

2023

Year in review

RapidSOS

2023 Year in review

As we reflect on 2023, we must recognize both the rising challenges facing today's world while also admiring the stories of human resilience and innovation that inspire hope.

At RapidSOS, almost every day we hear first-hand stories of lives being saved by the heroic work of first responders.

Whether it's the 911 telecommunicators in New Hampshire using video and multimedia to ensure the safety of a pilot who crash-landed his plane offshore, or first responders in Wisconsin using RapidSOS to locate and rescue two children who had fallen off a cliff in a remote state park — hearing stories like these drives our mission to transform emergency response and connect crucial life-saving data to support the world's first responders.

In 2023, in partnership with public safety, RapidSOS made its largest strides ever towards advancing this mission. This year, RapidSOS supported 3.3 billion emergency data payloads around the world and connected intelligent data directly to over 16,000 first responder agencies and 1M+ field responders.

This transformation in emergency response would not be possible the inspiration and guidance of our public safety agencies - thank you for giving us your feedback, product suggestions, and advice. And thank you to our public safety partners who operationalize this data into 4,400+ integrations across North America.

2023 was an important year as we went live with additional messaging, multimedia, and AI capabilities in the platform. Today 540 million devices stream data into RapidSOS - vehicle telematics, health profiles, connected buildings, gunshot detection, hazardous materials, and so much more.

I'm particularly excited about what is coming as we converge more of these capabilities with AI to provide primary request for service without the requirement of a call through our Alerts platform - providing immediate digital alerting of active shooters, alarms, and vehicle crashes.

In reflection and gratitude for your partnership and life-saving work,



Ed Parkinson
Public Sector President, RapidSOS

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Inspired by stories of survival



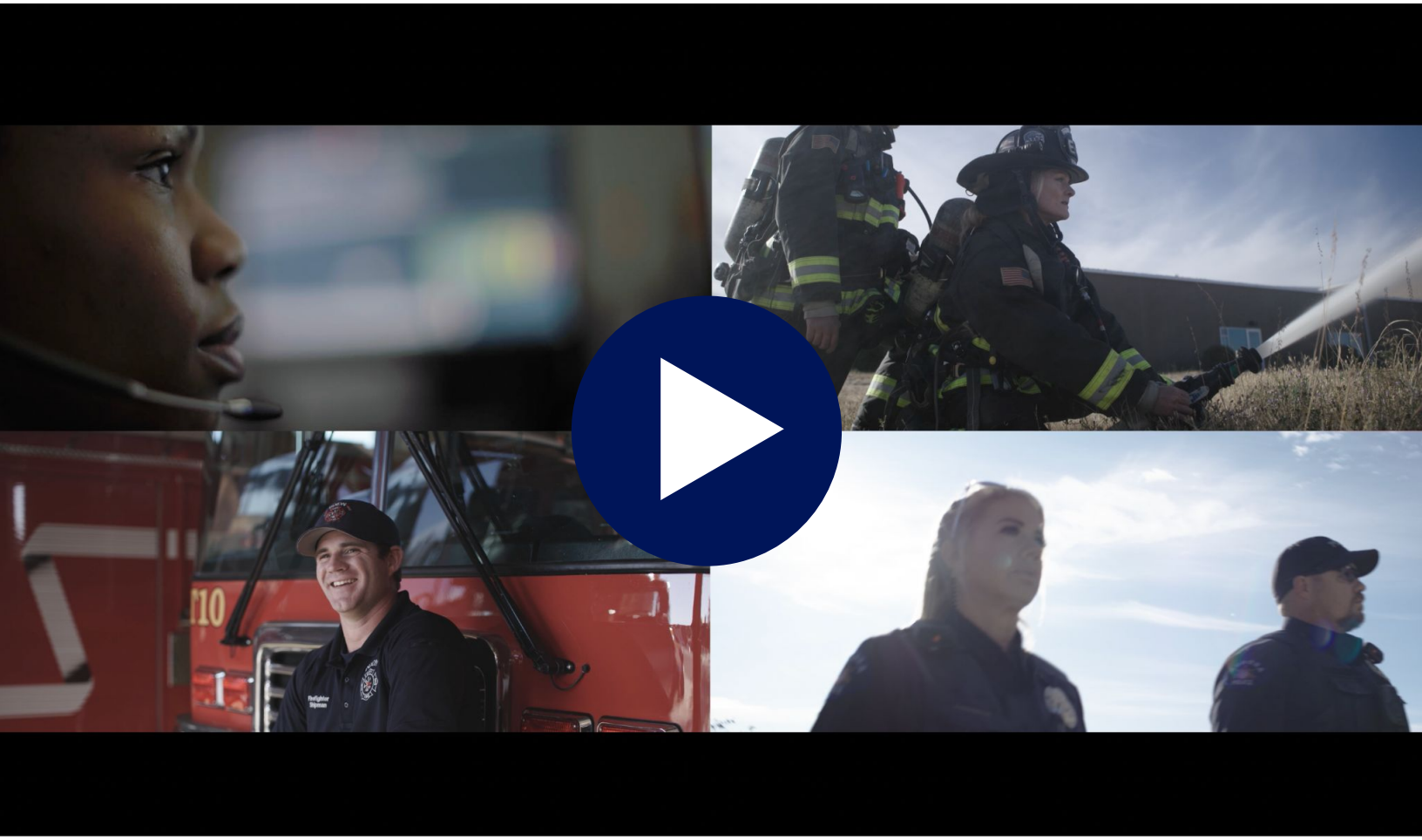
Matt Reum, a 27-year-old, was driving home on Wednesday, December 20th, on I-94 when he swerved, veered off the interstate, and landed in a stream beneath the interstate bridge. For six days, he remained trapped in the crushed vehicle, his phone just out of reach. He could hear cars driving above, but he was unable to reach out for help. Matt survived by drinking rainwater that dripped on him and using the deflated airbag as a blanket. On day six, as he clung to survival, two fishermen remarkably found what was left of his truck and called 911. Calling from a remote area, they struggled to explain their location. Using RapidSOS the agency response was immediate and, today, we are grateful Matt is in the hospital recovering.

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Leading the future of **intelligent safety**

See how RapidSOS is partnering to transform emergency response

Watch now



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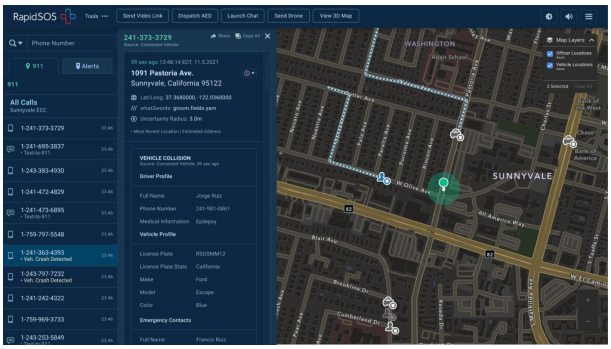


RapidSOS is an intelligent safety platform

It securely links life-saving data from connected devices, apps, and sensors to RapidSOS safety agents, 911, and field responders globally.

How intelligent safety with RapidSOS works







"sos" triggered
through device or app and verified by human or AI

911 receives verified digital alert
critical data is received, help is on the way

Field responders arrive on scene
faster and with greater situational awareness

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Transforming end-to-end emergency response

Connecting
500M+
devices, apps, and sensors

from
100+
global tech companies

to
1M+
first responders using RapidSOS

3 Park Ave, New York, NY 10016

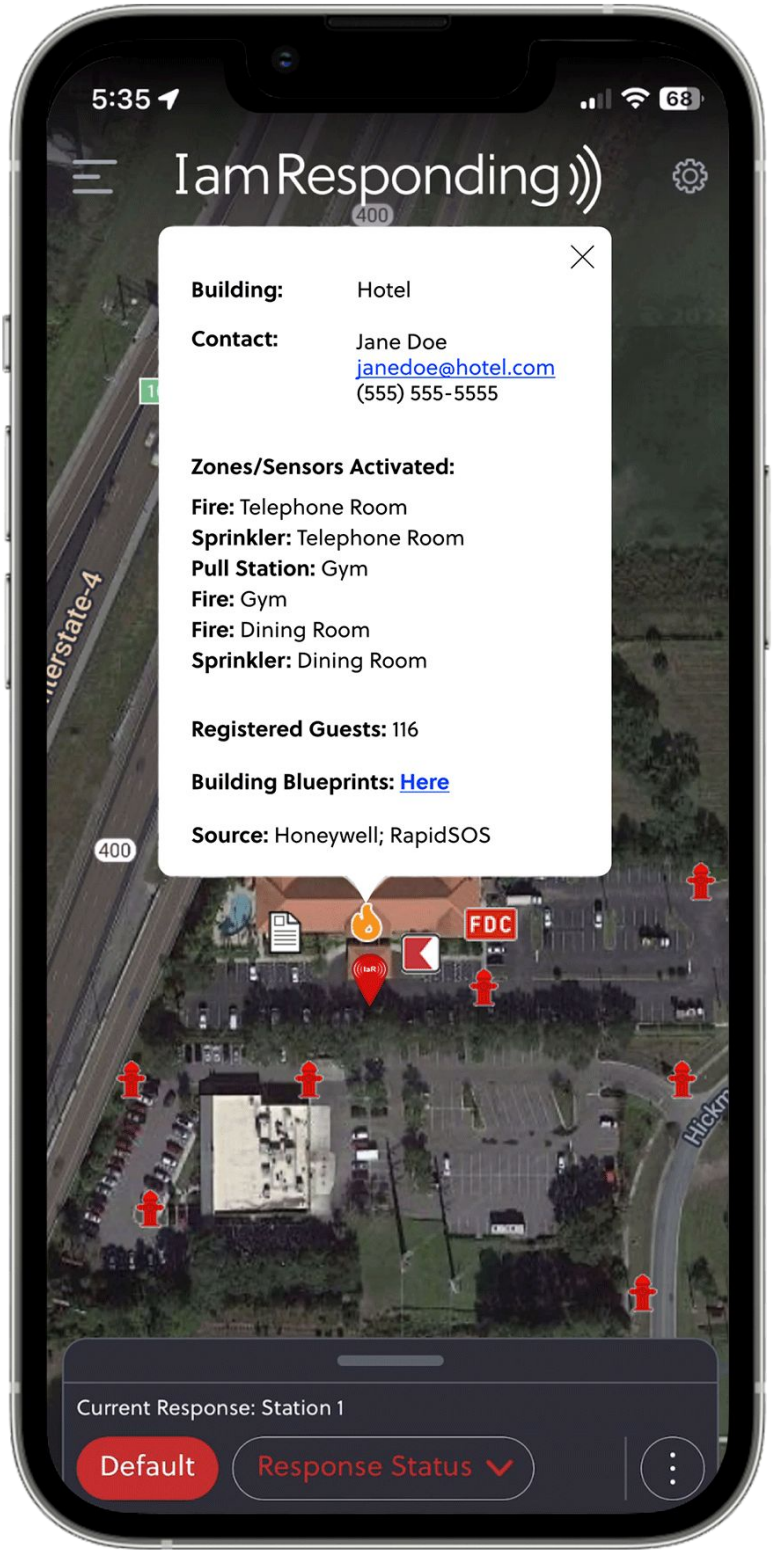
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Connecting real-time data to field responders

Providing real-time data to first responders in the field

Enhancing situational awareness for police, firefighters, and EMS

Connecting rich incident data including location, health profiles, and more



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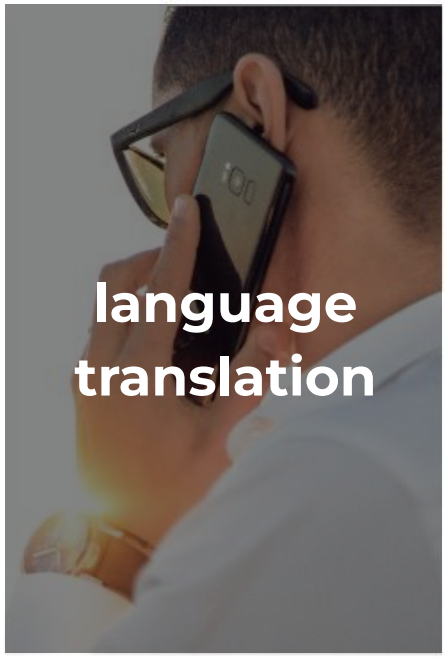
“

The introduction of RapidSOS into the 911 community was pivotal. **It creates an efficiency and an accuracy that we have never seen before.**

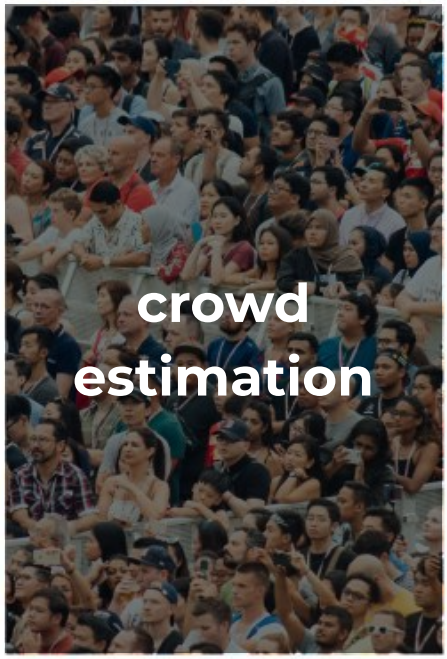
Tina Buneta, Director Aurora 911

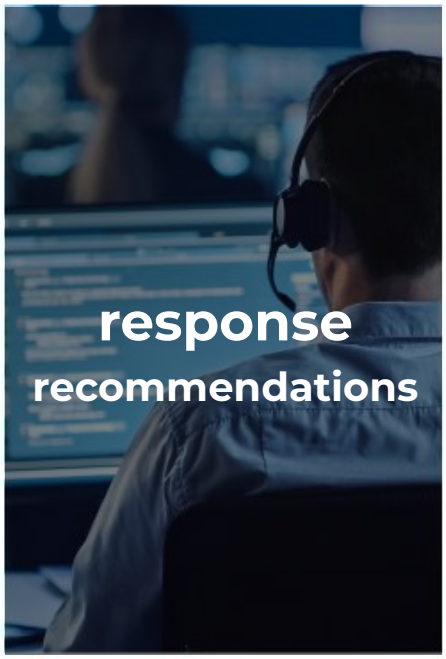
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Leveraging AI to Accelerate Public Safety's Digital Transformation













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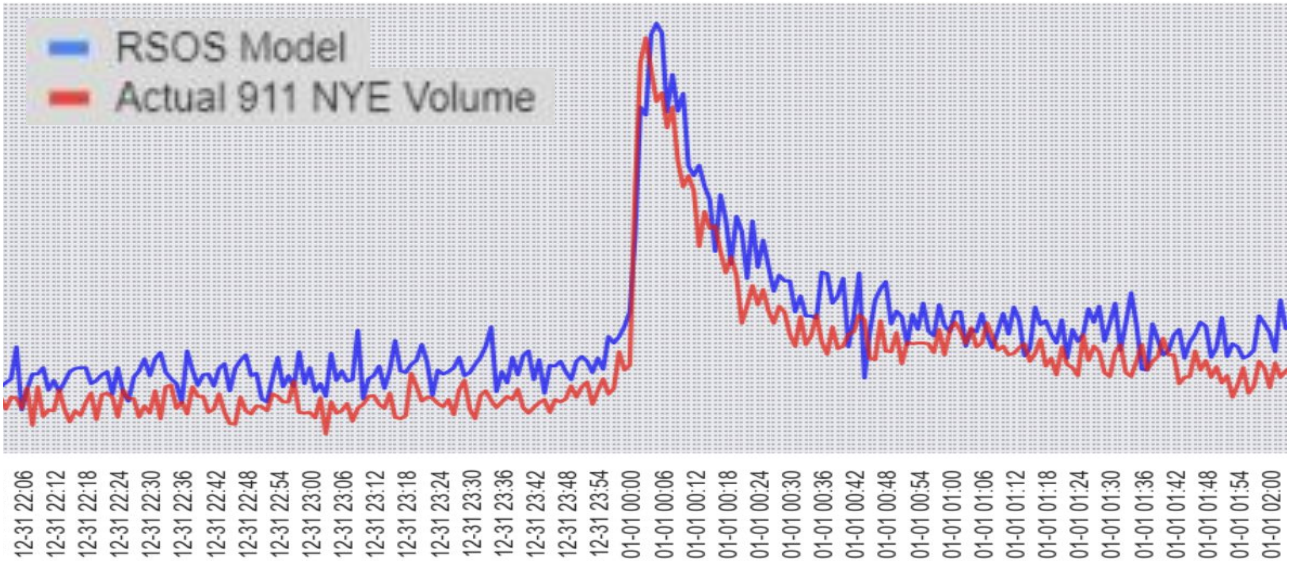


New Year's Eve 2023:

Predictive incident awareness with artificial intelligence

Number of emergency calls per minute from NYE 2023 correlates
(Spearman correlation of 0.93) with number of calls from RSOS predictive modeling

Example RapidSOS Emergency Predictive Modeling: National NYE 911 Volume (min by min)



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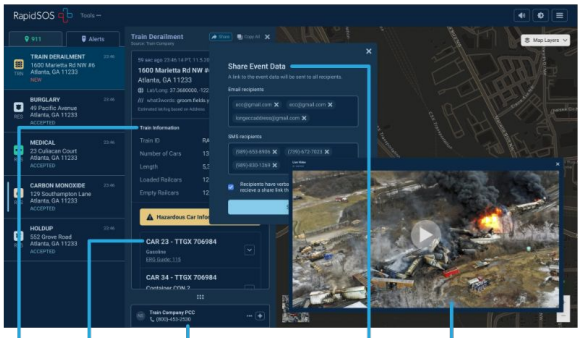
Norfolk Southern and RapidSOS enhance safety information for first responders

Norfolk Southern Corporation and RapidSOS have partnered to equip first responders with critical information to safely respond to a rail emergency.

Together, the companies will make it quicker and easier to access cargo and hazardous materials information, enable the ability to call for mutual aid, and provide ongoing training.

How RapidSOS connects rail consist data directly to 911





Train info | Detailed train consist | Direct access to EOCC/NOC | Share data | Video (if applicable)



System detects an event
derailment or hazmat emergency

Data linked directly from NOC
to 911 through the RapidSOS platform

Field responders receive data
arrive on scene more informed and prepared

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Hamilton County 911
Hamilton County, TN

A dispatcher answered a call from a male stating his wife was in labor and on their way to the hospital.

The dispatcher immediately used RapidSOS to establish the caller's exact location and direction of travel. The dispatcher confirmed the vehicle description as the caller pulled over and had his wife get in position to give birth.

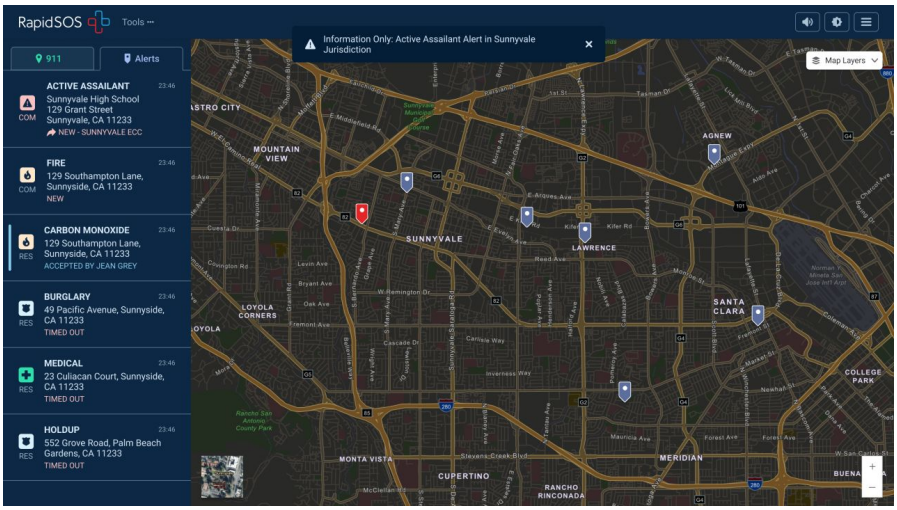
As soon as the baby was born, the dispatcher confirmed that the baby was breathing, gave instructions for after-care of both the child and mother, and repeatedly confirmed the vehicle's description and location to ensure responders could get to both patients quickly. The mother and child were safely transported to the hospital.



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Product innovation

Research, development, and design in partnership with our network of over 5,700 ECCs drove new products with a continued goal of supporting faster, data-enriched emergency response



Multi-Agency Routing

Multi-agency routing enables ECCs to easily notify nearby partner agencies,, reducing response times and enabling field responders to strategize the most effective plan before arriving on scene.

AI-Enabled Digital Alerts

Limiting the need for a phone call to emergency services. Digital Alerts transmits data from devices, apps, sensors, and buildings to Safety Agents and 911 for a faster, verified, and more informed response.



crash detection



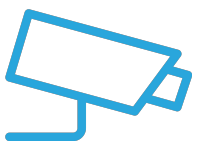
commercial fire



home security



active assailant



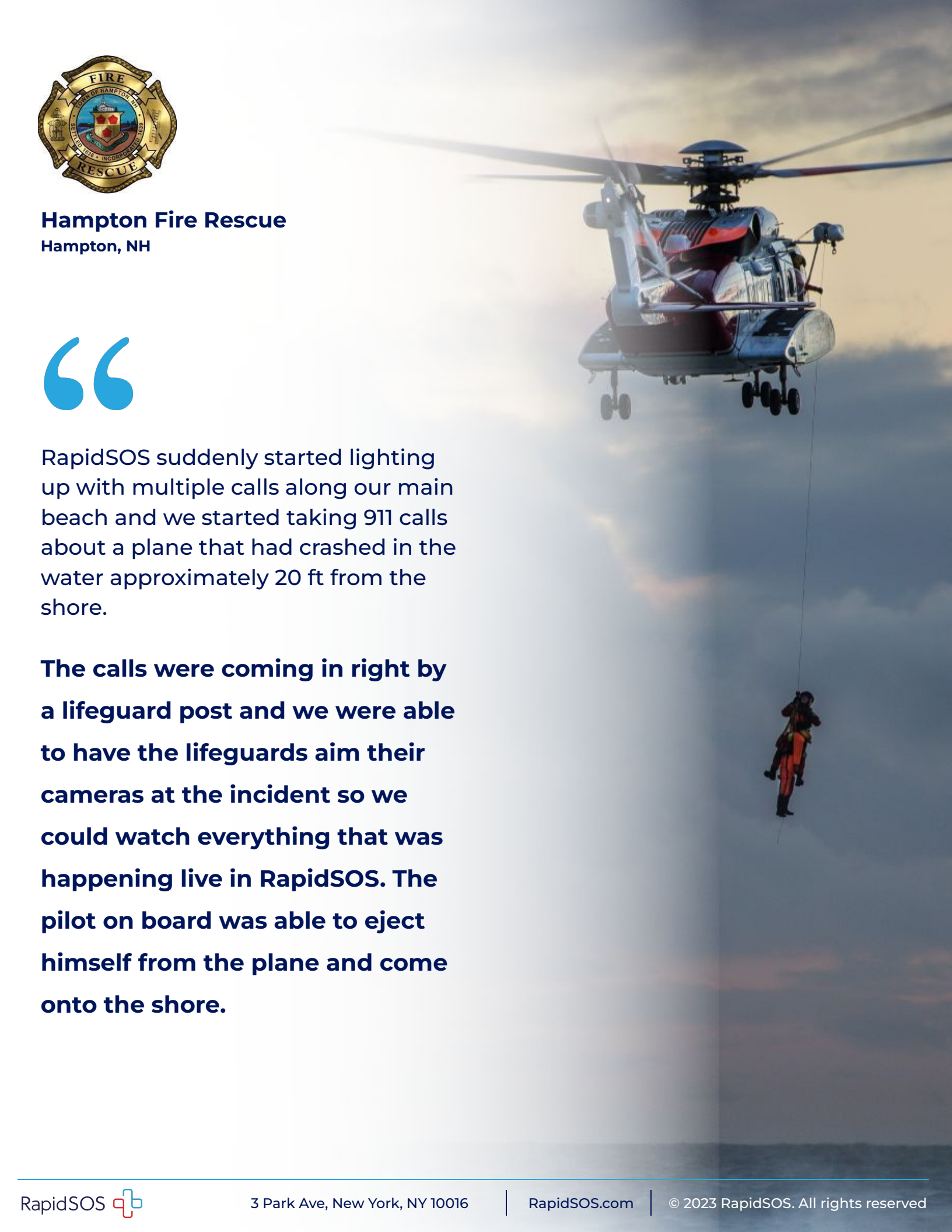
commercial security



anxious moments

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Hampton Fire Rescue
Hampton, NH



RapidSOS suddenly started lighting up with multiple calls along our main beach and we started taking 911 calls about a plane that had crashed in the water approximately 20 ft from the shore.

The calls were coming in right by a lifeguard post and we were able to have the lifeguards aim their cameras at the incident so we could watch everything that was happening live in RapidSOS. The pilot on board was able to eject himself from the plane and come onto the shore.

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Disaster response

RapidSOS and local 911 communities banded together to respond to disasters

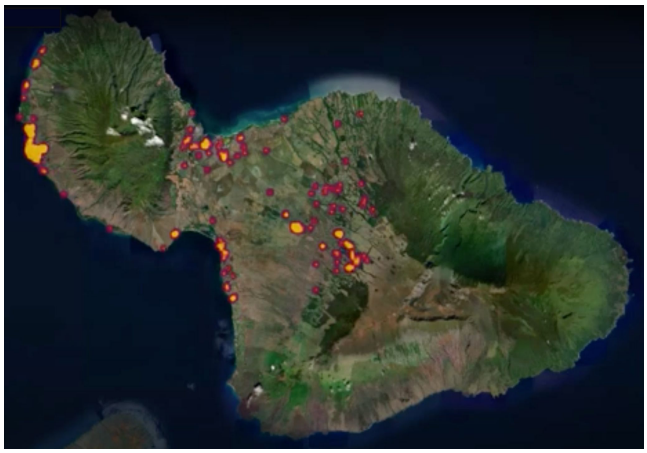
Maui wildfires highlight the heroism of first responders in the face of tragedy

On August 8th, 2023, the Maui wildfires became one of the most destructive fires in US history, killing 115 people and destroying more than 2,000 homes. 911 & First Responders fought to save lives as 911 requests peaked at 2,750% above baseline

Maui island 911 calls visualized temporo-spatially

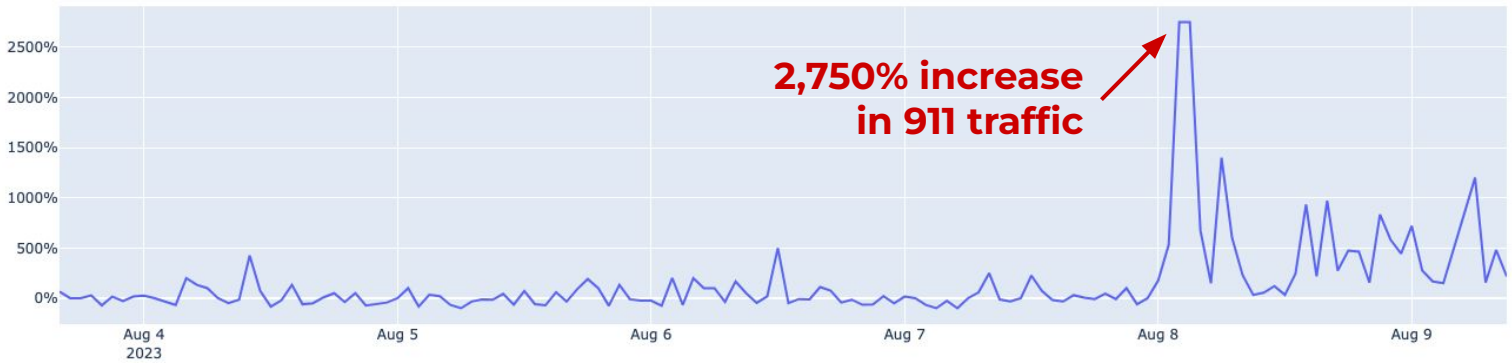


Normal volume



Spikes show wildfire locations

911 calls supported by RapidSOS



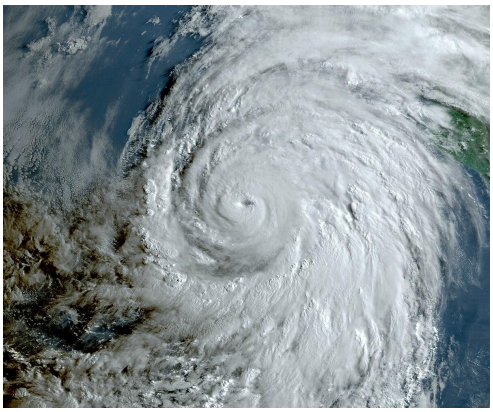
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Disaster response

RapidSOS and local 911 communities banded together to respond to disasters

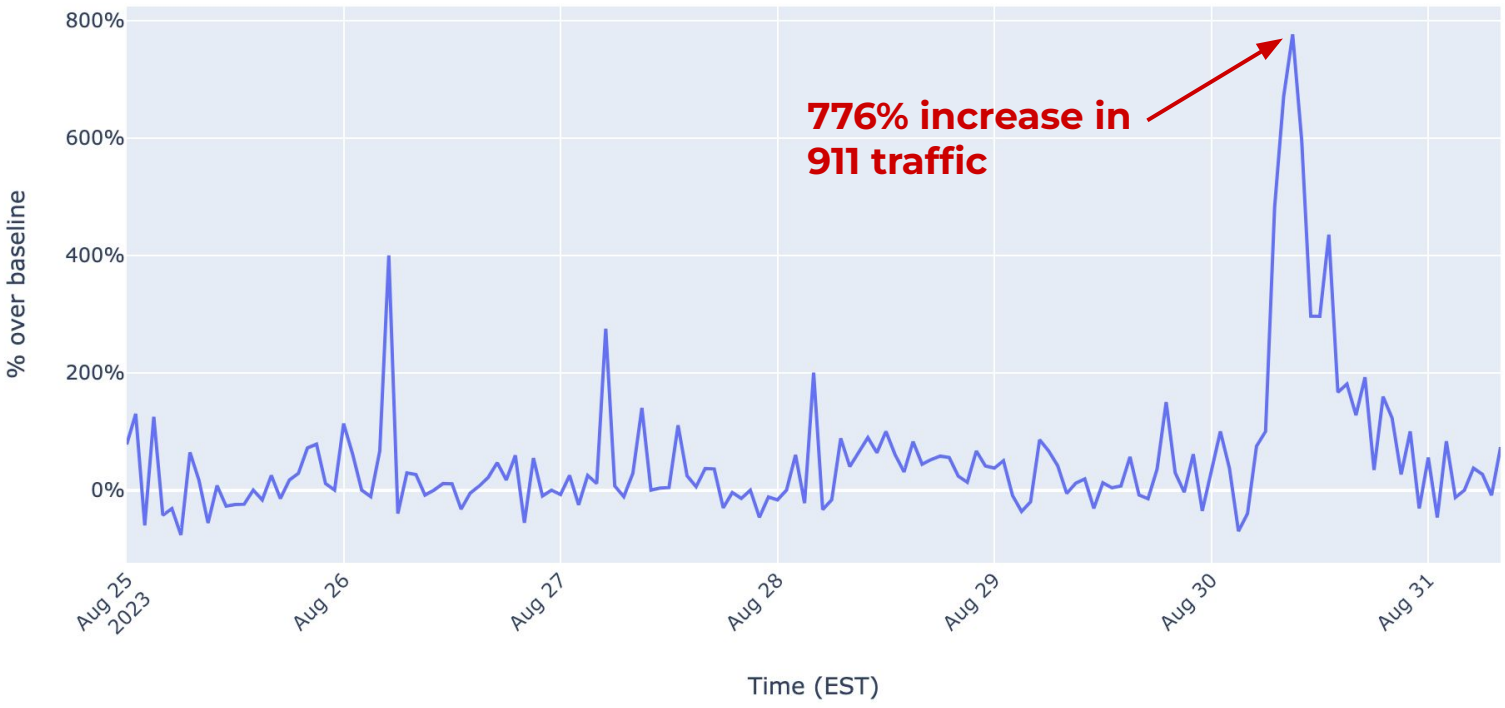
Hurricanes Idalia and Hilary test 911 nationwide

Hurricanes Idalia and Hilary arrived on our shores within less than 10 days of each other - testing first responders nationwide.



- Making landfall on 8/29 at 125mph, Idalia became the most powerful hurricane to hit Florida's Big Bend area in over 100+ years
- Damages caused by Hurricane Hilary were estimated at $675 million
- During both hurricanes, 911 experienced massive spikes in call traffic, peaking as high as 776% above baseline

911 calls supported by RapidSOS

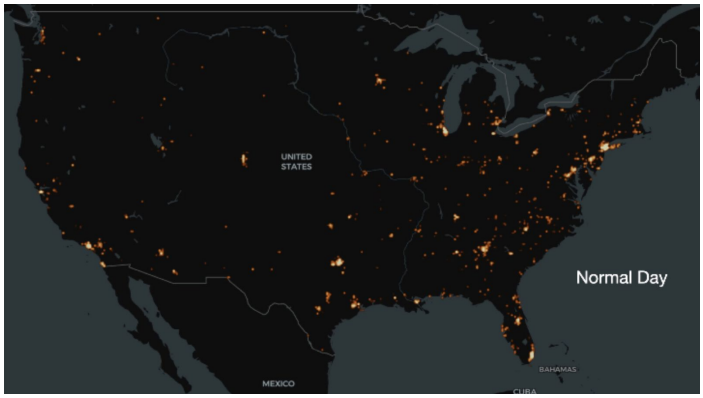


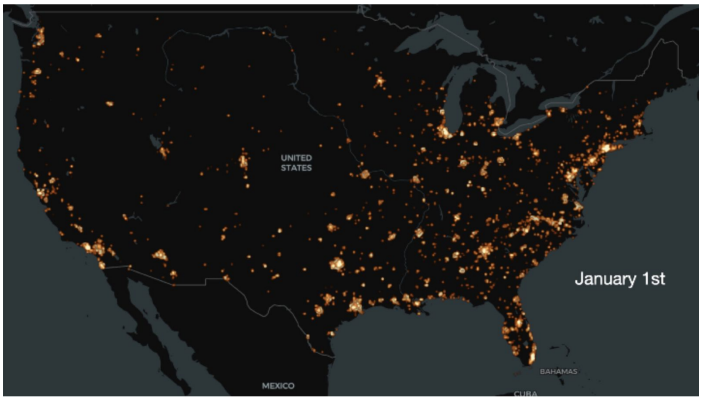
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Public safety faces a busy start to 2024

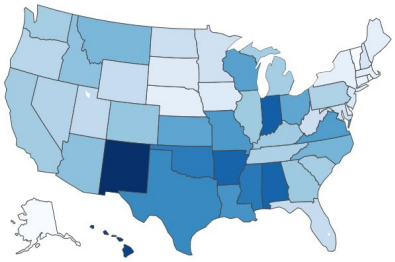
An analysis of the patterns and trends that emerged during one of the busiest days of the year for emergency services

New Year's Eve 2023 emergency call data



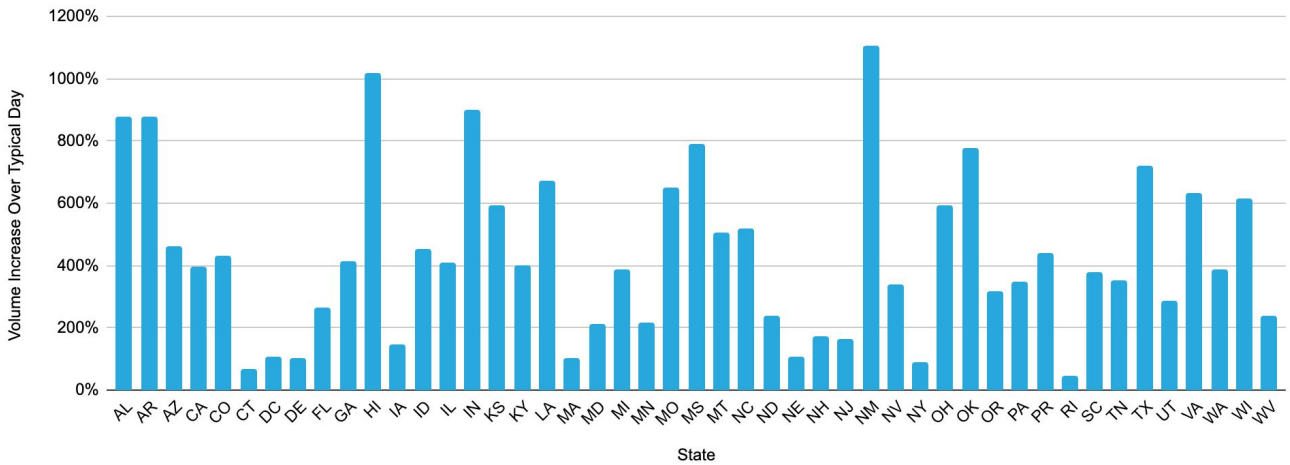


January 1st saw a +425% increase in national 911 call volume



NYE 911 call volume by state

Hawaii and **New Mexico** increase their call volume more than **1000% during NYE spike** compared to an average December day,

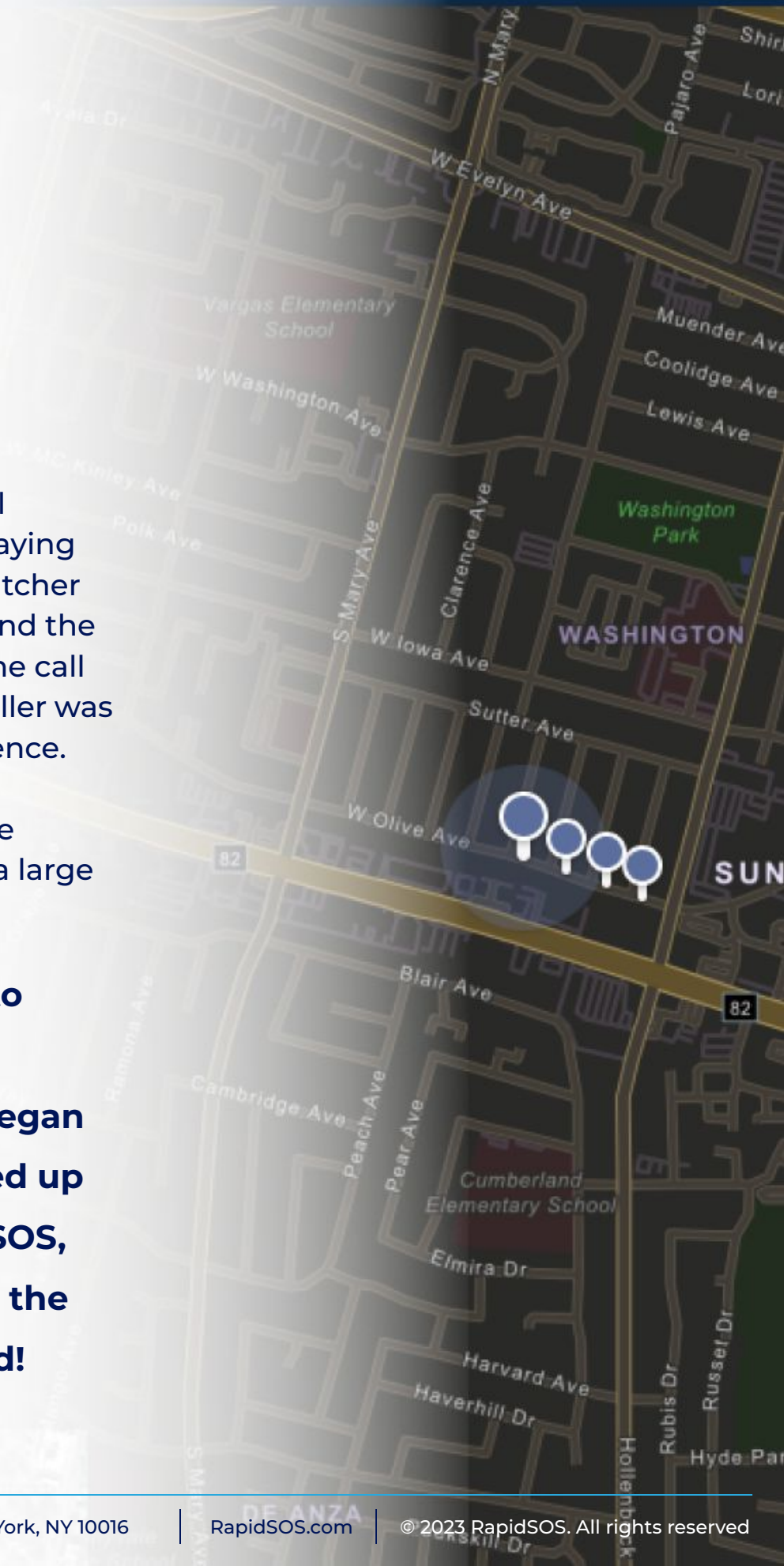


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Sunnyvale Department of Public Safety
Sunnyvale, CA

A dispatcher received a 911 call hearing a female crying and saying "get away from me". The dispatcher quickly utilized RapidSOS to find the caller's accurate location. As the call progressed, it was clear the caller was trying to report domestic violence. The dispatcher kept checking RapidSOS and noticed that the victim was moving around in a large apartment complex.

The dispatcher was able to pinpoint exactly which apartment the incident began at, and saw that she ended up outside. Thanks to RapidSOS, the victim was found and the suspect was apprehended!



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Public safety engagement

Reconnected with Public Safety in person by attending 100+ national & state-level conferences, trade shows and events











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Public safety engagement

Brought the public safety community together for a Texas-sized party during the NENA conference in June

RapidSOS **Community** Party

Welcomed **600+ attendees** including NENA Board Members & Presidents

Activities included

- Armadillo racing
- Line dancing
- Mechanical bull riding





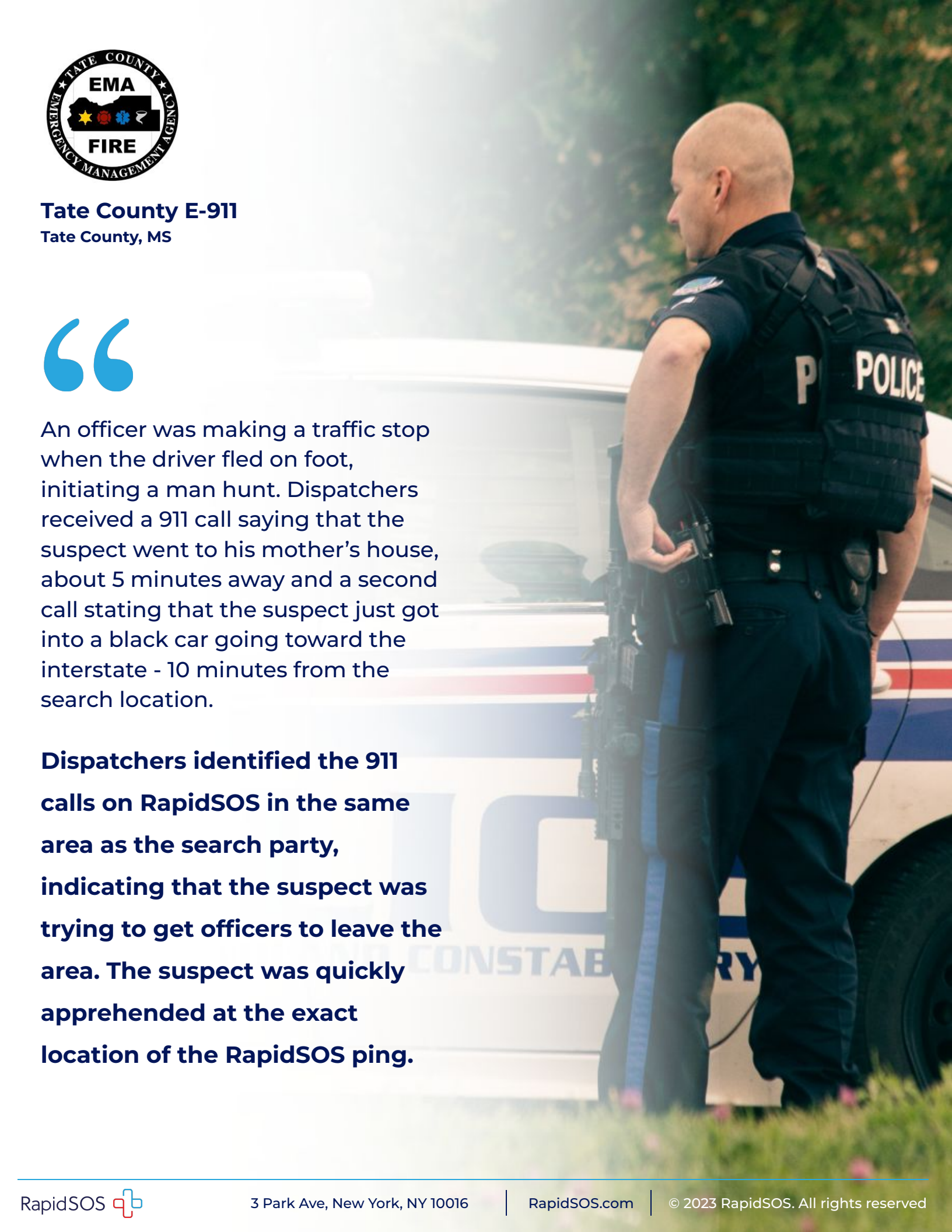






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Tate County E-911
Tate County, MS



An officer was making a traffic stop when the driver fled on foot, initiating a man hunt. Dispatchers received a 911 call saying that the suspect went to his mother's house, about 5 minutes away and a second call stating that the suspect just got into a black car going toward the interstate - 10 minutes from the search location.

Dispatchers identified the 911 calls on RapidSOS in the same area as the search party, indicating that the suspect was trying to get officers to leave the area. The suspect was quickly apprehended at the exact location of the RapidSOS ping.

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Public safety engagement

Our READY23 safety conference in November brought public safety & technology leaders together to transform emergency response

RapidSOS

READY23

BUILDING SAFER COMMUNITIES

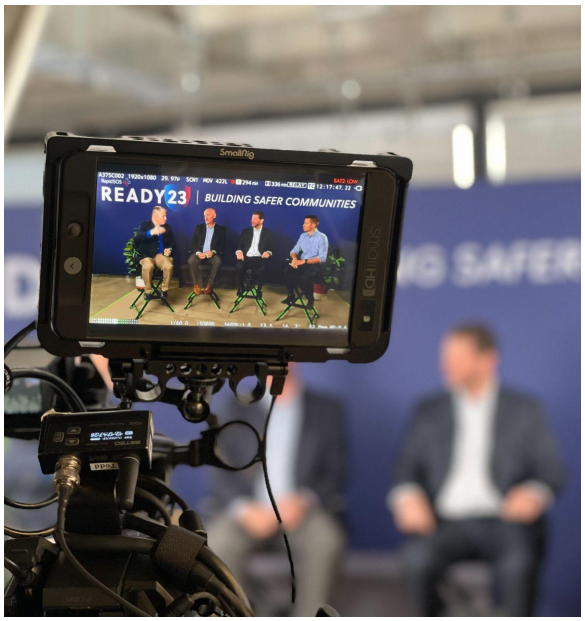
2,400+
registrants

150+
speakers

55
live & on- demand sessions

5
Content tracks

READY23's two day event hosted thousands of public safety and technology leaders to explore and share how they're making our communities safer with digital technology and data.



Sample Speakers

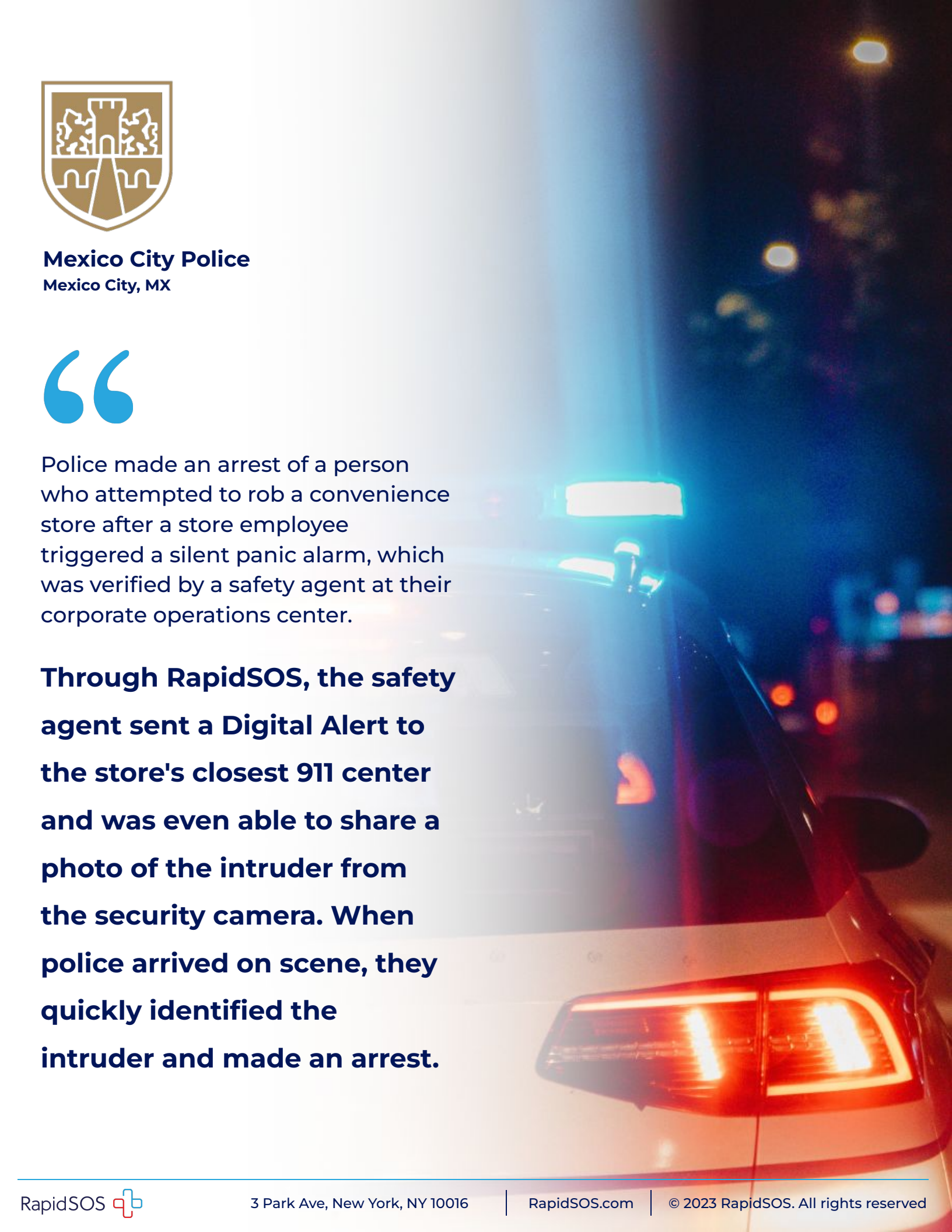
- Keynote speaker Admiral Michael Mullen, who served as the the 17th chairman of the Joint Chiefs of Staff
- Four former FCC Chairmen
- Innovation experts with experience launching the first iPhone and Virgin Galactic
- Tech leaders including former Apple SVP and AT&T CTO
- AI visionaries from ZeroEyes, Convey911, and Motorola Solutions

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Mexico City Police
Mexico City, MX

Police made an arrest of a person who attempted to rob a convenience store after a store employee triggered a silent panic alarm, which was verified by a safety agent at their corporate operations center.

Through RapidSOS, the safety agent sent a Digital Alert to the store's closest 911 center and was even able to share a photo of the intruder from the security camera. When police arrived on scene, they quickly identified the intruder and made an arrest.



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International growth

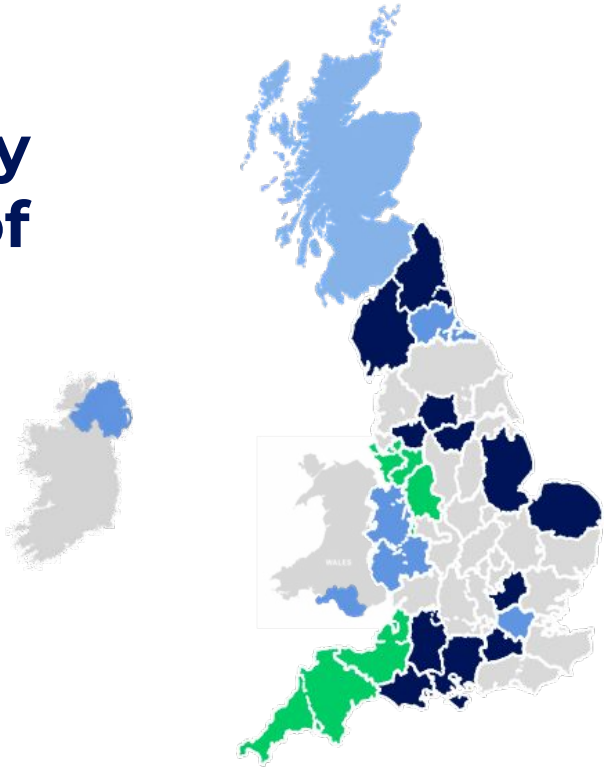
Expanded our partnership with public safety across Mexico and the UK



100% of Mexico Enabled with RapidSOS

Engaged with emergency services that cover 63% of the UK population

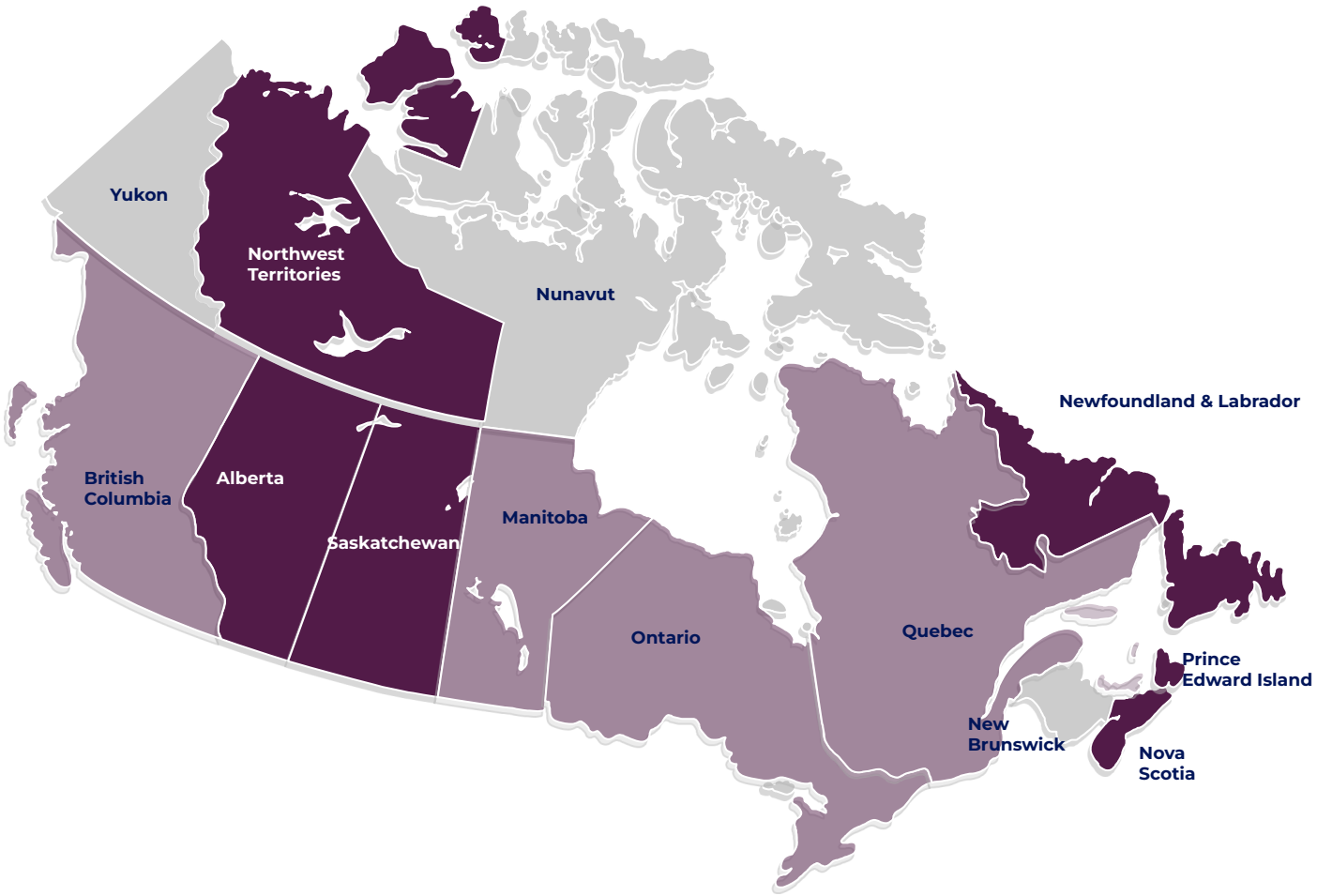
- Police - coverage
- Police - agency credentialing
- Engaged with ECC



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International growth

Doubled RapidSOS expansion within Canada



Canadian Population Coverage

Enabled

Partially enabled

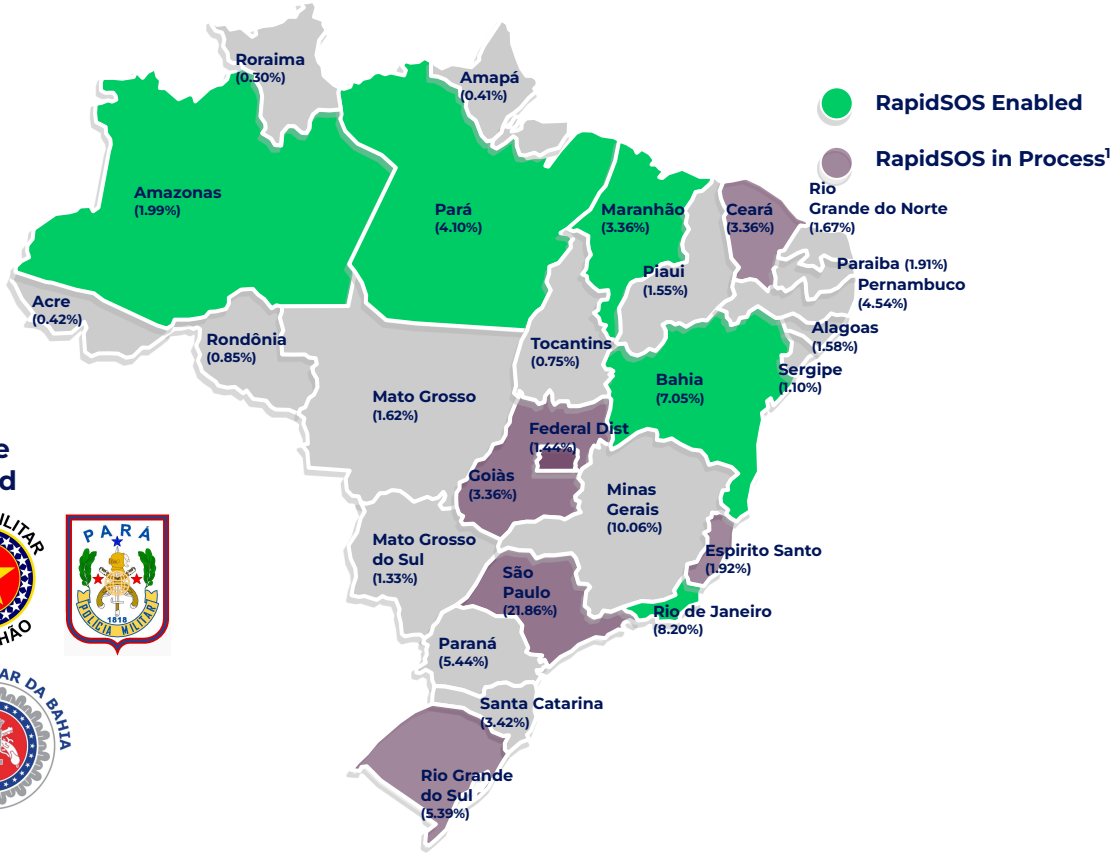
2023: 52%

2022: 28%

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International growth

Expanded coverage into Brazil



State-wide Police Agencies Enabled

Brazilian Population Coverage

2023: 25% of population covered by ECCs is currently protected with RapidSOS technology

2024: Projected 60% of population will be covered by ECCs protected with RapidSOS technology

RapidSOS launched and operationalized in Rio de Janeiro!



'Botão de emergência' para motoristas e passageiros de aplicativo de transporte começa a funcionar no Rio

Quando o botão é acionado, é estabelecida uma ligação instantânea com a PM. Durante o período de testes, entre maio e julho, o serviço 190 recebeu 32 chamadas de carros de aplicativos.

Por Daniella Dias e Tássia Thum, Bom Dia Rio
14/07/2022 09h44 · Atualizado há um mês

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International growth

Partnerships and events to help grow awareness and build relationships internationally





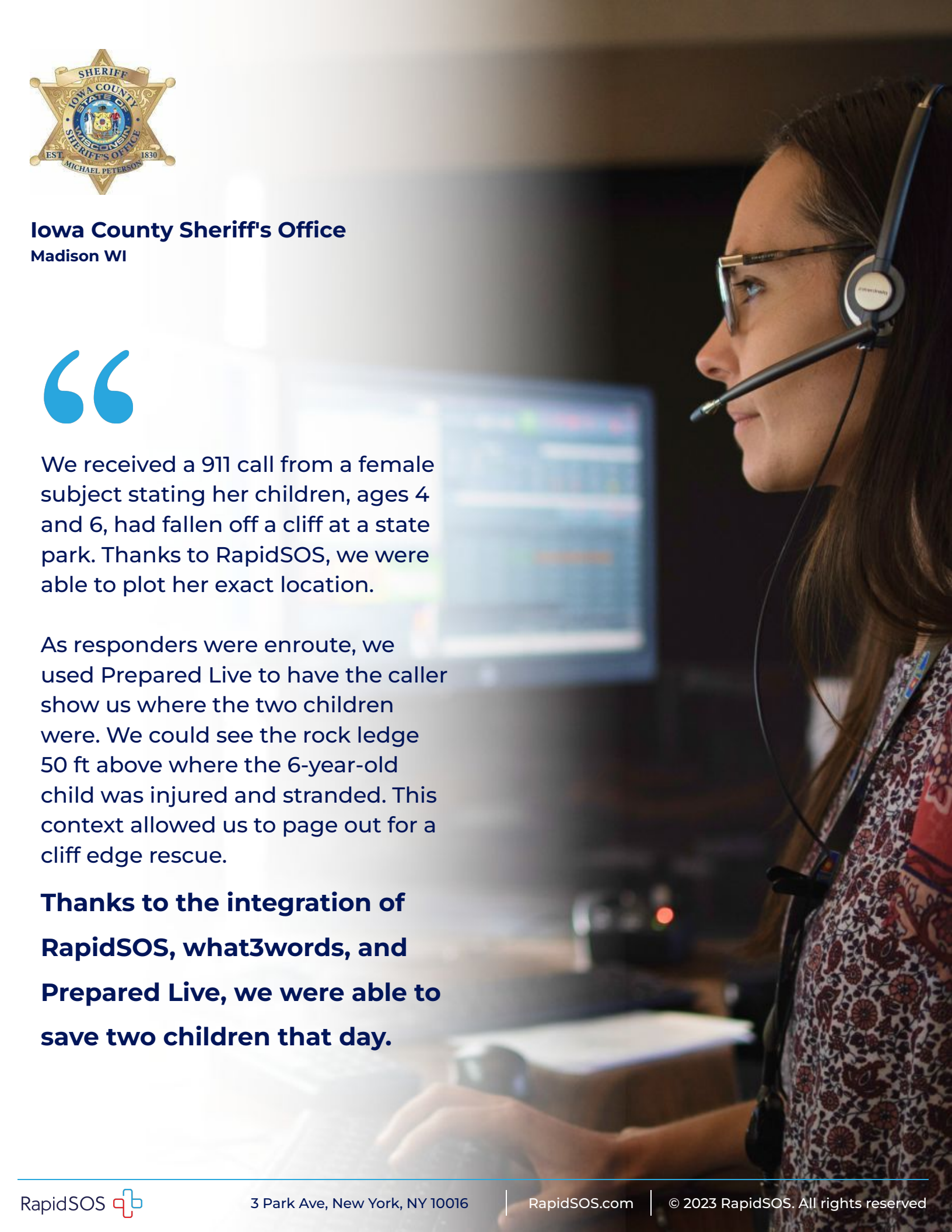


NENA THE 9-1-1 ASSOCIATION LATAM

THE INTERNATIONAL CRITICAL CONTROL ROOMS ALLIANCE CONGRESS

eena
EUROPEAN EMERGENCY NUMBER ASSOCIATION

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Iowa County Sheriff's Office
Madison WI

“

We received a 911 call from a female subject stating her children, ages 4 and 6, had fallen off a cliff at a state park. Thanks to RapidSOS, we were able to plot her exact location.

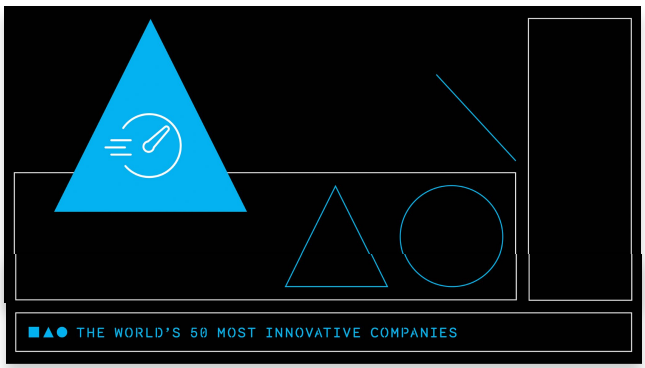
As responders were enroute, we used Prepared Live to have the caller show us where the two children were. We could see the rock ledge 50 ft above where the 6-year-old child was injured and stranded. This context allowed us to page out for a cliff edge rescue.

Thanks to the integration of RapidSOS, what3words, and Prepared Live, we were able to save two children that day.

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RapidSOS In the Media

Attracting headlines and prominent media placements with stories that highlight RapidSOS' partnership with public safety



FAST COMPANY

The 10 most innovative companies that responded to crisis in 2023

New York City-based RapidSOS has found a clever way to not only improve data quality for emergency services but also build a business model around it. It enables professional monitoring and data connectivity for tech companies, public-safety software vendors, and agencies that deal in first response.

AP

Railroads work to make sure firefighters can quickly look up what is on a train after derailment



Norfolk Southern announced Wednesday that in addition to the industry wide efforts to expand AskRail access, it is working with the makers of the RapidSOS software that more than 15,000 emergency response agencies already use to make its train consist information available within that program.

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RapidSOS In the Media

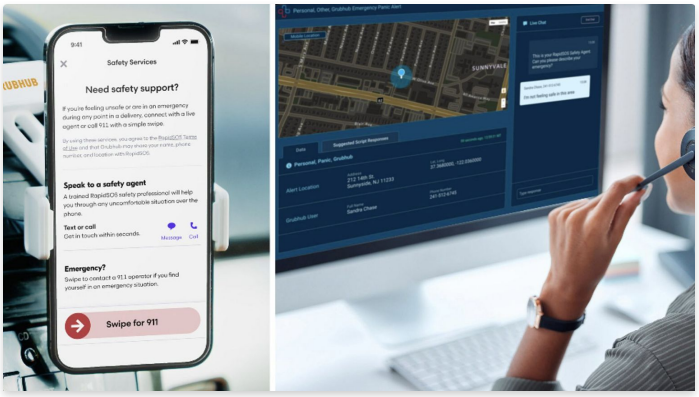
Attracting headlines and prominent media placements with stories that highlight RapidSOS' partnership with public safety

USA TODAY

SOS! Here's how to set your phone's emergency settings and why it may be a lifesaver



I didn't even really have to make a 911 call at all. My Apple Watch detected a fall, and my phone was just one "Hey Siri, call 911" voice prompt away. But the part I didn't know before this experience is that every iPhone, Apple Watch, and even most Android phones can now connect directly to emergency responders – and show them your location within a few feet – through a next-generation 911 platform called RapidSOS.



RESTAURANT DIVE

Grubhub adds emergency assistance features to driver app

Grubhub's newest safety partnership with RapidSOS offers three ways for drivers to connect with the nearest 911 center. Delivery partners can hit the SOS button in the safety services section of Grubhub's app and then access the 911 slider, or select Safety Agent Call or Safety Agent Text, the companies said.

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RapidSOS In the Media

Attracting headlines and prominent media placements with stories that highlight RapidSOS' partnership with public safety

CEO Michael Martin Honored by Harvard University

Michael speaks at Harvard University on RapidSOS' mission to partner with public safety to transform response



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Thank you!

RapidSOS