

Broadband USA Applications Database

Applicant Name: TEV ENTERPRISES LLC

Project Title: Emergency Alert Broadcasts to PCs

Project Type: Comprehensive Community Infrastructure

Executive Summary

As natural and man-made threats continue, there is an increasing need to be able to effectively communicate warnings to those potentially affected. When the local emergency siren goes off, does it mean there is a tornado and one should seek shelter in the basement, or is there a flood and one needs to seek higher ground? The e-Global Broadcast System (e-GBS) will provide that effective communication, therefore providing for the safety, health, and welfare of the people within the affected community. With the ubiquity of PCs and set-top boxes, the e-GBS system will broadcast a message via the broadband network. All PCs and set-top boxes with the e-GBS client software installed will be programmed to receive such messages using user-specified settings, sounding an alarm and displaying the message with the appropriate instructions on what to do. e-GBS will also broadcast an 'all clear' message when the danger has passed. This innovative approach provides a differentiable service to ISPs, giving them incentive to deploy the system. The service will not have any 'User Fees' nor require anyone to 'sign up' to receive the messages, only to install the client on their PCs, which will help drive adoption of the system. With an initial focus on the top 10 US ISPs, 66 million broadband users across the entire US would have the potential of receiving this service. The total cost of creating and initially deploying this new eco-system will be \$1.95M. The system has many applications for other organizations such as police, fire, military, local communities and utility companies, just to name a few. The user would have full control over whether to display any category message (except Presidential Alerts, which are required to be displayed by the WARN Act). To insure a commitment to serve public safety entities that have expressed a demand or indicated a need for access or improved access to broadband service is a comprehensive communities project to provide for both personal and family safety. Another is to improve access to and use of broadband services by public safety agencies. We seek funding to distribute software clients for broadband-connected PCs and integrate into set-top boxes to display broadcast emergency alert messages with instructions, along with 'all clear' messages. The software would be downloaded by the user from a website and would work as follows: 1. The software would run as part of a broadband network communications service, and would be able to automatically look up IP address information to derive location information, and thus provide relevant local messages. The geographic details are pulled from a commercially available geolocation database. Due to the transient nature of human beings, geolocation technology can never be 100% accurate in providing the location of an IP address, and the users will be allowed to manually enter in their zip codes. 2. This emergency broadcast service would be provided without charge. The system is without additional charge to ISP customers and users. 3. The software would be configurable by the user to opt out of all messages except presidential alerts. The broadcast of the message would be through a feed from the FEMA WARN

gateway and handled by the network provider. The message would be broadcast throughout the ISP networks. This would require the newer multicasting-capable routers. The message would be multicast to all geographically relevant IP addresses connected to that router. The client software would receive the message and only display it if it matched the relevant geographical location. 4. The message would be broadcast to all connected PCs and set-top boxes with the software installed and operating, and be displayed in the relevant geographic location of the emergency. The software does not stop current user activity, but merely displays a message box on the screen, stating the emergency message and instruction as to the proper course of action. The message would produce a warning sound if speakers are connected and working, and display until the user acknowledges the receipt of the message 5. The system would also display an 'all clear' message when the event is no longer a threat to the affected area. While the distribution of the client will begin with the top 10 US ISPs as a download from the website, future deployment will encompass several additional distribution channels. After initial development, we will work with the major OS manufacturers (Microsoft Windows, Apple OS/X and RedHat Linux) to integrate the e-GBS Emergency Alert Client directly into the OS. This client can then also be distributed through current OS 'updating' methods. The creation and initial deployment of this new eco-system will create engineering jobs (architects, designers and developers) along with deployment staff (marketing and client [ISP, OS and set-top box manufacturers] account managers). TEV ENTERPRISES, an emergency alert and e-commerce broadcasting system company, was formed by four experienced ex-Motorola senior technical and business executives, with experience and capabilities as illustrated in the resumes presented in Section 18, Attachments, 'Management Team and Organization Chart.'