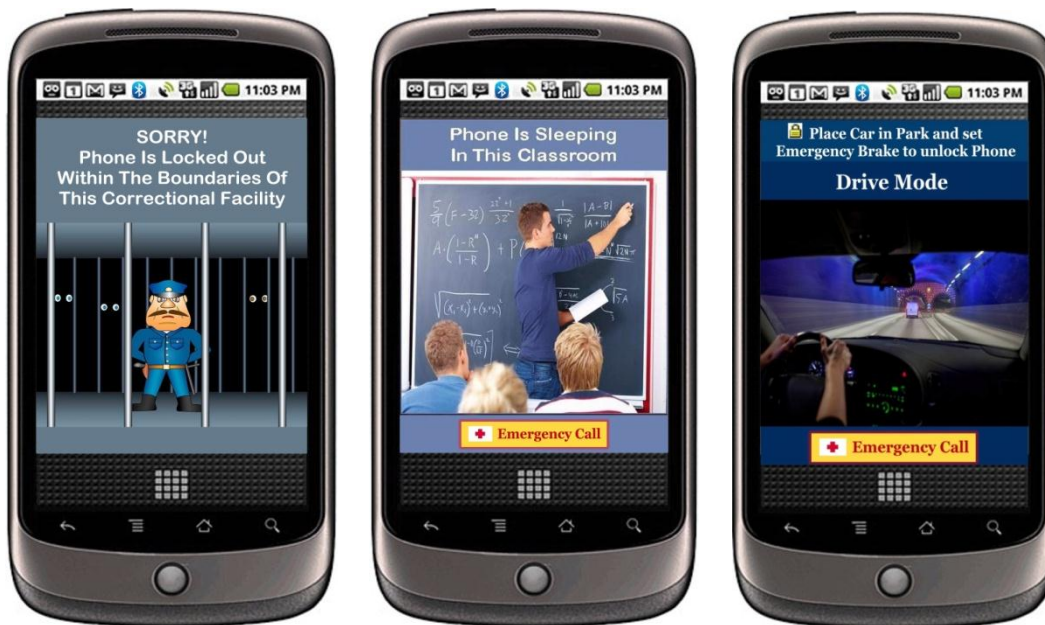


# TRY SAFETY FIRST, INC

CONFIDENTIAL

NEW TECHNOLOGY WILL SAVE LIVES, CREATE NEW JOBS,  
REDUCE TAXES, IMPROVE EDUCATION, ELIMINATE CONTRABAND PRISON  
PHONES, AND SAVE COUNTRIES TENS OF BILLIONS OF DOLLARS EACH YEAR.

## ***SAFETY SOLUTION PROVIDERS FOR CELLULAR DISTRACTIONS BY ESTABLISHING PROTOCOLS***



## **WHITE PAPER AND SUPPORTING DOCUMENTS**

**JOHN J. FISCHER, CEO**  
**770-652-4517**  
**WWW.TRYSAFETYFIRST.COM**

**TWO PART ZERO COST TOTAL SOLUTION FOR  
CELL PHONE DISTRACTED DRIVING  
CONTRA-BAND PRISON CELL PHONES  
CELL PHONE PROBLEMS IN THE CLASS ROOM,  
COURT ROOM, IN-FLIGHT AND MORE...**

**EVERY GOVERNMENT SHOULD WANT THIS...**

**White Paper**

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Presented herein is a **zero cost comprehensive two-part solution** for governments to address mobile phone problems. Part one of the solution addresses the actual problems by establishing a new standard in the wireless industry. Part two of the solution is the zero cost business model. The two parts can be executed independently or collectively, noting that part one is a prerequisite for part two.

Throughout the world, mobile phones have become a ubiquitous part of everyday life. Moving fast forward, technology has travelled from our desktop to our laptop and now to our handheld device. And with every great sensation, human behavior often finds a way to cast shadows of darkness. The cell phone is no exception as many inherent life threatening problems are also gaining light speed momentum. These problems come with a very large cost. The World Health Organization estimates distracted driving alone is costing countries one to three percent of GDP.

Mobile phone problems are well documented in the following areas:

**Prisons** - #1 smuggled contraband. Gang warfare and illegal activities are carried out.

**Highways** - #1 cause of distracted driving accidents and leading killer of teen drivers.

**Classrooms** - #1 problem in our schools due to class disruption, cheating, and bullying.

**Court rooms** - jury tampering, jury box research, jury boredom, jury social media.

**Airplanes** - terrorists can detonate a bomb using the cell phone.

**High Security** - mobile phones are forbidden in high level intelligence areas.

**TECHNOLOGY OBSTACLES** - A handful of companies have attempted to become solution providers for a few of these problems, most notably problems in our prison systems, behind the wheel, and in our schools. **NONE** withstanding, each and every one of them face impenetrable obstacles such as: uninstalling the application; turning off the Bluetooth; GPS latency and signal lapses; large number of varied mobile platforms; continuous updating; closed platforms; battery drain; single phone to vehicle pairing; and the inability to affect skype and satellite phones.

**PRIMARY OBSTACLE** - The most significant obstacle facing solution providers is the absolute lack of universal standards within the mobile device industry. Currently, there are **NONE**. Because **there exist no standards**, the ability to universally apply a simple safety feature cannot effectively be carried out across all mobile device platforms. **Absent uniform protocols, no solution will ever be complete.** Every major industry worldwide has universal safety standards except the mobile phone industry.

**PART ONE OF THE SOLUTION** - **TSF has developed and proposes adoption as a universal standard a set of distraction prevention and safety protocols along with matching bluetooth technology to be embedded into the firmware in all mobile phone devices.** Such adoption quickly and easily provides a comprehensive remedy for all the problems mentioned above for ALL mobile phone devices. The protocols automatically instruct the mobile device how to behave when in protocol specific environments containing a corresponding active Bluetooth sensor.

**Examples of Sensor Specific Environments** - In a prison all phones will shut down; in the driver's seat area of a transit or school bus, all phones will go to sleep; in the driver's seat of a passenger car, the texting and email functions will be inhibited and only hands-free Bluetooth will function; in a courtroom or on a plane the judge or pilot will have an on-off switch to sleep all phones as needed; in a classroom the instructor can use the phone as a teaching tool for part of the class, then flip a switch to put all phones to sleep when giving a quiz, and so on as shown on page 3. Because the protocols will be embedded into the firmware, they cannot be uninstalled nor turned off. The protocols will be hack proof sum check protected and part of the OS.

**PART TWO – ZERO COST BUSINESS MODEL (detail on page 5).** TSF proposes a flat monthly protocol fee of \$1 per phone. The revenue generated will offset the necessary expense outlay to outfit the prisons, schools, court houses and public transportation vehicles with their respective protocol sensors. The cost to the automobile manufacturers will be less than \$10 per vehicle which they can pass on without a problem. We can look at this from more than one angle. First, it can be understood as an insurance reduction far greater than its cost. A large part of insurance is based on locality and total loss outlay. In 2008, according to the DOT, more than 43 billion dollars was spent on cell phone related accident claims (most studies believe that figure to be largely under-stated as many go unreported). Divide that number by the number of drivers and theoretically all drivers could receive a portion of that discount.

Another way of looking at it would be to let the Congressional Budget Office perform the calculation. As mentioned above, according to the World Health Organization, losses (including damage claims, fire and police dispatch, injuries and loss of wages) from distracted driving accidents total between 1 and 3 percent of GDP. Even on the low end this would be 146 billion dollars for the United States. Eliminating this monumental expenditure outlay would mean savings any way you add it up, far greater than the minimal \$1 monthly protocol fee. Also attached to the business model is a trailing 5 to 1 tax credit which provides consumers a reduction of fees up to \$60 per year for the nominal \$1 per month charge (see tax credit Pg 6).

**INITIAL REACTION** - Education is key! Initially, it is expected both the PROVIDERS and the USERS may balk at this solution. The PROVIDERS have made it clear they want no solution that cuts into their usage. However, absent protocol adoption, usage is soon to decrease substantially in certain environments. Current sentiment among educators is strongly leaning towards total elimination of the mobile phone at school. This is already taking place in Japan, India, Mexico and some parts of the U.S. Embracing TSF's protocols would immediately reverse this trend. Providing instructor's with the ability to sleep all phones in the classroom would encourage usage of the phone as a teaching tool. Bringing new technology tablets into the equation would encourage development of an entire new IT arena for education. The key is to provide the instructor with control over the class room. PROVIDERS will greatly benefit if accepted wisely.

Initial reaction from USERS is expected to draw criticism of another gov't imposed tax. However, full USER acceptance is expected upon explanation of the tax rebate and insurance savings along with the decrease in societal problems coupled with the increase in overall safety.

**FOLLOW THE LEADER** - TSF believes each and every industrialized country is eager to find a solution for these problems. Protocol standardization in any industrialized country is certain to stimulate worldwide universal adoption.

**ESTIMATED TIME TO COMPLETE** - Since the average cell phone life is 12-14 months, within a very short time frame (approximately 2 full cycles or 24-28 months), there can be a definitive simple solution to all the above mentioned problems.

## AUTOMATED PROTOCOL BEHAVIOR

**IMPORTANT NOTE:** Parents, pilots, teachers, prison officials and judges can flip a switch to disable functionality. Except for prisons, all Parental & Emergency 911 Calls Can Always Be Made.

<u>NAME</u>	<u>CLASS</u>	<u>ACTION</u>
dpp.prison©	prison	disable
dpp.car©	vehicle	inhibit text & email
dpp.school©	class room	sleep
dpp.bully©	threat	report incident
dpp.court©	court room	sleep
dpp.plane©	fly zone	disable
dpp.secured©	high security	disable
dpp.parent©	home	sleep

### Examples of Matching Active Bluetooth Sensor Communicating with Distraction Prevention Protocols



The real question is do we let the problems currently considered pandemic become endemic.

**For more detailed information on Distraction Prevention & Safety Protocols, contact John Fischer at 770-652-4517 or [john.fischer@trysafetyfirst.com](mailto:john.fischer@trysafetyfirst.com)**

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## **PREFERRED FEE STRUCTURE FOR GOVERNMENTS**

Everybody wins! All problems are solved providing savings far greater than the minimal \$1 monthly fee. Safety will be restored to the roadways. Contraband phones will no longer be sought after by prisoners. Educators will have a new teaching aide. Usage will increase for providers. And the government will eliminate three major problems with one solution without having to find a way to budget for them. Additionally, there will be a large monetary boost for education should the government choose to use the additional funds as suggested. Below is the preferred fee structure and outline for said government licensing agreements.

Under this arrangement there will be four strategic partners being:

1. Government Entity
2. Telecom(s)
3. Try Safety First, Inc.
4. (AIC) - Appointed Installation Company - public bid

Strategic Partner Duties and Obligations:

Government Entity

- a) Legislate all mobile phone devices in said country to include protocols
- b) Implement suggested \$1/phone/month protocol fee
- c) Appoint installation company - public bid

Telecoms

- a) Collection and disbursement of protocol fees

Try Safety First, Inc.

- a) Engineering, software development & help desk for protocol implementation

AIC - Appointed Installation Company - public bid

- a) Outfit all prisons, schools and public transportation vehicles as needed.

Suggested Revenue Stream and Split:

Suggested Revenue - \$1/per month/per phone

Suggested Split - Years 1 - 3:

- 10% - Government Entity
- 10% - Telecom(s)
- 10% - Try Safety First, Inc.
- 70% - AIC

Suggested Split - Years 4 and beyond:

- TBD% - Government Entity
- TBD% - Telecom(s)
- 10% - Try Safety First, Inc.
- 30% - AIC (reduced as most installations should be completed)

## TAX CREDIT PROPOSAL

### Government & Capitalism Working Together



**PROBLEM:** According to the World Health Organization, distracted driving is **costing** developed countries across the globe between **one and three percent of GDP**. This figure comprises the normal costs associated with an accident including but not limited to: property damage, fire and police dispatch, cleanup, loss of work, traffic congestion and injury costs. What's not in the calculation but equally if not more important is increased insurance rates, funeral costs, disability costs, and loss of life. What value does that carry?

**Another important aspect to consider:** one accident on any major interstate that blocks traffic and delays the work force for just one hour each week into any major city has the ability to cost that city millions of dollars. The sheer magnitude of the cost of productivity loss is enormous. This alone could throw low margin companies into the red causing notes to be called due. This cumulative effect could cripple a city. Any way you view it, loss of productivity means loss of revenue, loss of wages, loss of tax base, and loss of family harmony. Can you put a true value on that?

For a country such as the United States, one to three percent of GDP amounts to somewhere between **146 BILLION** and **438 BILLION** dollars each year. Keep in mind this amount is a calculation for the costs of distracted driving alone! Now think about EDUCATION? I ask you, what is the cost our society bears everyday for constant and continuous classroom distraction, cyber bullying, and classroom cheating? An even bigger problem exists throughout every prison in our country. It's a proven fact that tens of thousands of illegal activities are orchestrated every single day on contraband cell phones inside our prison walls. A recent statistic published by the CTIA disclosed more than 216,320 illegal text/cellular phone call attempts were made in less than one month from inside one single prison in Mississippi. What are the future costs to the taxpayers to solve this problem? The same prison in Mississippi spent a great deal of taxpayer money installing a Managed Access System to attempt to solve this problem. They will soon learn their solution is only a temporary fix as Ireland discovered because Managed Access does not work on Satellite & Skype phones. Hence a lot of taxpayer money flushed down the drain.

**Add it all up:** Distracted Driving plus Problems In the Classroom plus Contraband Cell Phones and you can easily come up with a staggering number well in excess of a half a trillion dollars every year. But, don't despair. **THERE IS A SIMPLE SOLUTION.** A solution everyone should embrace.

**ANSWER: A TAX TO ELIMINATE TAXES.** You read it right. Here is the proposal. Try Safety First has developed a comprehensive protocol solution which will eliminate all the above mentioned problems and more. WHITE PAPER ATTACHED. The cost (or tax) of this solution is a mere \$1/mo/phone tax or \$12 per year. All schools, all prisons and all public transportation vehicles will be outfitted FREE of charge. Vehicle manufacturers will begin installing the \$5 sensor in 2012. The insurance industry operates on one of the most competitive business models in the world. Reduced accidents means reduced claims. Reduced claims means reduced premiums. The decrease in insurance premiums alone will far exceed the \$1 tax. But that's not all! Schools will actually be encouraged to use the phone as a teaching tool since the educator will have complete control over the room with the flip of a switch. But that's not all! The taxpayer expense currently being considered across the country to outfit all the prisons with Managed Access systems and the like will be eliminated. But that's not all!

**CORE OF PROPOSAL:** A 5 to 1 tax credit: We use the low end figure (one percent) of the World Health Organization cost basis or 146 BILLION dollars for the rebate as follows. Absent these problems, our government could easily save 146 BILLION dollars each year. So, once implemented we carefully monitor the distracted driving accidents. For every 1 percent decrease in the number of distracted driving accidents we give a corresponding CREDIT or 1.46 BILLION dollars to the cell phone user up to a maximum 5 to 1 tax credit or \$60 dollars per year per phone. This will help reduce all the other painful taxes currently rolled in the bill.

**DO THE MATH:** It will take less than a 2 1/2 percent decrease in distracted driving accidents to solve all the problems and give the taxpayer a breakeven performance. It will take less than a 12% reduction to give the taxpayer their entire 5 to 1 credit. And a 90% reduction will save the government in excess of 100 BILLION dollars every year in addition to providing a 5 to 1 tax rebate plus solving all the problems. **This is a solution all parties should be 100% happy with.**



By 2030, road accidents will be the fifth leading cause of deaths in the world. Already it is the top killer of young people (15- to 29-year-olds), claiming more than 1.2 million lives every year.

In view of this alarming trend that also causes 50 million injuries a year, the international community has launched a global movement to spread the word that no phone call, text message or email is worth a life.

Ban Ki-moon, the United Nations Secretary-General, has prohibited 40,000 U.N. employees from texting while driving for official work. "No SMS is worth an SOS," he said, at the launch of a campaign to end distracted driving in May. Employers are being encouraged to enact anti-distracted driving rules worldwide. Last October, U.S. President Barack Obama issued an executive order that banned all federal employees from texting while driving.

The new project involves getting governments to enact anti-distracted driving laws and changing individual driver behavior. In its road safety report, the World Health Organization (WHO) pointed out that 90 percent of road deaths occur in developing countries, involving mostly pedestrians, cyclists and It is time for a remedy. It is time for a remedy. motorcyclists.

More than half of the fatalities occur in 10 countries: Brazil, China, Egypt, India, Indonesia, Iran, Mexico, Russia, South Africa and the U.S. The global losses are estimated to cost governments between 1 and 3 percent of GDP, according to the WHO.

There is now a push to characterize distracted driving not just as an unsafe practice, but a lethal epidemic. In 2008, nearly 6,000 people died and more than a half a million were injured in the U.S. for lack of attention on the road.

Ray Lahood, secretary of transportation, described the mounting death toll as "the least recognized health safety crisis of the 21st century."

"As the number of cars on the roads and cell phone subscriptions worldwide continue to multiply, the number of tragedies will continue to rise," he said, noting that by 2030 road accidents would kill more people than HIV-AIDS, diabetes, malaria and tuberculosis.

Studies show that distracted drivers are four times more likely to get into an accident. According to AAA/Seventeen magazine survey of 1,000 teens in the U.S., 46 percent text messaged while driving and 51 percent talked on the phone while driving.

Several nations and civil society organizations have already launched initiatives to prevent distracted driving deaths. Portugal, for instance, has outlawed all phone use in the driver's seat. Individual endeavors include efforts like those of talk show host, Oprah Winfrey, who asks guests and viewers to sign a pledge not to drive and use mobile phones.

Now the United States and Russia have jointly launched the global initiative to end distracted driving. In March, Russia sponsored a U.N. General Assembly resolution that declared 2011-2020 as decade of road safety action and specifically discouraged texting while driving. Russia also hosted the first-ever global road safety summit in March, called "Make Roads Safe."

## ***Inmates foil mobile phone blockers***

By Cormac O'Keeffe

Tuesday, December 29, 2009

GANG bosses in the country's only prison with a fully operational mobile phone blocking system are smuggling in Skype internet phones and satellite phones to bypass the technology. Official figures show that 15 satellite and Skype phones have been seized in the Midlands Prison in the first eight months of this year. The Prison Service figures also show that ordinary mobile phones continue to be seized in the jail – 62 phones up to August. This raises concerns that the system is not fully successful in blocking mobile calls. Prison officers claim that the system works in parts of the jail close to the blocking source, but does not work in areas farther away.

The blocking technology became operational in the Midlands towards the end of last year, following lengthy and extensive testing.

Sources in the prison said it appeared that the phone blocking technology appears to work in the centre of the jail. The Midlands facility comprises of four landings radiating out from a circle.

"It seems that the closer you are to the circle the greater the blockage, but, at the other end of the landings, it doesn't work. So, at the far end, ordinary mobile phones are being used," said one source. He said: "If the system is supposed to be working, why are ordinary mobiles being seized?"

He said the satellite and Skype phones were being seized at the parts of the landings close to the circle. "They are being found. The thing is there is no blocker out there for satellite phones or Skypes. Prisoners have time to think and are resourceful. If they know they can't be blocked, it's no wonder they're coming in. It's only a matter of time before more and more come in."

Skype phones work over the internet, not through the mobile phone networks. Their popularity has grown worldwide and the technology is typically used to allow voice and visual communication between computers.

However, the technology can also be installed on some mobile phones. Last March, Prison Service boss Brian Purcell told a Dáil committee that the piloting of the system had been completed and evaluation was over. He said: "We are satisfied it has achieved what we set out to achieve."

Prison Service figures show that two other satellite or Skype phones have been seized, one each in Castlerea Prison and Portlaoise Prison, which is adjacent to the Midlands.

A statement from the Prison Service said that three different mobile inhibition systems were being tested in three locations: the Midlands/Portlaoise complex, Mountjoy and Limerick.

"The systems in Midlands, Mountjoy and Limerick Prisons are still live and working with varying degrees of success," said the statement. "The inhibition system at Portlaoise is still under installation and is currently inactive pending further refinement of software which is unique and site-specific."

It is understood that the system may have interfered with phones in Portlaoise Hospital, across the road from the prison. It underlines the difficulties in installing such systems. The thick walls in Mountjoy and Limerick also limit their effectiveness.

This story appeared in the printed version of the Irish Examiner Tuesday, December 29, 2009  
Read more: <http://www.irishexaminer.com/ireland/kfauidgbmhkf/rss2/#ixzz0qWPXHZ1O>

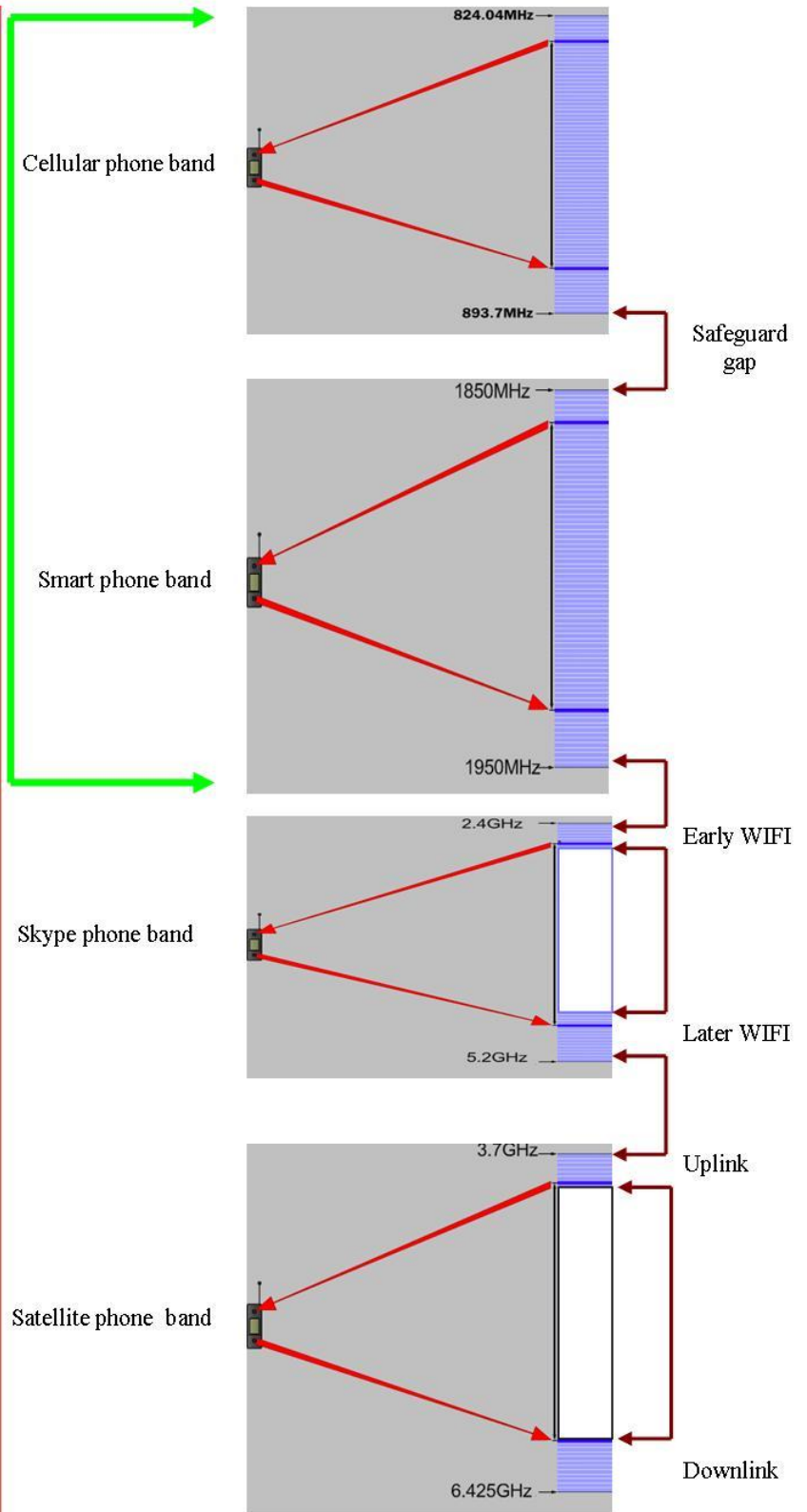
## Frequency Band Chart

Cellular phone jammers transmit a more powerful signal in the same frequency bands from 824.04 MHz to 893.7MHz and 1850MHz to 1950MHz as shown in green zone. This in essence drowns out the weaker signal from service providers.

The safe guard gaps in red between the service frequency bands are used to prevent interference.

Skype phones and Satellite phones utilize higher frequency bands than those of normal cellular service providers rendering regular jammers ineffective.

The deployment of the jammers at these levels raise potential health hazards and outside service area molestation issues.



Before the  
**DEPARTMENT OF COMMERCE**  
**NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION**  
Washington, D.C.

In the Matter of  
**Preventing Contraband Cell Phone Use In Prisons**  
Docket No. 100504212-0212-01

**COMMENTS OF CTIA – THE WIRELESS ASSOCIATION®**

Between May 17 and May 20, 2010, there was a significant interference event in downtown Philadelphia that disrupted commercial wireless service and GPS signals and involved the joint efforts of the Coast Guard, the FCC, the NCS, and carriers. Due to inference from a jammer, GPS equipment failed to work and navigation aids (including those used by the Coast Guard and potentially the FAA) and timing synchronization based on GPS at wireless base stations were disrupted. Numerous CMRS base station sites completely lost the ability to make voice and data communications work, resulting in excessive blocked and dropped calls, and wireless providers and first responders relying upon GPS for 911 calls' location information were adversely affected. This was due to a jammer.

On May 19, the FCC dispatched field agents to determine the source of the interference, while wireless carriers also worked to track down the source of the interference. After an investigation, the FCC agents identified the source of the interference: a single jamming device in a private apartment. Effects from this single jammer extended more than a mile from the apartment containing the device and disrupted signals throughout that area. The field agents shut the jammer down, but its owner turned it back on the next morning before finally surrendering the equipment to the FCC later that day.

The incident in Philadelphia highlights an issue of critical importance to both the wireless industry and the Federal government: the use of wireless jammers and the devastating impact on commercial and Public Safety wireless services cannot and should not be tolerated. As American consumers and public safety officials increasingly rely on wireless communications, the ability of wireless networks to operate without harmful interference becomes even more vital. Wireless jammers represent a major threat to wireless networks and everyone else who relies on wireless communications.

For this reason, CTIA – The Wireless Association® ("CTIA") respectfully submits these comments in response to the National Telecommunications and Information Administration ("NTIA")'s Notice of Inquiry<sup>1</sup> to stress the highly detrimental impact that one of the proposed technologies – jamming – has on commercial and Public Safety operations and to encourage the evaluation of alternative technologies, as well as a holistic approach to the contraband cell phone problem. CTIA strongly opposes the use of contraband cell phones in prisons and applauds NTIA's commitment to preventing the use of contraband cell phones. Considering "the adverse effects" that jamming imposes on commercial wireless and Public Safety services in areas surrounding the prisons,<sup>2</sup> CTIA believes that the focus should be on evaluating the technologies that do not involve jamming and that will address the issue of contraband phones in prison.

<sup>1</sup> Preventing Contraband Cell Phone Use in Prisons, Notice of Inquiry, 75 Fed. Reg. 26733 (May 12, 2010) ("NOI").

<sup>2</sup> Id. at 26734.