever21
traffic: 10 inside: 0
car
van/truck
coach/bus
SOURCE: PLACEMETER


xAd | FOOTPRINTS
footprints.xad.com
xAd FOOTPRINTS BETA
Store Visits 1 5 4 4
RESET
FADE OFF
Quick Zoom
STREAM
INDEX
APPS
BRANDS
Starbucks visited
Bank of America visited
Black Butte Ranch visited
Bank of America visited
AT&T visited
SUBWAY visited
Rite Aid visited
Sam's Club visited
Visualization
in ½ Second
Hudson Bay
Gulf of Alaska
Canada
Alberta
Manitoba
Ontario
Quebec
Oregon
Idaho
Wyoming
Nebraska
Iowa
Illinois
Ohio
Pennsylvania
New York
Massachusetts
Rhode Island
Nevada
United States
New Mexico
Texas
Louisiana
Mississippi
Georgia
South Carolina
District of Columbia
Florida
Gulf of California
Gulf of Mexico
Mexico
Cuba
Dominican Republic
Puerto Rico
Guatemala
Honduras
Caribbean Sea
Hawaii
North Pacific Ocean
North Atlantic Ocean

Right Place – Right Time When It Matters Most







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

AMBER ALERTS

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

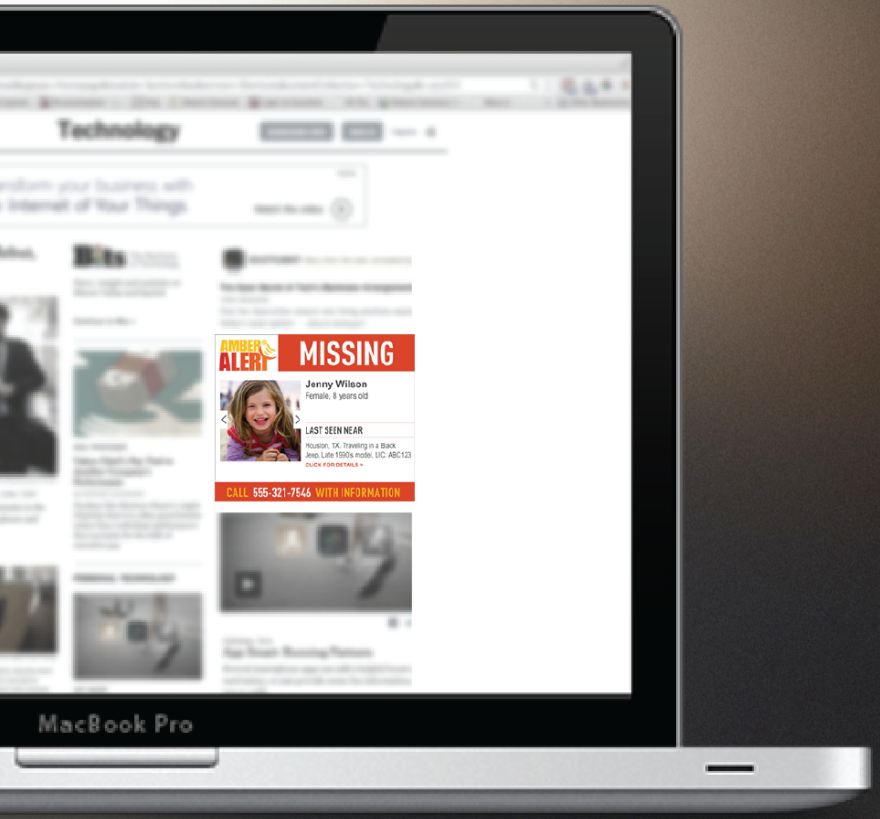
Primary Distribution

NCMEC Secondary Distribution



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.







NOT A REAL AMBER ALERT- PHOTOS ARE DEMO ONLY

AMBER ALERTS

3.8 M

MESSAGED VISITS TO AMBER ALERT'S WEBSITE DURING ABDUCTIONS.

750

MILLION AMBER ALERT IMPRESSIONS SERVED

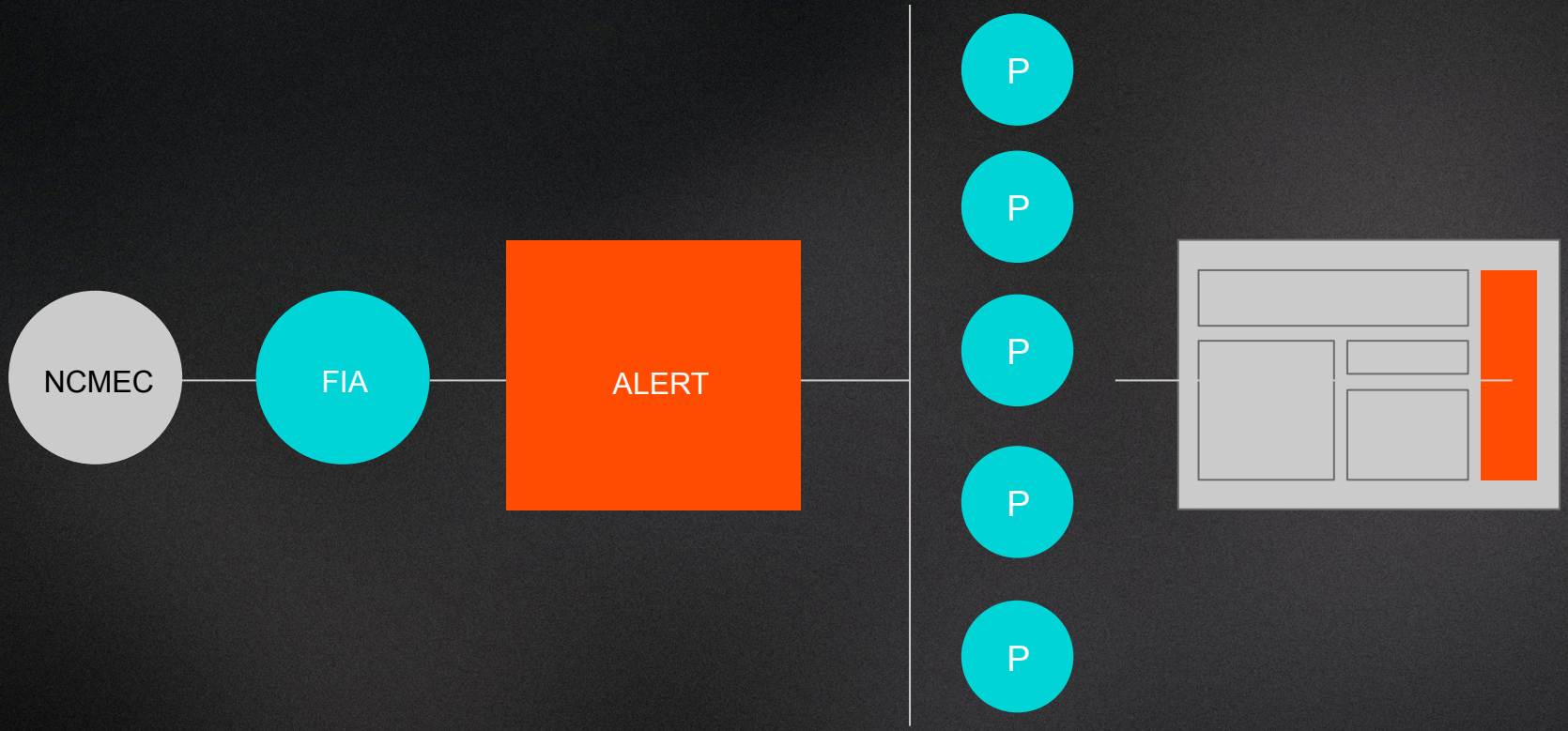
*200 MILLION UNIQUES

AMBER Alerts =

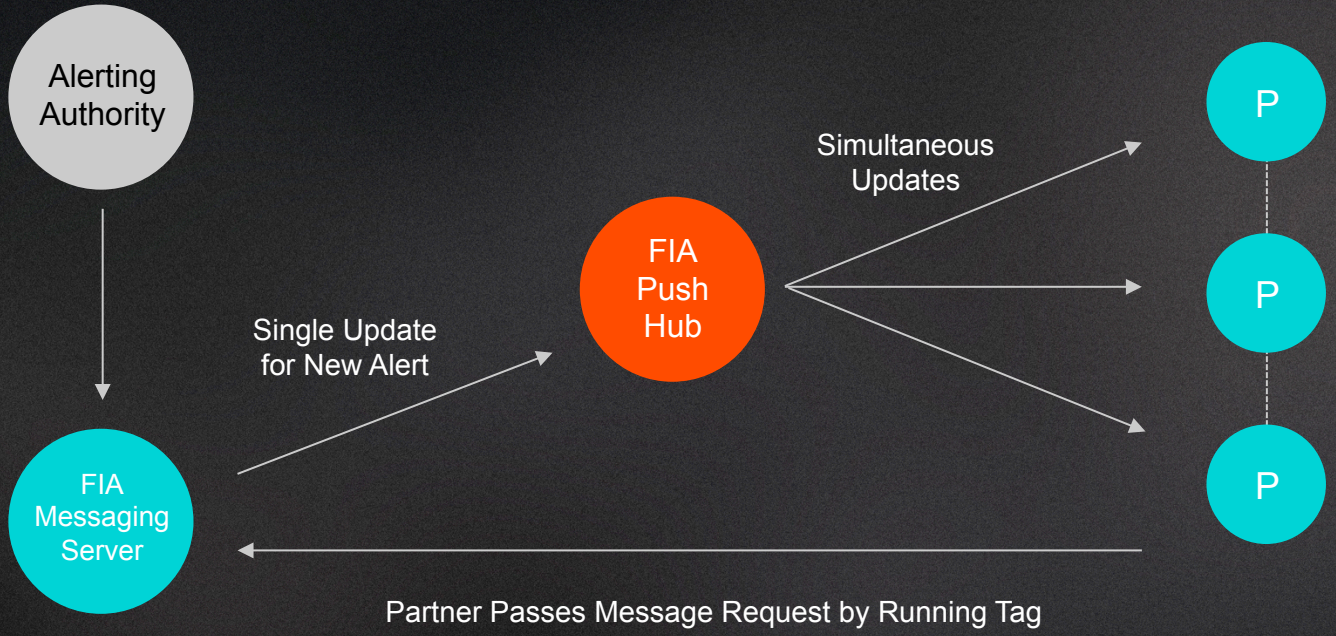
98% CHILD RECOVERY RATE

FIA Alert Technology

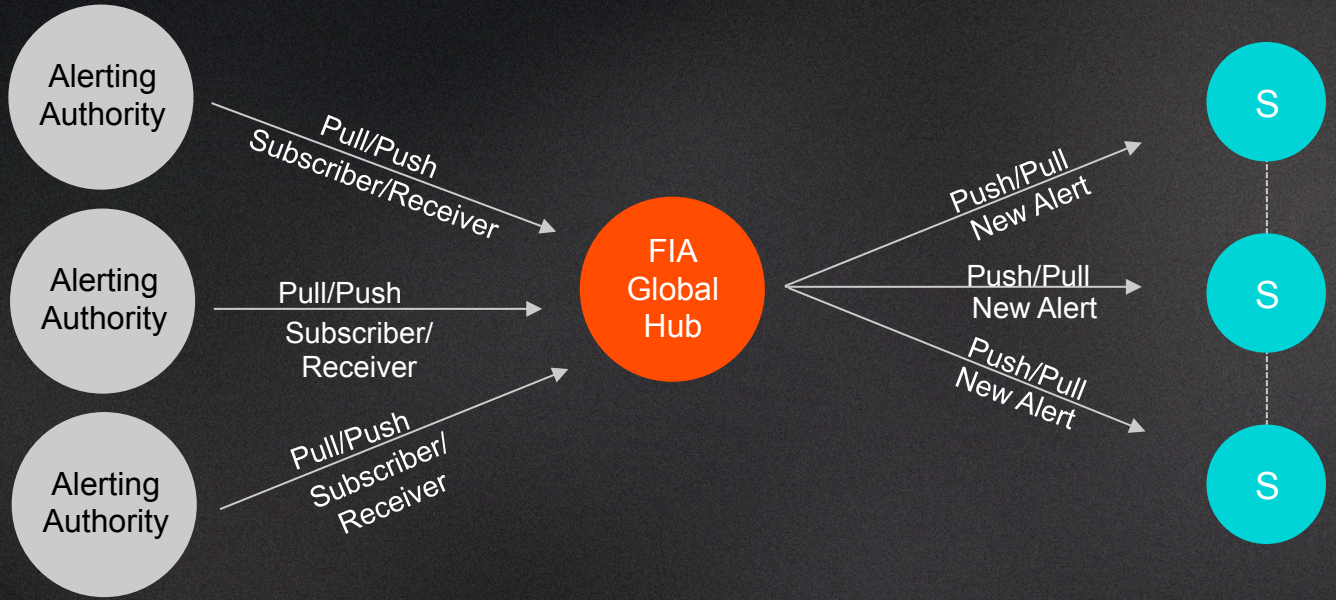
Fast, Robust, & Scalable


NCMEC
FIA
ALERT
P
P
P
P
P

Online Run of Network Emergency System



FIA ALERT HUB



TECHNOLOGY FOR GOOD – A CASE STUDY

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?


AUTISM

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





FEDERATION FOR INTERNET ALERTS

