Project Lockdown

Responding to Active Shooters

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Ramadi Iraq

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Pleasant Grove High School
December 3, 2015

The day following a mass shooting in San Bernardino where 14 people were killed.

At 2pm, a student reports seeing someone with a gun. The school goes into lockdown.

Nearly 200 officers from neighboring cities arrive.

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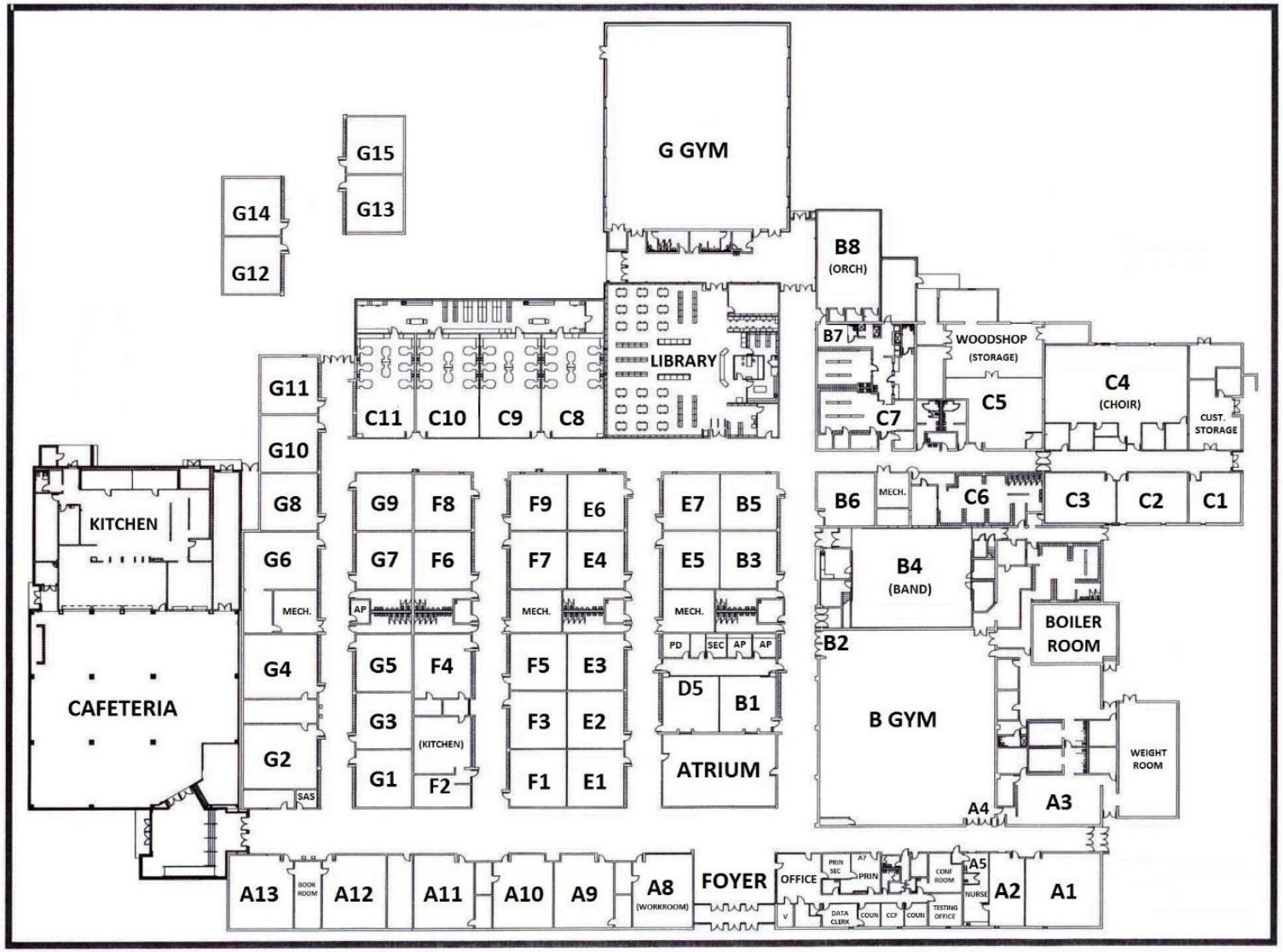
The Search

- No description of assailant
- Nearly 2,000 students dispersed in hallways and classrooms
- Complicated floorplan—room by room search
- Don't know who they can trust



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SWAT officer searching a classroom as students remain sitting in their chairs.

The officers don’t know what they are looking for.

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Introducing Lockdown

1. Collects information for response team

2. Provides two way communication

3. Allows law enforcement to leverage insider information

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Smart App

- Leverages student smart phones
- Connects to Lockdown server and reports your incident and position
- Establishes video / audio feed

Provides life saving information:

“Lock yourself in a classroom”

“Leave the building”

“Active shooter in gym”

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Lockdown Consoles

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School Scenario

Student reports shooter

Lockdown starts gathering data

Lockdown NOC notifies local authorities

Console for local dispatch

Officers know where to go

Target isolated and students are instructed what to do

Features

- HD video sharing
- Audio sharing
- Text
- Notifications
- Broadcast
- GPS
- Geofencing
- Sound detection
- Sound isolation

- Floor plans
- Trusted users (login required)
- Privacy controls
- Parental notifications
- File distribution
- Tip line
- Notification groups
- User profiles

- Selective user warnings
- Fire, medical, shooter, weather
- Data correlation
- Device control
  - AV feed
  - Mute
  - Bandwidth throttling
  - Application shutdown

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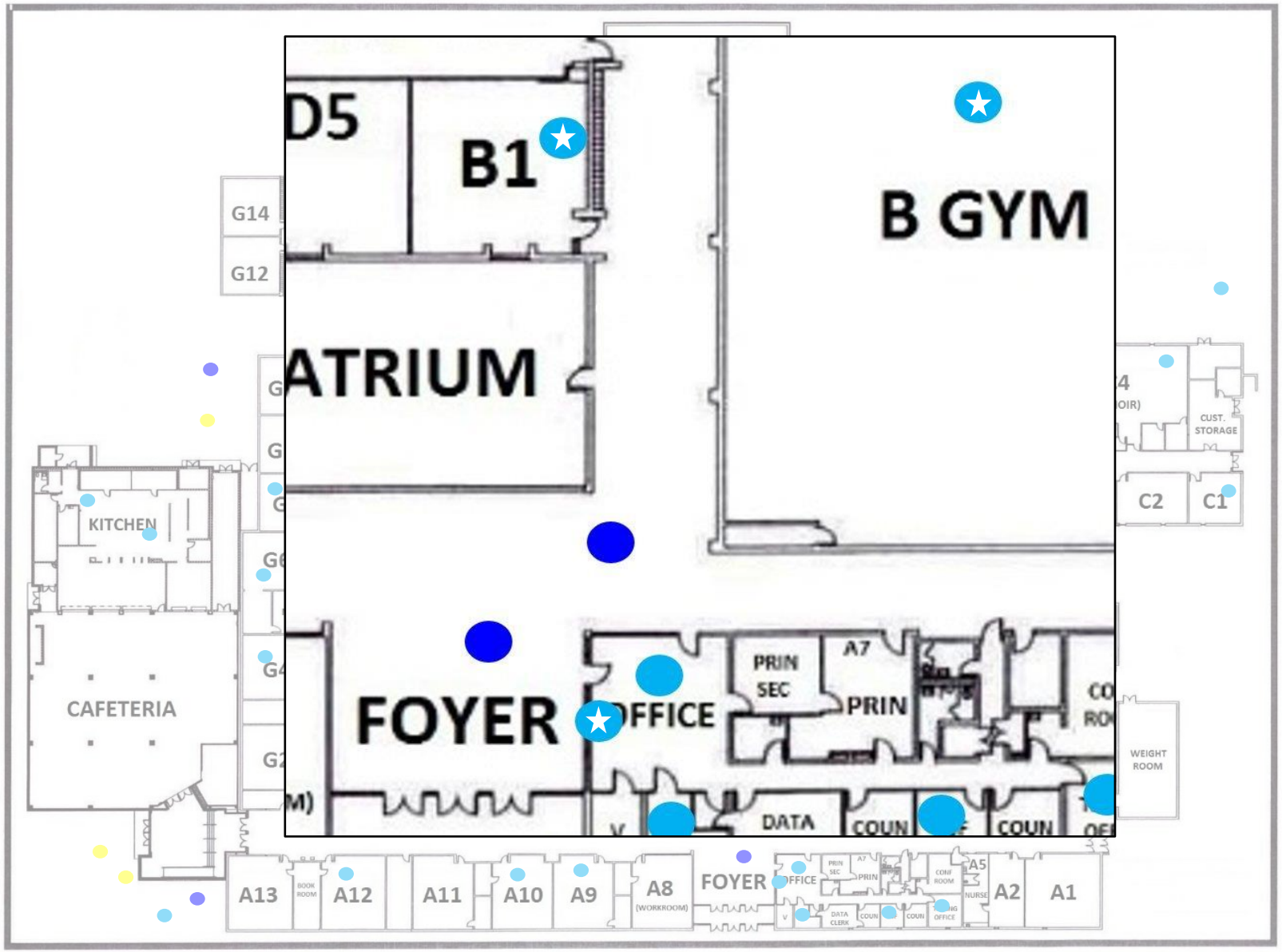
User Mapping

- Assailant
- Law Enforcement
- Staff
- Public
- Emergency Response

- Video Available



Law Enforcement

- Notifies law enforcement of situation
- Displays map and floor plan of where to go
- Automatically highlights the most pertinent data (loud noises, requests for help)
- Officers click on map to see what is going on inside rooms or receive instructions from the control center
- Displays location of officers and trusted users

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Trusted Users

- Law Enforcement (police, SWAT, military, sheriffs, security, FBI, etc.)
- Emergency Staff (medical professionals, fire departments, hazmat)
- Administration (principals, executive staff, owners, facility managers, HR)
- Staff (teachers, janitors, other)
- Interested Parties (parents, spouses)
- Concealed Carry (users that are certified to carry a weapon)

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Not just for schools!

Solutions on the Market

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School Guard

- $1,000 setup fee and $99 a month
- Speed dials 911
- Displays a mapped location of the school shooting alert
- Instantly alerts ALL teachers and staff members
- Instantly alerts ALL participating schools within 5 miles
- Instantly alerts ALL participating law enforcement officers, ON & OFF duty, who are in close proximity
- Principal push
- Only works on school grounds

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Hero911

- Provides a low key push message for situational awareness to any active shooter incident nationwide so users can refer to appropriate media
- Launches an immediate alert to all LEOs providing the user with the address, map and additional information when within 10-15 miles of a reported active shooter
- Compliments 911 services
- The Hero911® school shooting alert is reserved for officers within a 10-20 mile radius of reported active school shooters.
- Mapped location of the threat and the popup screen to acknowledge plain clothes or uniform with a running ticker information display.

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RAVE

- Most complete offering
- Mapping
- Notifications
- Instructions

Does not gather data from students

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Tip Tools

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What are they missing?

- Not leveraging student phones
- Mostly school related
- Just providing tools
- Don’t really communicate with students
- Don’t leverage Apple and Samsung

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Dealing with School Violence

- Restricting entry to schools
- Gun control
- Tipline apps
- Help for emotionally disturbed
- Fortifing schools
- Increased police presence
- Arming teachers
- Apps to help get law enforcement engaged more quickly
- AI (artificial intelligence) to find those looking harm others

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App Distribution

- Social pressure on Samsung and Apple would incent them to include on every shipped device
- Download anytime, including during an actual emergency
  - Apple Store
  - Play Store
- Incentives such as free music can incent students to use Lockdown

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Additional Features

- Two-way messaging
- Broadcasting
- Feature shutdown (preserve bandwidth by shutting down Pandora)
- Sound isolation
- File distribution (escape map)
- Text chat when caller can’t talk or is hearing impaired
- GEO Fencing

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Supporting slides

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Pricing

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Funding

- Government grants
- School support
- Social encouragement/pressure to contribute
- Advertising
- Open source

"Notification app: Bondi said the app would cost $100,000 to develop a half a million a year to maintain, all of which is already written into the state's (Florida) House and Senate budget"

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Once Built

- Upload maps of buildings and other high occupancy locations
- Acceptance by schools and local law enforcement
- Training
- Develop Standards of Use

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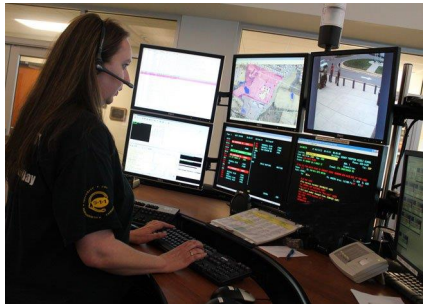
Response



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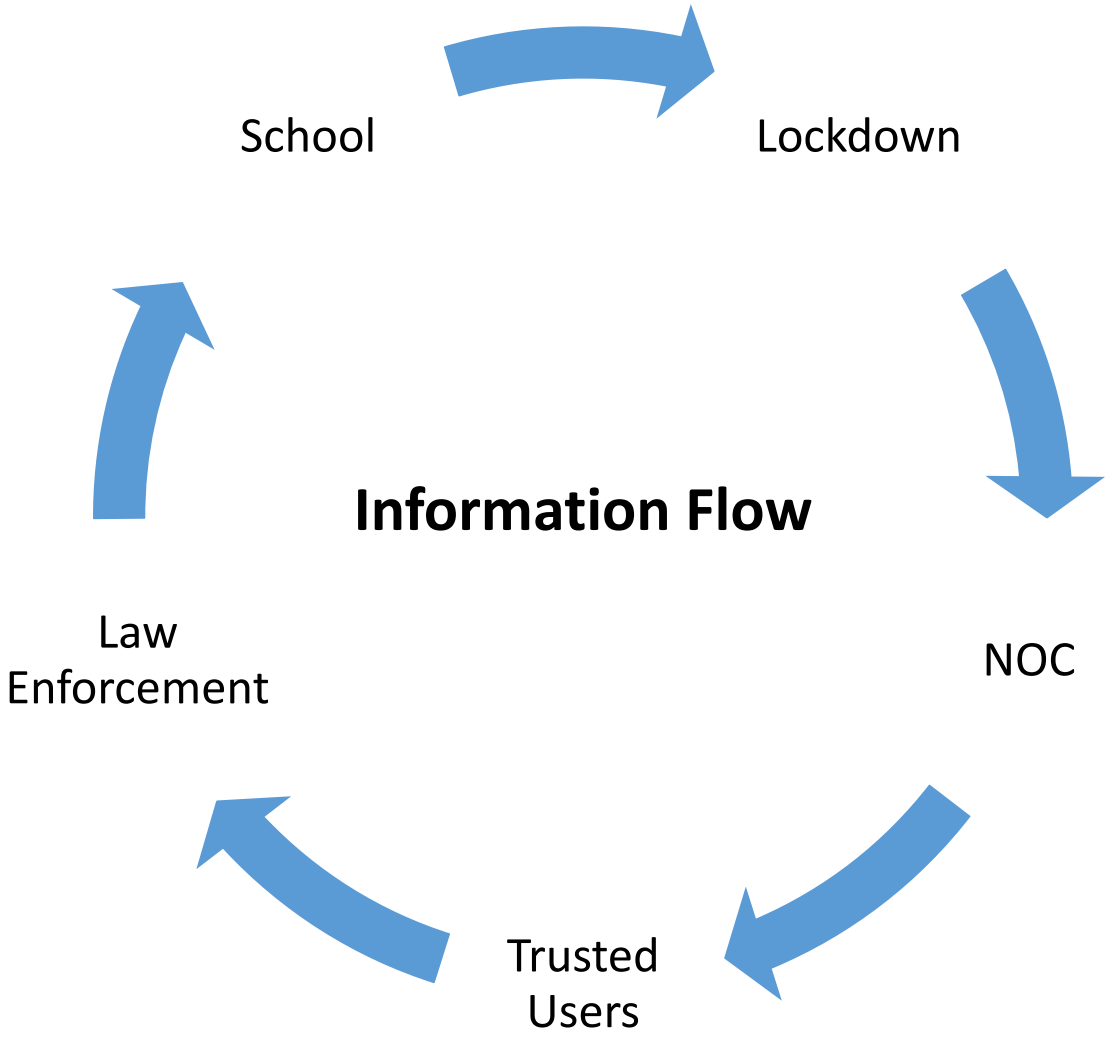
School Scenario



Not just for schools!

- Public and Private Schools
- Universities
- Malls
- Mass Transit
- Business Parks
- Government Buildings
- Military Installations
- Sporting Events
- Factories
- Neighborhoods
- Airports

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Infrastructure

Leverages existing infrastructure

- Cellular networks
- Wifi
- End user devices

No hardware to purchase

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Funding

- Typical startup funding
- Funding may be a mixture of investment and philanthropy

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Revenue Generating

- Monthly service fees to access system
- Initial setup fees

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Implementation Steps

1. Subscribe
2. Upload site maps
3. Notification of local law enforcement that site has been added
4. Train officers how to use the system (not needed for every new account)
5. End user enrollment
    a. Download application if not already on the device
    b. Warning messages
    c. Permissions
    d. Always on or manual activation

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The Technology is Available

- Voice Activation
- Messaging
- HD Video
- Priority Bandwidth
- Data Correlation
- GPS
- Device Support

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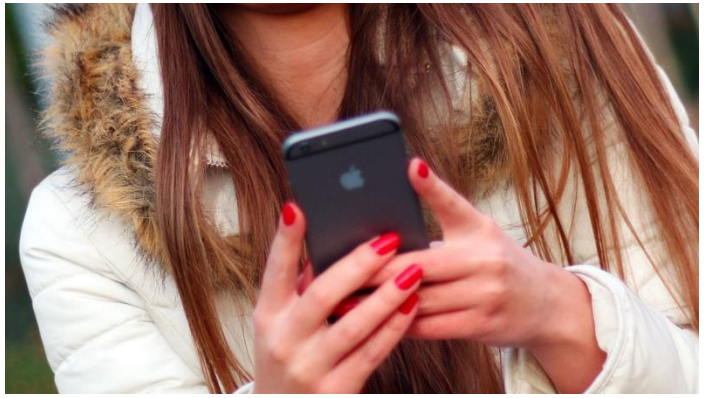
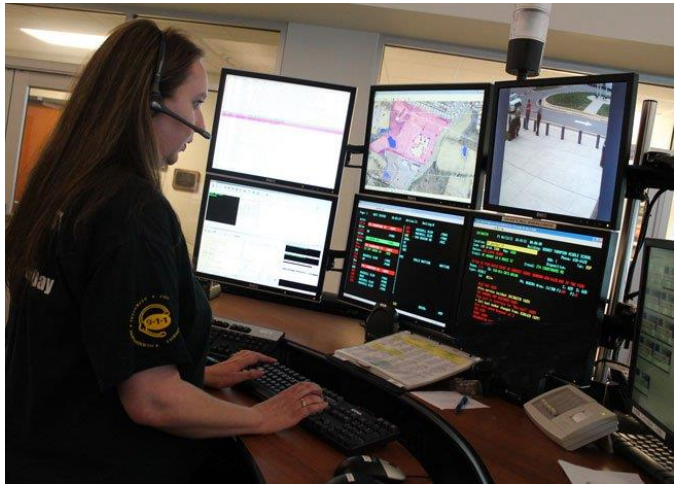
Emergency Response





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Finding the Bad Guys

- You must act fast
- Need intelligence
- You need the best tools

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