



Waterford Town Police Department

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OFFICE OF THE PUBLIC SAFETY COMMISSIONER

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Town of Waterford Police Department Deploys Ping4 Inc.'s Hyperlocal Citizens Alerts App To Keep Citizens Safe

The Town of Waterford Becomes the First Agency in New York to Use "Location-Based" Smartphone App, ping4alerts!, to Deliver Highly-Targeted Public Safety Alerts to Residents and Visitors.

The Town of Waterford Police Department announced today that it has deployed Ping4 Inc's Hyperlocal Citizens Alerts app, ping4alerts!, to instantly notify citizens of public safety concerns.

"Using Ping4's alerts technology, we are able to notify people within our jurisdiction be they local residents or part of a seasonal influx of transient populations of visitors from outside our region of immediate dangers and emergencies, and enlist their help when needed," said Public Safety Commissioner John Tanchak. "For missing persons and other time-sensitive situations, no other tool allows us to instantly provide this level of detailed information to our citizens no matter where they are or what they're doing."

Ping4alerts! Is a free iOS and Android app that uses location based technology inherent in today's smartphones to deliver notifications within a highly-localized area. Using any web-based browser, the town of Waterford Police Department can draw a shape on a map as small as a street or broadcast a message to citizens. Ping4 Inc. delivers rich media alerts that can include images, custom audio, video and mobile web links. These features coupled with the platform's precise accuracy, insure public safety information is targeted, instant and, above all relevant. "No longer are we at the mercy of local news cycles or other intermediaries. We have not seen anything else like this in the marketplace," said Commissioner Tanchak

"We are pleased to be the first public safety agency in New York State to offer this important and meaningful smartphone application for the safety and protection of our community," said Waterford Town Supervisor John Lawler. "This platform increases our ability to reach people quickly."



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Ping4alerts! protects user anonymity and does not require users to provide any personally identifiable information such as a phone number, street address or email address. These mobile notifications are delivered over the internet through GPS, cellular, and available Wi-Fi networks. Citizens who download ping4alerts! will also receive NOAA's National Weather Service advisories for severe weather.

"The Town of Waterford Police Department is at the forefront of a new technology wave that provides a timely and relevant communication channel to citizens, whether they be residents or visitors." said Jim Bender, CEO, Ping4 Inc. "All of our early adopters are visionaries who care about making their community safer for children, students and the general public."

Citizens and visitors are encouraged to download ping4alert! by simply visiting the App Store or Google Play Store.