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BUTT DIALING FROM A CELL PHONE

Solving a problem we knew nothing about

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Butt-dialing 911 calls? At first, it seems impossible or unlikely. Unfortunately, no one from the FCC (Federal Communication Commission), including Commissioner Michael O’Rielly, is laughing. After recent visits to 911 call centers in New York and Anchorage, he learned that approximately 70 percent of the emergency calls came from wireless numbers. Of those, 50 percent or more were the result of buttons being pressed while in pockets or purses. That accounts for about 84 million accidental calls to 911 per year. “This is so ironic.” says Robert Pirolo, Founder of Life Guard Global. “I was totally unaware of “Butt-dialing”. Two years ago I started developing a 911 mobile app that would be easy for my 80+ year old mother to use. She always had trouble navigating how to use her new Smart Phone. We always joked about it, that if she had a medical emergency she would be dead before she ever figured out how to dial 911. Joking aside, I decided this was a serious problem. I love my mom and learned she was not alone. It turns out all of her friends also complained about how difficult it was to learn how to use their Smart Phones. Want to strike fear in the eyes of an elderly person? Hand them a Smart Phone, they’re like a deer in headlights! It got me thinking, what if there was a fool-proof way to call 911 fast, but rather than dialing a number all you have to do is click a YES Button? Fast forward two years, we finally finished our mobile app. With much imagination, we named it“Emergency Call 911”.... Sometimes simple is best. We just uploaded our app to the Android Play Store and I started doing research on how we could get people, other than my mom, interested in our technology. In one of the tech newsletters I read, I learned about a “Butt-dialing” study by Google’s James Driscoll team and San Francisco’s DEC (Department of Emergency Communications) Deputy Director, Robert Smuts team and stakeholders. I thought it was so funny to say “Butt-dialing”, I couldn’t stop laughing. I told my mom that I just solved the nation’s problem of “Butt-dialing”; she said I was making this up. After showing her the Google Study about it in Bloomberg, NBC News and CNN, she finally believed me. “Emergency Call 911” could save the country millions. It is simple to use; click the YES button and you will be immediately connected to the 911 operator. Best of all, we guarantee 100% that our mobile app will never, ever make a “Butt-call”.

For more information please visit our website: www.lifeguardglobal.com

https://docs.google.com/document/d/1b6OT8u01smq0ZV_mtvF1juj9R-ZT-36rYKtgLLcwl3jU/edit#

<http://www.bloomberg.com/bw/articles/2014-10-15/fcc-commissioner-butt-dialing-is-taxing-911>

<http://www.nbcnews.com/tech/tech-news/bottom-line-google-study-confirms-911-butt-dialing-serious-problem-n438941>

<https://www.fcc.gov/blog/harmful-consumer-wireless-behavior-and-practices>



This is so ironic says Robert Pirolo Founder of Life Guard Global “I was totally unaware of Butt Dialing.”



“Two years ago I started developing a 911 mobile apps, that would be easy for my 80 +> mother to use”, said Robert Pirolo.

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