

Schools Searching For Ways To Improve Communication And Safety During Emergency Evacuations Are Looking To Biometrics

A Conversation with Jay Fry, President & CEO of identiMetrics

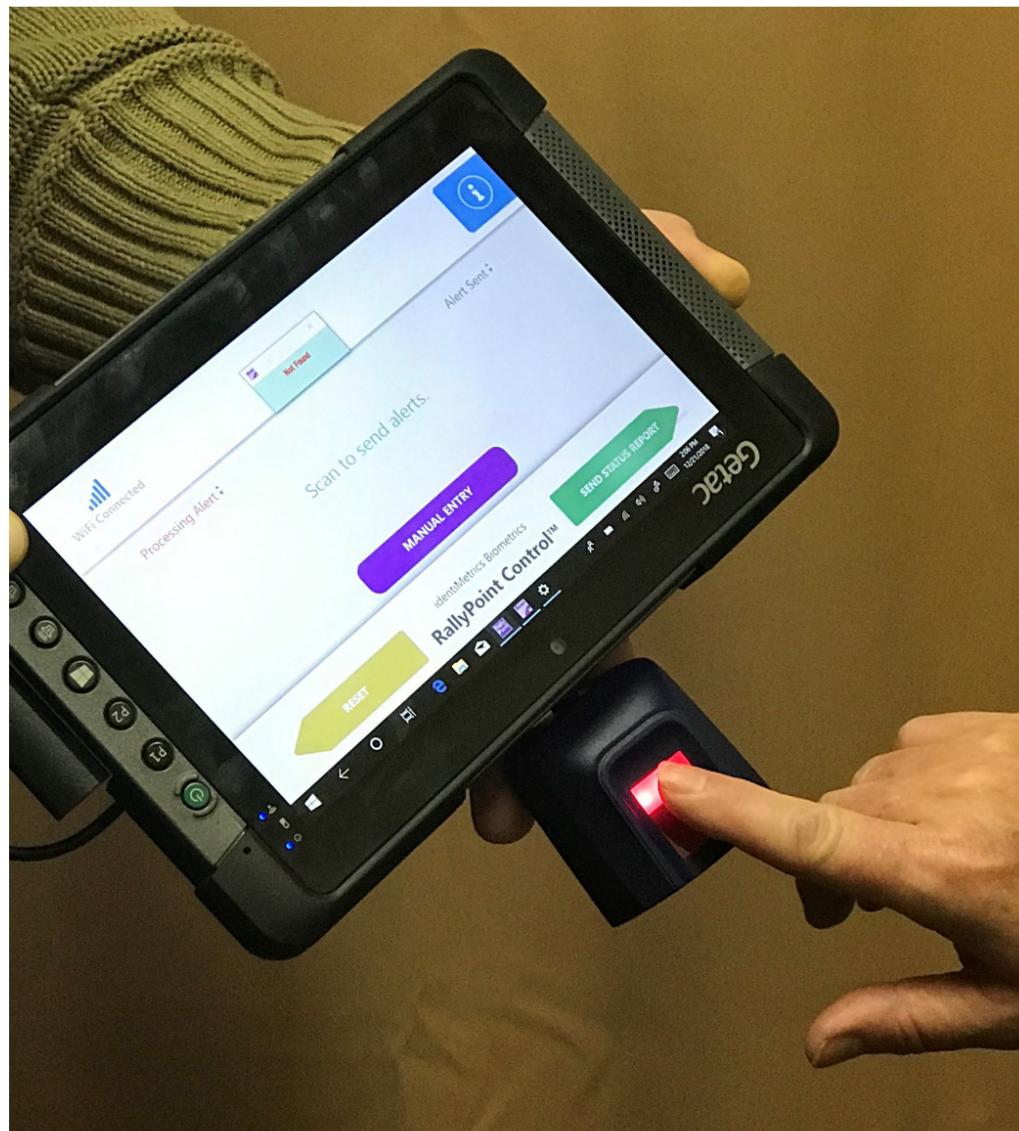


SEEN: Welcome, Dr. Fry! You have a unique background as a former school administrator when it comes to understanding school safety and security. How did that help you guide the development of identiMetrics' new product RallyPoint Control?

Dr. Fry: I have spent most of my career in education so I know firsthand the difficulties in managing all of the complex aspects of school emergencies and evacuations where every second requires expert leadership, direction and control. There are three main issues that we identified and focused on when we developed RallyPoint Control. The first issue is calming anxious parents as early in the process as possible. The second issue is giving first responders and school officials critical information in real-time so they can do their jobs effectively. The third issue is providing a safe and orderly system for parents to pick up their children at the designated reunification point where it is often disorderly and chaotic.

SEEN: How does RallyPoint Control work?

Dr. Fry: During an emergency evacuation, students and also staff are directed to go to a safe area away from the school. In order to quickly and accurately know who is at the Rally Point location, they scan their fingers to identify them. Within seconds, parents and authorized emergency contacts are alerted with a text, email and/or a phone call indicating their child is safe along with pickup location information. The list of students who scan is compared in real-time to the last attendance report from the school. A report of all students who are unaccounted for is sent to emergency



responders and designated school officials. To ensure a fast, controlled and safe reunification process when the parent or custodial adult comes to pick up the child the student scans again and the parent receives an immediate text, email and/or phone call on their smart phone. They show

the message to the school official verifying that they are authorized to take their child home. This eliminates any concern that the child is released to the wrong person.

SEEN: Why does RallyPoint Control use a biometric finger scan for identification?



Dr. Fry: Remember, we're dealing with situations where seconds count. It's important to understand that people don't necessarily act rationally during emergency events. They're in flight-fight-freeze mode. They're nervous, maybe shaking. They may not have their smart phones with them and certainly the younger ones won't. Students may not be with their classroom teachers or other officials who know their names or understand their language. Students and staff will always have their fingers with them ensuring correct identification and that the information sent to parents and to first responders and school officials is fast and 100% accurate. Manual entry is not only slow, but when people are scared and anxious, there is a higher probability of inaccurate information being mistakenly sent to a parent with potentially devastating results.

SEEN: Where did you get the idea for RallyPoint Control?

Dr. Fry: We developed RallyPoint Control in direct response to requests from our customers at the requests of their first responders. To date, more than 1 million students nationwide are using

finger scanning for identification for food service, attendance, library and other areas in the school. School districts simply want to implement the biometric technology that they're already successfully using in other areas of their schools to improve communication, safety and security in emergency evacuation situations.

SEEN: So RallyPoint Control is more than a product that just sits on the shelf waiting for an emergency?

Dr. Fry: Yes! RallyPoint Control is a partnership between identiMetrics and BrightArrow Technologies. identiMetrics (identimetrics.net) provides a unified biometric ID management platform allowing single sign on ID for attendance, food service, library, employee time clock – everywhere when accurate student and staff identification in a school district is essential. As a “Best Practice,” we recommend using identiMetrics everyday so in a real emergency, scanning for identification is a habit with everybody automatically knowing what to do and how to do it. BrightArrow Technologies (www.brightarrow.com) provides a comprehensive automatic messaging system with a deep

feature-set that can operate alongside the school's current messaging system or can even replace it. Check out our websites for more information. For sales in the Southeastern States, you can contact the ANC Group (www.ancgroup.com) at 888.424.4863.

About Jay Fry

Dr. Jay Fry brings a wealth of experience to identiMetrics. He was formerly the Principal and Senior Administrator for a large school district in the Chicago area as well as a Dean, Professor and Chief Academic Officer at Vandercook College. He also served as that district's Technology Coordinator, playing a significant role in the development of educational and technology policies and procedures as well as fiscal management. Dr. Fry is a published author and an accomplished musician, and is a two-time Fulbright Scholar. He received his Doctorate in Administration/ Education and Master of Science in Education from the University of Illinois.

