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Anthony J. Picente, Jr.

County Executive

To: Alfred Barbato, Director of Purchasing

From: Christopher J. Kalil, Assistant County Attorney

Date: March 11, 2025

Re: Request for Sole Source Determination – Emergency Serv. Marketing Corp. (IamResponding.com)
Prime Gov. No. 24-0883

The County, on behalf of its Emergency Services Department, is considering a five-year extension (02/14/2025 – 02/13/2030 [\$162,035 total cost]) to an original subscription agreement (2/15/2013-2/14/2015), with Emergency Services Marketing Corp., Inc., which is the licensed provider of the proprietary IamResponding.com system. This will be the third five-year extension to the original subscription agreement.

IamResponding is an internet-based, software-as-a-service (SaaS) application which (i) receives emergency dispatch information by interfacing with the CAD system and live dispatch audio, and then (ii) transmits the information directly to our contractually designated 60 first responders (EMS, fire, and ambulance), including thier members, via the system's network; the system, in turn, posts relevant notifications directly to the responders' customizable screens and apps. Each responder controls, in its own profile, the various devices and destinations (e.g., text, app, email, etc.) utilized. Among other features designed to save critical emergency response times, the system also allows responders to see in real time (on internet connected displays and the system's app) the emergencies to which its members are responding.

The detailed basis for this sole source request is set forth ESMC's accompanying 15-page "Intellectual Property and Sole Source Statement" which outlines the proprietary aspects of IamResponding and indicates that although certain components of the system may be available through other vendors/systems, "the complete, end-to-end, [Saas] functionality of IamResponding is not available through any other single service, in any other single product, or through any other single vendor."

While a sole source determination concerning ESMC was made in late January or early February 2020 in connection with the most recent (second) five-year extension, it is unclear whether earlier determinations regarding ESMC were rendered. A copy of the currently proposed extension (with original subscription agreement attached) is included in Prime Gov file No. 24-0883.

Assuming, following your review, you are in agreement that ESMC meets the criteria set forth in Section 3-105 of the County's Procurement Policy to be declared a sole source, please indicate your approval by signing and dating below.

Thank you for your consideration.

APPROVED AS A SOLE SOURCE:

Shelley Nawar 3/14/25

Alfred Barbato
Director of Purchasing



INTELLECTUAL PROPERTY and SOLE SOURCE STATEMENT

Intellectual Property

Emergency Services Marketing Corp., Inc. (ESMC) provides the Emergency Responder Reply System™, which is also known and referred to hereafter as lamResponding. ESMC holds an exclusive world-wide license from to market and provide the lamResponding system and services.

US patents 8,009,810 B2 and 8,848,877 B2 have been issued with respect to lamResponding. Complete copies of these patents are available upon request. Patents have also been issued covering the lamResponding system in Australia (Patent No. 2008208041), New Zealand (Patent No. 578654), and Canada (Patent No. 2676134)

lamResponding is a software-as-a-service system. Among its many other features, lamResponding enables members of emergency response entities to communicate their response status to inform others whether they are responding to a dispatch for services, in a manner entirely independent of the originating and existing dispatch system.¹ Members' response status is made available for display via the Internet in real time. Among other features, each of the issued Patents, including both of the US patents, address these features.

lamResponding is a Sole Source Product

lamResponding is patented, sole source information technology that, to the best of our knowledge and information, meets the criteria of all sole source acquisition policies of which Emergency Services Marketing Corp., Inc. ("ESMC") is currently aware. Although certain components of the lamResponding system may be individually available through other vendors/systems, **the complete, end-to-end, software-as-a-service functionality of lamResponding is not available through any other single service, in any other single product, or through any other single vendor.**

¹ Although other entities/systems may offer the ability for members to notify others of their response status for a current incident, lamResponding's patented response system functions entirely independent of the system that initiates the dispatch notification, and is not dependent in any way on that dispatch notification. This is a critical distinguishing feature of lamResponding. Other entities/systems offering a response system are dependent on the initial dispatch notification being delivered through the same system. As such, members/users of those systems are unable to indicate their response status if the initial dispatch information is not initially transmitted through those same systems. lamResponding's response system operates entirely independent of the initiating dispatch system (typically a CAD system), and members can communicate their response status through lamResponding even when the initial dispatch is not transmitted to or through lamResponding. With lamResponding, the member response notification feature functions even if there is a complete failure of the primary dispatch/notification system (CAD, pager system, etc).

The sole source, end-to-end functionality and network infrastructure of lamResponding.com includes, but is not limited to:

NETWORK INFRASTRUCTURE, DELIVERY AND REDUNDANCY

1. An Internet-based software-as-a-service application requiring no software or unique hardware to utilize or access the application other than any computer or other Internet-connected device with a current Internet browser (Chrome, Firefox, Safari, Edge, etc.).
2. All required aspects of the application (software, scripts, code and data) are hosted by the provider of the services (not by the user).
 - a) In addition to all functional aspects of the system and service being a software-as-a-service application hosted by the provider: (i) a separate, optional and downloadable program is also made available to users for the purpose of causing their computer to automatically open and launch the web-based service upon their computer being turned on or re-booted; and (ii) an optional software download is available to users who desire to serve as a capture source for live dispatch audio that is then transmitted to the laR network and from there to laR user apps.
3. The application is accessible from any location with Internet access;
4. The secure, SSL encrypted application requires the input of at least three (3) user identifiers in order to log into the application.
5. Permitted system access for an unlimited number of users on an unlimited number of devices by individuals within the subscribing entity (i.e. no per-user or per-device fees or limits).
6. A proprietary session management function which automatically restores users to the application's website, with the most current data available, in the event of any user-end loss of Internet connection, without the user having to take any steps to launch or log back into the application.
7. A fully redundant, geographically co-located telephone network infrastructure which handles in excess of 5000 simultaneous, inbound telephone calls.
8. A fully redundant, fault tolerant network infrastructure designed to provide 100% system up-time, with no service or patch windows, with 24x7x265 on and off-site internal and external monitoring, with 24x7x365 technical and network support, with complete redundancy of all network hardware, and with no single point of failure.
9. Complete geographical co-location and redundancy of every aspect and component of the software, database(s) and networking hardware, with all geographical locations continuously live and synchronized in real time, and with the ability to fail over from one location to another within less than 5 seconds, with a maximum of 2 seconds of data loss during such process.
10. The real-world proven network capability and capacity to provide all of the included functionality simultaneously to more than 400,000 emergency responders across more than 9,500 entities, with

zero system downtime for greater than eight (8) consecutive years, excepting only the NFIRS reporting system which is the only feature that has any scheduled maintenance windows.

FEATURES AND FUNCTIONALITY FOR DEPARTMENTS, AGENCIES, TEAMS AND THEIR MEMBERS

11. The following functionality is all included:

- a) The ability to receive emergency incident dispatch information notifications via multiple, alternative pathways (e.g., SMTP, SNPP, etc.) from any source (including dispatch centers and their CAD systems) that can transmit them directly to the system's network, and to post those right to the system's customizable, Internet-connected display screens and the free system apps of subscribing entities and their members (these are referenced as "CAD dispatches" in this document).
- b) The ability to capture live dispatch audio via proprietary software from pagers, radios, scanners, software-defined-radio, and other similar sources, and to transmit that audio directly to the system's network, and to the free system apps of subscribing entities and their members (these are referenced as "audio dispatches" in this document).
- c) The ability to simultaneously deliver emergency incident dispatch information received by the system (CAD dispatches and audio dispatches) to an unlimited number of individual members and apparatus of subscribing entities, on an unlimited number of devices, via push notification to IaR's apps, text message and email, and the ability to simultaneously deliver CAD dispatches to an unlimited number of individual members and apparatus of subscribing entities, on an unlimited number of devices via all of these methods to all users: text message, push notification to apps, email and alpha-pagers.²
- d) The ability for members of subscribing emergency response entities (members of departments, agencies, specialty teams, etc.) to immediately and simultaneously notify their station(s), chief(s), officers, dispatcher(s) and other members of the response entity with which they are affiliated, via the Internet: whether they are responding to an emergency

² Each member controls in their own member profile which devices and destinations they want to transmit their dispatch notifications to. Each member can select to simultaneously receive CAD and audio dispatches via multiple methods (e.g. text, email and app push notification) and on multiple devices. **Critically important incident notification redundancy is provided** by allowing each member to select to receive the same message simultaneously through multiple, simultaneous messaging pathways, on multiple devices. For example, if Apple's push notification service (for iPhones and iPads) or Google's push notification service (for Android devices) is down or delayed (which happens periodically), then a member selecting to receive CAD dispatches via app push notifications, text message and email will still receive those notifications timely via text message and email, even though the push notifications may be delayed. Similarly, if there is an issue at the dispatch center in transmitting CAD dispatches, members can still receive audio dispatches via their IaR apps, text and/or email. **These unlimited, simultaneous and redundant notification pathways are included in all subscriptions at no additional cost.**

event; the time frame within which they expect to arrive at a designated destination; the location to which they are responding; and their position/credentials within their entity.

i. The functionality described in Item 11(d) above can be accomplished by each of these methods:

- dialing or speed-dialing a single, pre-assigned, toll-free or local telephone number, which is assigned to all members of a single, subscribing entity (e.g. all members of a single fire department are assigned the same, single telephone number to call into), and which can be called from any type of phone (including landline and "dumb" phones) via any telephone carrier;
 - This can be accomplished in a manner which enables members of subscribing entities to be automatically identified by the application when calling from any of up to six (6) different telephones per member, without having to enter any PIN numbers or other identifying information after dialing or speed-dialing the pre-assigned toll-free telephone number.
 - These telephone calls are placed to an automated system, which registers the caller's information upon connection being made, and which automatically terminates the telephone call after 12 seconds,.
- Pressing a single button on the iOS and Android based telephone and tablet apps; and
- Clicking a button on the web-based, personal computer version of the system.

ii. For members indicating their response status via dialing an assigned telephone number, each subscribing entity can individually customize at least nine (9) unique "responding to" locations within the application for members. Individual members can pre-select any of those customized locations as their default entry to appear within the system when they indicate that they are responding to an incident, and members can also designate any of the other locations they are responding to by pressing no more than a single additional button on their phone after speed-dialing their assigned telephone number.

iii. For members indicating their response status via the system's apps or website, each subscribing entity can individually customize at least one hundred (100) unique "responding to" locations within the application for members, and any of those locations can also be designated by individual members as a default response that automatically populates when the member is indicating that they are responding, but which can also be over-ridden by a single button press by the responding member.

- e) The ability for agencies, their members and their dispatchers to see in real time on internet connected displays and the system's apps all of the information about which of their own members are responding to an ongoing emergency incident, along with information about when and where they will be responding. This is in addition to being able to see the real-world current location of such responders on the provided mapping tools.
- f) The ability for agencies, their members and their dispatchers to see in real time on internet connected displays and the system's apps all of the information about which members of their designated mutual aid agencies are responding to an ongoing incident, along with information about when and where they will be responding. This is in addition to being able to see the real-world current location of such mutual aid responders on the provided mapping tools.
- g) Courtesy family notifications that allow members to each individually pre-designate up to five (5) separate email and/or text message addresses that are automatically notified each time that the member indicates that they are responding to an incident, as a courtesy notification so that others that they pre-designate (e.g. family members) can automatically be made aware that they are responding to an incident and will be unavailable for a period of time.
- h) An Internet-based scheduling system accessible via both the system's website and the system's apps which enables members of subscribing entities to schedule current and future duty shifts, and to designate their current availability or unavailability, from any location and/or device with internet access, and which also displays their entered data via the Internet both on their individual entity's system, and on a separate access portal available to their dispatcher(s), for the duration of the shift scheduled by the member. The same scheduling system can also be configured to automatically send members reminders of upcoming shifts 1, 12 and 24 hours in advance, and provides complete reporting of all duty hours and shifts worked by the agency and each member.
- i) A current messages notification section on each subscribing entity's separate system, viewable on the home page of each subscribing entity's system by all members of that entity, into which members of the subscriber can insert announcements to be continuously displayed to members of their entity. These messages can be displayed on members' Internet connected displays in a scrolling message bar and/or in a designated and customizable messaging tile.
- j) A mass-notification system which enables each subscribing entity to create and manage up to sixty (60) separate messaging groups, and through which members of each such entity can immediately send messages to any individuals and/or messaging groups within their entity via text message, push notification to apps, email and/or alpha-pager, and which further:
 - i. Enables each individual member to be able to input, update and maintain their own contact information;
 - ii. Provides complete reporting of all messages sent, including information about the sender, the recipients, the time sent, the date sent, the manner of delivery, and the text of the message;

- iii. Enables such messages to be sent via any internet-connected computer or mobile device, including via the system's apps;
 - iv. Allows for messages to be drafted in advance and scheduled for future automated delivery;
 - v. Allows for the creation and saving of message templates for future use;
 - vi. Allows for attachments to be delivered with the messages;
 - vii. Allows for designated users with the correct permissions to over-ride user-entered Do Not Disturb settings to ensure that the most critical messages can be delivered timely to all of the correct members; and
 - viii. Allows for the person sending the message to also designate the same message to be automatically posted to the messaging section of their agency's display screens.
- k) An automated manner of tracking the in-service and out-of-service status of all of the apparatus associated with each subscribing entity which:
 - i. Displays icons on each subscribing entity's home page and apps for each of their apparatus that indicate which are in-service and which are out-of-service;
 - ii. Immediately sends text, email, app push notifications and pager notifications to any designated members or messaging groups of each subscribing entity each time that the in or out-of-service status of a vehicle is changed; and
 - iii. Maintains a vehicle history report of each vehicle, displaying each time that the status of a vehicle was changed, who changed it, the date and time of the change of status, and the reason for the change of status.
- l) For incident notifications delivered to members via the system's apps (CAD and audio), members have the option to select their own alert tones, including "Heart Healthy" alert sounds (a sound that starts low and gradually increases in volume) when a new incident dispatch is arrived.
- m) For incident notifications (CAD and audio) delivered to members via the system's iOS (Apple) apps, members have the option of enabling Apple's "Critical Alerts" feature that has been specifically approved for the use of in this system by Apple, which allow for incident push notifications to over-ride the device's silent mode, so that the most critical alerts are still delivered with an alert tone even while the user is silencing all other alerts on their device.
- n) Fully customizable, internal Do Not Disturb settings that can be manually controlled and/or scheduled by each individual member, and which can be restricted to any or all of each member's specific devices, specific types of messages, and specific messaging pathways.

- o) Parsing tools available for use by the subscribers to control how much, or how little, of the dispatch information to display on their main display screen(s), in text messages, in push notifications, and in emails. These parsing rules can be individually customized by the subscribers for each separate type of dispatch notification that they receive, and for each method by which they are conveyed/displayed (on screen, via email, via text and via app push notification).
- p) Parsing tools available for use by the subscribers to refine their incident mapping results that can be customized by each subscriber according to each source from which they receive dispatch notifications.
- q) Fully integrated and customizable maps embedded within the system which display on the system's websites and apps:
 - i. Routing (voice and visual) from the user's current location to the scene of any incident, including the option to use Google Maps™, Apple Maps (on iOS devices) and Waze for voice navigation;
 - ii. All of the hydrants and other water sources, color coded by NFPA flow rates, with clickable icons that display additional information including locations, flow rates, number of outlets and outlet sizes, the location of the water main, and other customizable information;
 - iii. At least 40 non-hydrant map markers, such as AED locations, Knox Box™ locations and information, known hazards, road closures, bridge restrictions, truss construction information, etc, with clickable icons that display additional customizable information;
 - iv. Pre-plan icons to which subscribers can attach and upload pre-plan documentation and images relevant to the location tagged with a pre-plan icon, and to which subscribers can designate access to all system users, just members of the subscribing entity, or to members of the subscribing entity plus members of designated mutual aid entities.
 - v. Customizable geo-fencing tools that allow users to draw regions on their maps, and to which subscribers can attach pre-plan documentation, regional response plans, fill site information, and any other plans or procedures relevant to any incident located within the geo-fenced region, with all such documents and images immediately available via a button that appears when an incident is located within a geo-fenced region.
 - vi. Street view imagery of the incident location, where made available via Google Maps™.

- vii. The real time location of any apparatus associated with the subscribing entity, as well as the real-time apparatus locations of any other entities using the same system.
 - viii. The real time tracking and location of all members of the subscribing entity who are responding to an incident who indicated their response status via the system's app on a GPS enabled device, and with such members color coded by the role of the member within the entity. This feature is able to be controlled by the individual members so that their personal location is not being live tracked or displayed if they choose for it not to be.
 - ix. United States National Grid map overlays that can be enabled and viewed whenever desired for complete and accurate USNG location determination.
 - x. An address validation tool that allows members to adjust a mapped incident location to the precise and proper location when necessary, and which thereafter maps all users to the adjusted location, bypassing all other mapping settings and algorithms.
 - xi. Single tap distance measuring tools within the mapping system which enable users to easily measure both distances between or around certain points (such as the distance to the nearest water hydrant or the perimeter of a building) and acreage (such as the size of a wildfire and/or search area).
- r) Mapping controls that enable subscribers to have the ability and option to view all of the hydrants, map markers, pre-plan markers, apparatus, and geo-fences of all of the system's subscribers across the full system (a shared mapping platform and system), which significantly aids in mutual aid responses by allowing subscribers to access and see such information outside of their own primary response territory, but users also have the option to display and see only their own markers and information, as well as to control the radius from the incident location within which to display hydrant information.
 - s) The ability for subscribers to customize their main display mapping systems to display a single map, or multiple maps with each customized as to the location to be displayed and the content of the map.
 - t) An AVL (automated vehicle locator) system that enables users to log into the system's Apps as a specific apparatus, and which enable real-time location tracking and current response status monitoring of each apparatus.
 - u) The ability of subscribers to add up to fifty (50) custom fields to their member profiles to track any additional data or dates of their members that they want to capture within their system and have reportable on printable forms and/or excel exports.
 - v) Emergency contact fields in each member profile for the names and contact information of each member's emergency contacts that can also be customized by each subscriber with the

addition of customizable fields such as blood type, known health issues, preferred hospital destinations, personal physician contact information, etc.

- w) A permission controlled ability for designated users to be able to access and view all of the emergency contact information of their entity from both the website and all associated apps.
- x) A permission controlled ability for designated users to be able to immediately message via email and/or text any or all of the emergency contacts within the user's entity.
- y) A station alerting system that can be customized by the subscriber to set off a customized tone or "Heart Healthy" alert sound (a sound that starts low and gradually increases in volume) when a new incident dispatch is arrived, and which then provides an audible text to speech readout of the dispatch information.
- z) A resources tool on each of the websites and within all of the apps which contains direct hyperlinks to:
 - i. Resources provided by system administrators, such as hose friction calculators, pill identifiers, hazmat resources, and best practices documents; and
 - ii. Resources provided by the subscriber for any internet-based resource that has a url or which can be uploaded to a system such as Google Docs or Dropbox to create a url, such as policies, protocols, best practices documents, etc.
- aa) Extensive records management and reporting tools, with all reports being both printable and exportable to excel, including:
 - i. A fully compliant NFIRS (National Fire Incident Reporting System) 5.0 system for the entry and submission of fire incident reports which is fully integrated with the remainder of the system so that it is pre-loaded with all of the member, apparatus and incident information of each subscriber.³
 - ii. A separate non-NFIRS incident reporting tool for complete incident reporting for entities that do not need to submit reports to the National Fire Incident Reporting System.
 - iii. A complete training and drills system that enables subscribers to enter and track all training and drill events, including the drill description, a customizable listing of all components covered within the drill (OSHA, Safety, Fire, EMS, etc), the amount

³ There is no additional cost for the activation of the fully included and web-based NFIRS system for subscribers. Though some regions are provided access to other NFIRS systems, this system's NFIRS tool is tightly integrated with the other aspects of the system which makes for simple and seamless data entry without having to pay for other software systems, system integrations or subscriptions. **There is no other member response system available which also provides a complete and fully included NFIRS system.**

of time spent on each drill component, and the members who were present for the drill.

iv. An expiration date tracker which automatically tracks any upcoming expiration dates for any items associated with either personnel or equipment, and which automatically sends weekly expiration reports by email to any designated members of subscribing entities, advising of any upcoming expiration dates that are within the next 30, 60, 90 or 120 days. Individualized reminders/notifications are also sent to individual members 90, 60 and 30 days in advance of any expiration date pertaining to that individual.

v. Class and certification tracking which enables subscribers to track all of the national, regional and local classes taken by all members and the certifications obtained, together with the ability to upload copies of any applicable certificates to the course or class completion record.

vi. Event tracking which enables subscribers to track all events (meetings, community service, fundraisers, etc), by date, duration and who was present.

vii. Member roster reports of all standardized and customized member profile fields.

viii. Reportable logs of all emergency response indications provided by all members of the subscribing entity, whether transmitted by the telephone call-in system, the system's apps or the system's website.

bb) A calendaring system for scheduling all of the subscriber's upcoming events in which both individual occurrences and recurring events can be scheduled, and which further:

i. Can be customized by the user to immediately notify designated individuals and/or messaging groups when a new event is added to the calendar;

ii. Enables individual members to indicate their intentions in advance and in a reportable manner with respect to each event (members can RSVP whether they are attending/not attending);

iii. Can be configured by the user to provide automated text and email reminders to members at dates and times designated in advance of an event; and

iv. Which is available, viewable and customizable both from the websites and the apps.

12. FREE and unlimited iOS and Android telephone and tablet apps for all members of all subscribing entities. On simple, clean interfaces, users can:

- a) Receive CAD and/or audio dispatch notifications, with customizable and Heart Healthy ring tone options, and the ability to activate text-to-speech audible read-outs of the CAD dispatch notifications;
- b) Indicate if and where they are responding, either by speed dial, or directly through the app without any telephone call;
- c) View who is responding, when and where to the most current incident(s);
- d) View who is responding, when and where to the most current incident(s) from their any of their designated mutual aid agencies/departments;
- e) View who is on duty and/or available for duty;
- f) View who is on duty and/or available, when and where from their any of their designated mutual aid agencies/departments;
- g) Access fully integrated maps with directions and both voice and visual turn-by-turn navigation to the scene of the incident;
- h) Manage and view all hydrant and water-source locations and pertinent information concerning each such water source;
- i) Manage and view at least 40 pre-configured non-hydrant map markers with associated information, for both their entity and response territory as well as the same in the response territories of any other subscribers (including their mutual aid territories);
- j) Manage their duty and availability/unavailability schedules;
- k) Easily mark their own status as available or unavailable for display to all of the other members of their agency and their dispatchers;
- l) View and update/manage upcoming calendar events;
- m) View the real-time location of both all of their own apparatus and that of any other subscribing entities (including mutual aid);
- n) View the real time location of every member who is responding to an emergency incident;
- o) View and manage all hydrant data and other mapping information both within their own district and those of any other subscribing entities;
- p) Send (via app push notification, email and/or text message) and receive intra-department messages;
- q) Immediately communicate both with members and messaging groups of their own agency, as well as those of designated mutual aid agencies, via an in-app chat feature;

- r) Indicate response actions and status information simply from device home screens and/or received push notifications via 3D Touch actions that do not require the user to manually open the app and navigate to specific pages of the app;
 - s) Manage customized Do Not Disturb settings applicable to any type of communication sent via the system to any of their devices and selected communication methods.
- 13. On their app, members can log into (and stay logged into) an unlimited number of separate agencies with which they are affiliated.
- 14. Each component of the system can be simultaneously displayed on an unlimited number of Internet connected computers and monitor screens logged into the system from any location.
- 15. Fully customizable in-station information display screens that enable each individual user and station-based kiosk to customize their display to show the information that they want to see, and how they want to see it, and which:
 - a) Require no manual user actions or interaction once configured;
 - b) Allow each individual user and station-based kiosk display to customize up to five (5) continually rotating non-emergency mode pages, and a separate emergency mode page that will automatically display when a new incident is dispatched; and
 - c) Allows for the per-user customization of background colors, what to display, and where and how to display it, including the ability to display:
 - i. The name of every individual currently on duty, or available for duty, together with their position within their entity, what they are on duty for, where they are on duty, and the date and time until which they are on duty;
 - ii. The name of every member of their own agency responding to each emergency incident, together with their position within their entity, the location to which they are responding, the time that they entered their response status into the application, and the time frame within which they will arrive at their stated destination;
 - iii. The name of every member of their designated mutual aid agencies who are responding to each emergency incident, together with their position within their entity, the location to which they are responding, the time that they entered their response status into the application, and the time frame within which they will arrive at their stated destination;
 - iv. The live, real-world current location of their own agency's responding members on the provided mapping tools;
 - v. The live, real-world current location of the responding members of their designated mutual aid agencies;
 - vi. The in-service and out-of service status of all of the apparatus of the subscribing entity;

- vii. The live, real-world and current location of all of their apparatus, as well as the apparatus of their designated mutual aid agencies;
- viii. Intra-department messages via a scrolling message bar and/or a designated messaging tile on the customized display screen;
- ix. Information received from the subscriber's dispatch center pertaining to the current dispatch for services (dependent upon the capabilities of the dispatch center's CAD system), together with a designated timer showing the time since the dispatch was received;
- x. A listing of all upcoming events for the subscribing entity;
- xi. Multiple simultaneous maps containing and displaying all of the mapping functionality of the system which can be configured to appear and populate automatically when an incident dispatch is received;
- xii. Current weather data and weather forecasts;
- xiii. An unlimited number of customized images; and
- xiv. An unlimited number of video and/or live-stream images;

all with no other actions required by the viewer of such information to view all such information immediately.

FEATURES AND FUNCTIONALITY FOR DISPATCH CENTERS AND REGIONAL EMERGENCY MANAGEMENT

16. The application includes functionality specifically formatted and designed for use by regional dispatchers and emergency managers which:
 - a) Provides dispatchers, dispatch centers, county fire coordinators, county EMS coordinators, county EMA heads and any other designated and approved individuals the ability to simultaneously monitor, on a single internet connected screen (and on an unlimited number of such screens, at an unlimited number of locations), and for every subscribing entity within their dispatch territory: (a) the names, qualifications, duty locations and duties of all members currently on duty or available at all agencies within their dispatch territory; and (b) the names, qualifications, destination and maximum ETA of all members currently responding to a dispatched event;
 - b) Provides for the simultaneous, instantaneous, Internet-based notification of the same information accessible by subscribing entities (all information about who is responding to an emergency incident, all information about who is on duty and/or available to respond, and all information about the in-service and out-of-service status of apparatus) to an unlimited number of dispatchers, at an unlimited number of dispatch centers and emergency operations centers, by all members of all subscribing entities within the dispatch region, on a single, consolidated monitor screen (but on an unlimited number of such screens at an unlimited number of locations) on which dispatchers can instantly view such information for every entity

that they dispatch for which also subscribe to this system, without the dispatch center requiring any software or unique hardware to access such information;

- c) Provides dispatch centers and regional emergency coordinators with the same Internet based and automated incident mapping information available to each of the individually subscribing entities;
- d) Provides dispatch centers and regional emergency coordinators with an instant, outbound messaging system through which they can instantly communicate via text message, email, app push notification, and alpha-pager with every member (whether as a whole, or individually) of every entity in their region which subscribes to this system, and also with the customized messaging groups of every entity in their region which subscribes to this system, without having to input, update or maintain any contact information for any such members or messaging groups;
- e) Provides dispatch centers the ability to create customized message templates for future use, and to create and schedule messages for either current or future delivery, as well as the ability to append attachments to messages sent;
- f) Provides complete reporting of all calls made into the application by all members of all subscribing entities within the dispatch region, and of all messages sent through the dispatch center portion of the system;
- g) Supplements any current dispatch system by providing redundant dispatch capability in the event of any failure of a primary system; and
- h) Provides dispatchers and emergency managers with real-time updates of the in and out of service status of every piece of emergency apparatus.

INTEGRATIONS WITH ECC (Emergency Communication Center) SYSTEMS AND OTHER COMMUNICATION TOOLS

17. lamResponding is integrated with RapidSOS, an intelligent safety platform that securely links life-saving data from over 500 million connected devices, apps, and sensors directly to safety agents, 911 and first responders. Through this integration with RapidSOS, responders affiliated with lamResponding subscribing departments/agencies that are dispatched by an ECC that utilizes RapidSOS are provided with incident-rich data from over 500M connected devices, apps and sensors to inform the appropriate response. In particular, when a caller in need calls 911 from a mobile device (Apple or Android), this integration enables the responders to view the 911 caller's real-time location within their lamResponding mapping system. This can help to save significant time in responding to incidents with poorly addressable or non-addressable locations, such as large facilities (schools, parks, sports complexes, malls, commercial complexes, etc), roadways, parks and woods, waterways, etc. When available, additional data is additionally provided through RapidSOS, including health profiles, vehicle telematics, and alarm and sensor data.

18. lamResponding is integrated with a companion system also made available through ESMC called MyLocalSafety (MyLS). MyLS is a companion system to lamResponding that serves as a community-facing communication tool that enables lamResponding and MyLS subscribers to launch and deliver customized apps within MyLS, with their own unique content to better communicate with their communities and the residents that they serve. MyLS also serves as a portal through which community members can upload residential pre-plan information about their homes including information about the structure (type of structure, access information, known hazards, etc), about the people who live there (who they are, and any pertinent information that would be helpful to emergency responders such as names, ages, medical conditions, special needs, mobility restrictions, where to find them, etc) and about their pets. This residential pre-plan information populates within the associated department's lamResponding mapping tools to help better inform and improve emergency responses to that property.

Emergency Services Marketing Corp., Inc. has conducted extensive market research, both nationally and internationally, and has not identified any comparable product that provides all of the above end-to-end functionality and network infrastructure. Further, this system is only available through Emergency Services Marketing Corp., Inc., which is the exclusive licensee of this system, meaning that there are no other vendors or sources for lamResponding. Further, lamResponding is currently being used daily by more than 400,000 emergency responders in more than 9,500 departments/agencies across North America, and, as such, is technology which has been real-world proven for more than a decade to be capable of providing the above-detailed services without interruption.