



Equipped To Survive™

www.equipped.org

Doug Ritter

Executive Director



**Saving Lives Through
Education & Consumer
Advocacy**

**Publisher & Editor
Equipped To Survive[®]**

www.equipped.org

**What Price
Your Life?**

**Distress Alerting
as a Commercial
Service**

SAR's Traditional Frame of Reference

**"That Others
May Live"**

SAR's Traditional Frame of Reference

**ROI measured
in
"Lives Saved"**

Commercial Distress Alerting's Frame of Reference



Commercial Distress Alerting's Frame of Reference



Point of View

- ❖ I am NOT opposed to PROFIT
- ❖ I am NOT opposed to
Commercial Distress Alerting

Commercial Distress Signaling Products Advantages

❖ **Innovation**

❖ **Pricing**

Point of View

- ❖ I am a **CONSUMER ADVOCATE**
- ❖ I represent the often naïve **SURVIVOR** who will **PURCHASE** and **USE** these devices in expectation of it **SAVING THEIR LIFE**

Commercial Distress Signaling Products Issues?

- ❖ **Managing Expectations**
 - ❖ **Societal**
 - ❖ **Consumer**

Managing Expectations

- ❖ Existing Distress Alerting Device Performance
 - ❖ 406 MHz PLBs, EPIRBs & ELTs
 - ❖ Coordinated SAR Response
- ❖ Marketing & Promotion
 - ❖ Hype vs. Reality
 - ❖ Shock & Scare Tactics

Managing Expectations

- ❖ **Societal Expectations**
 - ❖ **Fed by Traditional SAR and ES Commitment**
 - ❖ **Saving Lives a Priority**
 - ❖ **Little or No Differentiation Between Government, Volunteer or Paid Emergency Services**

Managing Expectations

What Price Your Life?

Managing Expectations

Subscription Business Model

Managing Expectations

**What Happens When
Money Flow Stops
or is Interrupted?**

Managing Expectations

**What Happens When
Money Flow Stops
or is Interrupted?**

Does Victim Live or Die?

Managing Expectations

**What Happens When
Money Flow Stops
or is Interrupted?**

“Not Our Problem”

“Won’t Happen”

Managing Expectations

What Happens When
Money Flow Stops
or is Interrupted?



Managing Expectations

**What Happens When
Money Flow Stops
or is Interrupted?**

Does Someone Die?

Managing Expectations

**What Happens When
Money Flow Stops
or is Interrupted?**

Does Someone Die?

**This does NOT Meet
Societal Expectations**

Managing Expectations

- ❖ **Consumer Expectations**
- ❖ **COSPAS-SARSAT Distress Signaling Devices**
 - ❖ **Legislated Regulation**
 - ❖ **Standards for Performance, User Interface and Construction**
 - ❖ **Established SAR Interface**

Managing Expectations

❖ Commercial Distress Alerting

***WILD, WILD
WEST***

Managing Expectations

- ❖ **Commercial Distress Alerting**
 - ❖ **No Specific Regulations**
 - ❖ **No Specific Standards for Performance, User Interface or Construction**
 - ❖ **No Standardized Interface with SAR**
 - ❖ **PSAP is NOT SAR**

Managing Expectations

- ❖ **Public Safety Answering Point**
 - ❖ **PSAP = 9-1-1**
 - ❖ **In many locales 9-1-1 does not interface with SAR**
 - ❖ **Delays**
 - ❖ **Confusion**
 - ❖ **Adverse Consequences**

Managing Expectations

❖ Commercial Distress Alerting

- ❖ Subscription Issues

- ❖ Lives vs. \$\$\$\$\$

- ❖ Existing Emergency Services Solutions

What Next?

❖ Be Reactive

- ❖ Do Nothing

- ❖ Careful What Your
Wish For

- ❖ Unintended
Consequences

What Next?

❖ Become Proactive

❖ Don't Wait for the Hammer to Fall

❖ Get Your Priorities Straight

**Figure Out How to make
Money While Putting Saving
Lives #1 Priority**

What Next?

❖ Become Proactive

- ❖ Voluntary Standards

- ❖ Interface with
Government and
Established SAR
Alerting Interface

Time is NOT Your Friend



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