

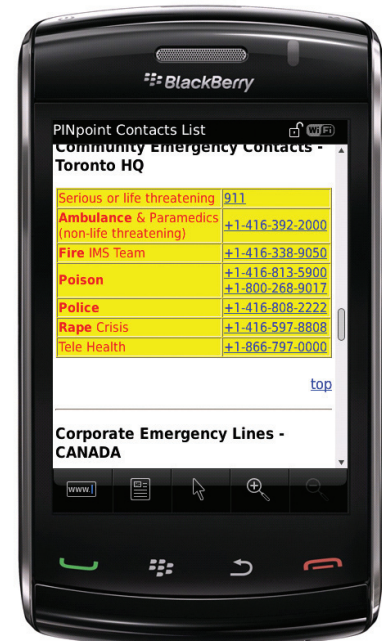
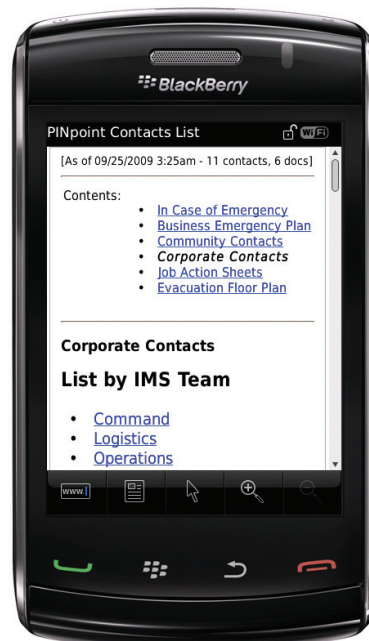
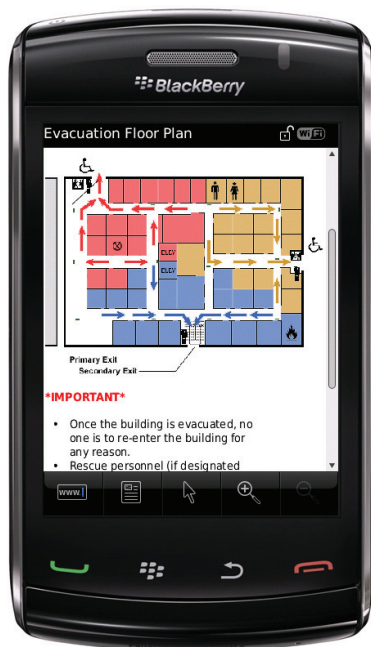


Emergency Management for BlackBerry® smartphones

“A communication enabler
for your Business Continuity Plan”

PINpoint is an Enterprise Emergency Preparedness and Response Application that leverages BlackBerry® Smartphones to Facilitate Communications and Coordinated Action Plans

PINpoint is a corporate application that facilitates cooperation and coordination, by ensuring that BlackBerry users always have up-to-date information stored on their smartphones, including critical documents and contact lists.

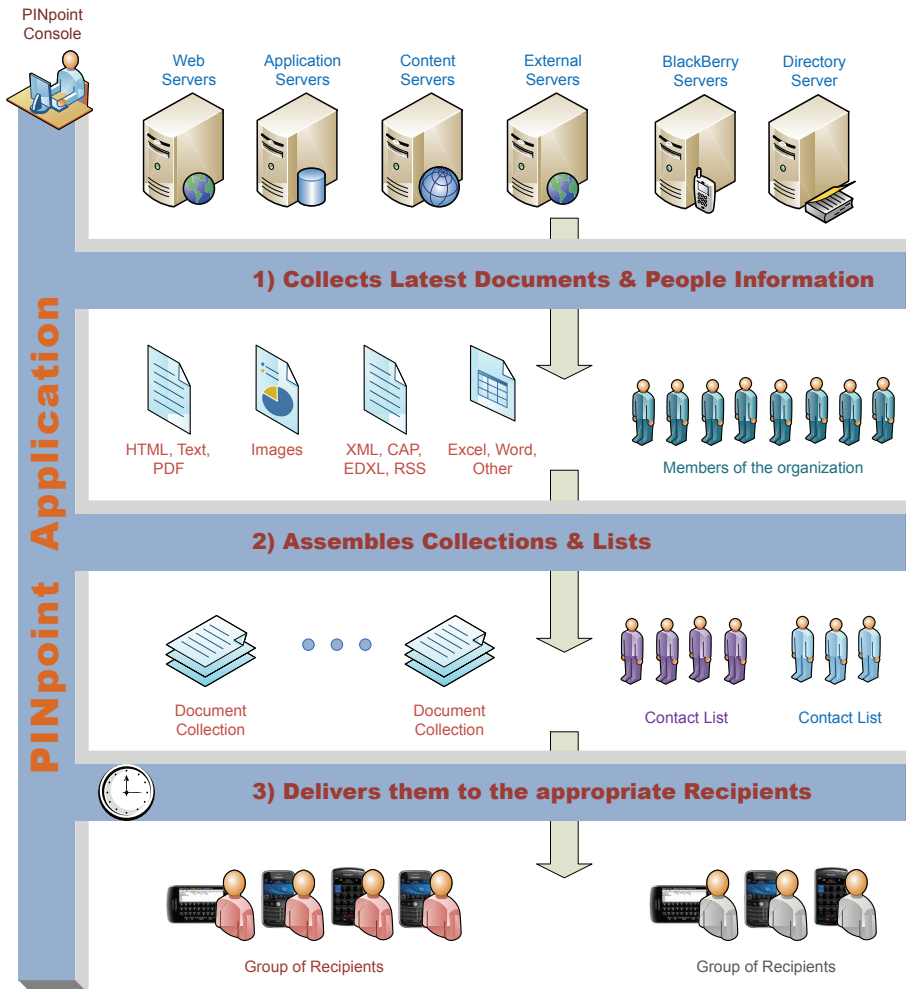


Following a defined schedule, PINpoint automatically collects the most up-to-date documents and contact information from your internal systems, and pushes them to the BlackBerry smartphones you designate. Pushed information is automatically stored in your BlackBerry smartphones cache memory, thus ensuring that it will be available when your users need it, even if your systems are down or unreachable.

Complete and up-to-date documents and contact information are particularly valuable for Disaster Recovery and Business Continuity Plans, making PINpoint a great communications enabler for when your corporate systems are unavailable (e.g. to use pin-to-pin messaging, cell phones, or to refer to emergency plans and procedures).

For BlackBerry users, PINpoint provides additional, BlackBerry Enterprise Server specific information not normally found in the BlackBerry address book, as well as information collected from your Corporate Directory (e.g. Microsoft Active Directory or Novell eDirectory), such as department, city, job title, manager, etc. This will ensure you always have accurate and up-to-date contact information.

ARE YOU PREPARED? Stay Connected at the Most Critical of Times



- PINpoint supports HTML, PDF, Word, Excel, RSS, XML, CAP, EDXL, etc.
- For easier administration, documents can be sorted and organized into Collections, which are then assigned to Groups of Recipients (e.g. by language, city, position, etc).

Define Content of Contact Lists Using Data Fields From

- BlackBerry Enterprise Server database: user name, PIN number, mobile phone number, email address, SMS address, carrier, BlackBerry smartphone model, memory, status, etc.
- Corporate Directory: attributes from LDAP source (e.g. Active Directory or eDirectory): position, office phone #, location, department, groups, etc.
- Scope of contact lists may also be defined based on the value of any BlackBerry Enterprise Server or Directory attributes (e.g. include in list "only senior members of DRP/BCP group", or "all devices activated in New York").

Different Content May Be Pushed to Different Groups of People

- Flexible mapping of Document Collections (documents to include) and Contact List Scopes (people to include in lists) to Recipient Groups.
- Groups of recipients may be defined based on the value of any BlackBerry Enterprise Server or Directory LDAP attributes (e.g. push list to "All Managers in Boston" or to "AT&T devices with at least 64MB of RAM").

I.T. Features

PINpoint is configured and managed centrally, using a browser-based Management Console which allows an Administrator to define what information will be delivered, to whom, and when. The Console allows extensive configuration to match your organization's requirements, while at the same time keeping the end user interface on the BlackBerry smartphone simple and friendly.

There is no need to install any software on the BlackBerry smartphones.

Content Pushed to BlackBerry Users May Consist of Documents and/or Contact Lists

- Documents: PINpoint can collect documents and feeds from internal or external systems, and push them to the appropriate end users over multiple channels.

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