

Zetron Joins with PulsePoint to Help Save Lives

Zetron will host PulsePoint at IWCE in Las Vegas, NV, March 24-28, 2014 and will also be demonstrating its MAX Call-Taking system operating with the PulsePoint lifesaving CPR mobile app. Agencies that implement PulsePoint can use the MAX Call-Taking console to call for immediate CPR assistance from the rapidly growing PulsePoint mobile network of CPR-trained volunteers across the U.S.

Redmond, WA, U.S.A., March 13, 2014 – Zetron, a leading provider of mission-critical communications solutions worldwide, announced that its MAX Call-Taking system can be used directly with the PulsePoint CPR incident-notification network. With MAX Call-Taking, a CAD system is not required for PulsePoint integration, making this an affordable solution for public-safety agencies on a tight budget. Zetron will be hosting PulsePoint and demonstrating the PulsePoint application with MAX Call-Taking in the Zetron booth (#5001) at the International Wireless Communications Expo (IWCE) in Las Vegas, NV, March 24-28, 2014.

PulsePoint's free-to-download mobile application enables CPR-trained citizen volunteers to provide lifesaving assistance to victims who suffer a sudden cardiac arrest in a public place. When a public-safety agency implements the PulsePoint notification system within their jurisdiction, they can provide real-time CPR alerts to volunteers by routing the medical emergency information through the PulsePoint network.

"PulsePoint's lifesaving application clearly offers important benefits to the communities that deploy it," said Zetron's vice president of product management, Kathy Broadwell. "In an effort to make this application more affordable, we have designed a way to access it through our MAX Call-Taking system. We are pleased to host PulsePoint in our booth at IWCE and hope that this will increase their exposure to potential customers and partners."

How PulsePoint CPR notification works

- A person suffers sudden cardiac arrest; a bystander calls 9-1-1.
- The 9-1-1 operator takes the call and selects a medical-emergency event on the MAX Call-Taking system. MAX Call-Taking then transmits this information to PulsePoint. MAX Call-Taking is unique in that a CAD system is not required for successful integration with PulsePoint.
- The PulsePoint server consults its geo-spatial database of CPR-trained volunteer citizen responders. Those currently in close proximity to the incident receive a "CPR Needed" alert on their mobile device that includes the location of the victim and any automated external defibrillators (AEDs) in the vicinity.
- An alerted volunteer rushes to the scene and initiates CPR in the critical minutes before the emergency medical services crew arrives. This greatly improves the victim's chances of survival.

About Zetron (www.zetron.com)

For over 30 years, Zetron has been providing mission-critical communications solutions to customers in public safety, transportation, utilities, manufacturing, healthcare and business. With offices in the U.S.A., U.K., Australia and numerous field locations, Zetron supports a worldwide network of resellers, system integrators and distributors. This gives Zetron a global reach as well as a local presence in the regions it serves. Zetron has installed thousands of systems and over 20,000 console operator positions worldwide. Zetron is a wholly owned subsidiary of JVC Kenwood Corporation.

About the PulsePoint Foundation

PulsePoint is a 501(c)(3) non-profit foundation based in the San Francisco Bay Area. Its mission is to make it much easier for citizens who are trained in CPR to use their lifesaving skills to do just that...save lives! Through the use of modern, location-aware mobile devices, PulsePoint is building applications that work with local public-safety agencies to improve communications with citizens and empower them to help reduce the millions of annual deaths from sudden cardiac arrest. Learn more at www.pulsepoint.org or join the conversation at www.facebook.com/PulsePoint and @PulsePoint.