



Application Solution Overview

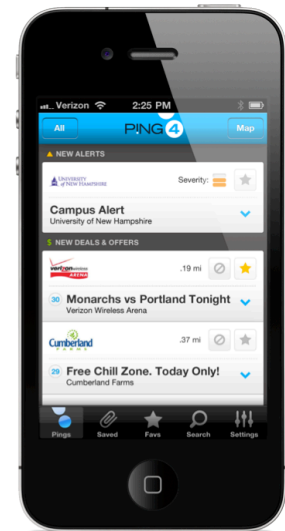
Hyperlocal Utilities Alerts Solution

About Ping4

Ping4 is an innovative mobile app company specializing in developing hyperlocal mobile alerts, deals and promotional services for local communities, public safety agencies, utilities and retailers. The company's vision is to revolutionize the Mobile Commerce and Communications markets by creating a brand-new medium for broadcasting location-based multimedia alerts, notifications, deals and promotions to any smartphone, anywhere in the world.

What is Ping4?

- **To Law Enforcement** – Ping4 is a new medium for alerting mobile citizens to dangers and emergencies based on their location or proximity to specific events.
- **To Merchants and Marketers** – Ping4 is a new location-based mobile marketing medium for reaching consumers when they are nearby and ready to buy.
- **To Utilities** – Ping4 is a new communications medium for alerting citizens to location-specific utility related emergencies, outages and power restoration.
- **To Consumers** – Ping4 is a free app that helps them stay in touch with their local world by receiving alerts, deals and offers wherever they go, based on their location and user preferences while additionally providing a world-class local search capability.



Ping4's Mobile Communications and Merchandising Platform creates a new and game-changing mobile messaging and alerts medium that enables agencies and businesses to communicate to smartphone users leveraging geo-location technology based on user proximity to a defined event. As a result, citizens and consumers who download the free Ping4 app onto their smartphone (currently serving iPhone and Android) will receive real-time communication alerts and user-defined promotions from their selected favorite



agencies, merchants, businesses, and utilities providing potential life-saving notifications, money-saving deals and promotions, and unparalleled location-based search services.

Ping4's corporate mission seeks to bring the increasingly mobile world together in the spirit of helping to serve, protect and save lives while enabling people to achieve better lifestyles through intelligent mobile convenience. We believe that the smartphone represents more than a hot new market, it is a next-generation digital media platform that stands for an individual's personality, what he or she holds closest in importance and meaning, and who and how they wish to communicate with the world around them.

Hyperlocal Utilities Alerts Solution

Ping4 uniquely addresses the Utilities market with an innovative "Triple Play" hyperlocal alerts solution featuring:

1. ***Hyperlocal Public Safety Alerts*** designed to protect citizens affected by utility emergencies, outages and repairs or in harm's way of potential dangers including gas leaks, downed power lines and more
2. ***Hyperlocal Customer Service Notifications*** designed to inform citizens and communities of location-based alerts with micro-granularity within specific communities, neighborhoods, streets and even buildings
3. ***Hyperlocal Transient Communications*** designed to contact, protect and serve all impacted citizens whether they are residents or transients visiting the local area

1. Hyperlocal Public Safety Alerts Solution

For every Utility, the safety and protection of its community and citizens is of primary importance. Ping4's "Ping4Alerts" hyperlocal alerts solution was specifically designed with the protection and safety of citizens in mind. With a growing national trend of weather related emergencies resulting in downed power lines, gas leaks, eruptions and more, notifying local citizens of potential or imminent dangers could be the difference between saving lives and death. And, while power and phone lines may be down for local communication purposes as a result of weather related incidents, Ping4 leverages cell phone tower, GPS and triangulation technology to provide a reliable communications vehicle with citizens in severe situations.



Ping4Alerts enables Utilities to communicate in real-time with citizens and communities to inform them of emergency situations happening at that very moment, at that very location, providing citizens with greater safety, protection and convenience while providing Utilities with a real-time communication notification system. With Ping4Alerts, valuable and critical information is delivered when and where it is most needed, whether in a proactive, protective manner or as an emergency response and restoration communications service.

For Utilities, Ping4Alerts is a natural, low-cost augmentation to existing notification and alert communications systems, preserving existing IT infrastructure investments while not disrupting back-end IT environments. It serves as a next-generation real-time communications platform and promises to revolutionize the communications world by arming Utilities and citizens with a powerful, simple-to-use solution purpose-built for the protection and safety of the general public.

2. Hyperlocal Customer Service Notifications

Ping4Alerts provides Utilities with the ultimate outage communication and response tool for direct contact with its customers and citizens within its boundaries. As a hyperlocal customer service tool, Ping4 enabled Utilities to place full hyperlocal rich media alert communications within specific communities, neighborhood, streets and even buildings.

Leveraging innovative geo-fencing technology, Ping4Alerts enables Utilities to provide superior customer service by creating customized, hyperlocal alerts that inform citizens of planned interruptions, a pending or current situation, the Utility's plans to handle and correct the problem, a projected time for power restoration and a recommend course of action.

Timely and meaningful communication with customers and transient citizens is critical in preserving customer satisfaction, protecting lives and avoiding potential costly litigation.

3. Hyperlocal Transient Communications

Ping4 is designed to contact, protect and serve all impacted citizens whether they are residents or transients visiting the local area. This means that Utilities now have the ability to reach out to any smartphone device that has downloaded the Ping4 app with timely and important notifications. While notifying existing customers remains a critical priority, with Ping4, Utilities will be able to reach out to all citizens (residents, visitors, and transients) within a designated area with important Utility related communications.



Summary

Collectively, Ping4's Hyperlocal Alerts solutions create an infinitely scalable personal relationship with Utilities, communities and the citizens they serve. Ping4 is a next generation communications and marketing platform with an unequaled ability to reach people on the go, at their precise location, at precisely the right time. Ping4 helps Utilities to serve and protect their community and citizens, increase community communication and improve customer satisfaction.

For more information on Ping4, visit our website at www.ping4.com, follow us at Ping4Us on Facebook, Twitter and YouTube, or contact us at info@ping4.com