

FIRST LINE

DISASTER DEFENSE



Everyone Is a First Responder

First Response

Resonating Preparedness Messaging Through AR Technologies

Crisis Communications – In the aftermath of a disastrous event the whole community is immediately elevated to a status known as the “damage path.” Each effected region represents a diverse audience that will seek information imperative to resolve needs affecting communications, emergency medical, shelter / provisions (sheltering in place), transportation and interactions with first responders.

Response is delineated by conditions **affecting** medical, civil order, safety, continuing employment status, and the surrounding complexities of the whole community...?” These questions demand a common denominator (an organizational pathway minimizing chaos), to communicate the needs of a diverse citizenry in each audience.

The spokesperson / technology in this case takes the form of an “**Augmented Reality App**” (**AR**) for handheld devices. The first step is to script preparedness messaging concepts through AR experiences thus illuminating preparedness information (**participatory WOW Factors**). During the time of a disastrous event, it is impossible to present preparedness resolutions, its simply too late, there’s “**too much to do**” and “**too little time to do it.**” Therefore, scripting well-articulated preparedness messaging templates in advance derived by the scrutiny of sound mitigation and preparedness principles ensures a pathway to increase readiness and minimize loss.

ARCNetUSA.AI preparedness messaging network “**IS**” the preparedness spokesperson. Using information developed during the risk assessment of each audience we continue to produce favorable outcomes when delivering AR edutainment experiences through the app. The risk assessment process identifies scenarios that would require communication with stakeholders. There may be a multitude of different scenarios but the need for AR communications will relate more to the potential impacts of a disastrous event:

- AR Communications
- Medical Assessment
- Property Damage
- Shelter
- Provisions
- Special Needs
- Resources and Documenting Events as they unfold.

Our mission is to enable interoperable private sector AR communications reaching out to every living room in America; creating a culture of preparedness declaring that “**Everyone Is a First Responder and Preparedness Is Everyone’ Responsibility.**”

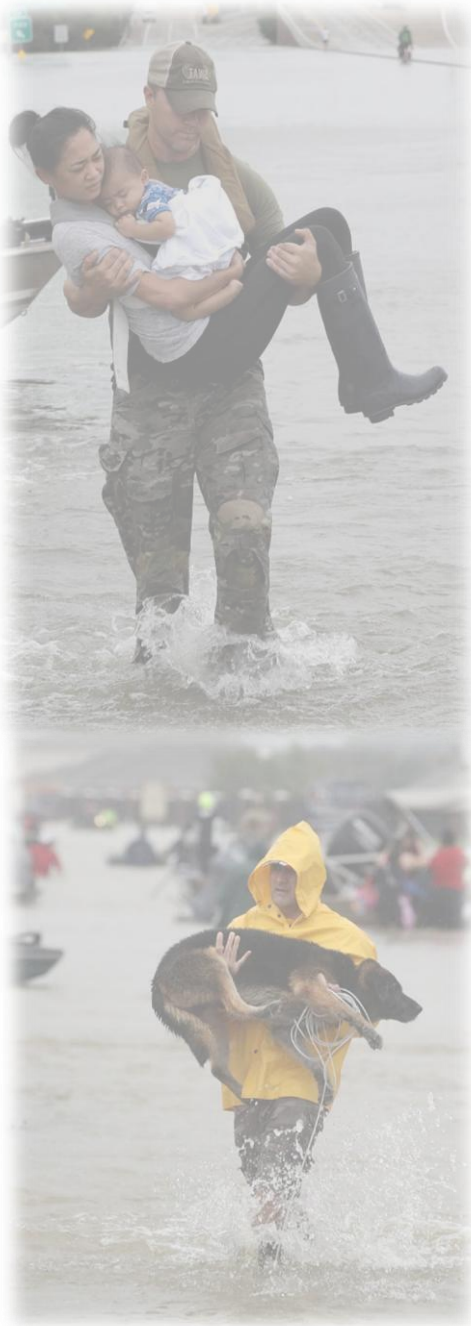


Table of Contents

1.	Introduction -----	Page	4
2.	AR App -----	Page	5
3.	App Content -----	Page	6
4.	App Functions-----	Page	7,8
5.	AR Mobil Devices-	Page	9
6.	Summary -----	Page	10

“There Is nothing in business today that provides as much economic and social benefit, on as many levels, to as many stakeholders, as a strategic public-private partnership between any combination of the nonprofit, for profit, education and government sectors when focused on making America great again.

“Everyone is a First Responder”

Nothing else even comes close.”

What Does It Take to Build a Preparedness Culture!

In recent years both private and public sectors have failed to connect with and or motivate businesses, individuals, and citizenry alike to prepare for the, “**What If Factor.**” The most important *questions* about individual and community resiliency begin with.

- How do we break through the cyber-app noise?
- How do we create preparedness messaging that resonates with all aspects of citizenry?
- How do we get people to embrace their own responsibilities regarding readiness?

Risk management involves strategically organized resources to lessen the harm caused by disastrous consequences. Traditional mitigation includes a systematic approach toward current principles for prevention, preparedness, response, and recovery.

For **Mitigation** to lessen the impact of disasters we must reexamine how we present, communicate, involve and or educate preparedness principles addressing critical and causal risk factors.



FirstLine follows the principles of disaster mitigation, prevention, preparedness, response, and recovery. However, today the disturbing reality about public sector organizations is that they have completely failed to recognize that “**Everyone is a First Responder.**” Preparedness only occurs when the **citizenry is ready and willing** to receive qualified preparedness information and training.

Mitigation and prevention efforts aim to reduce the potential damage and suffering disasters can cause.

FirstLine’s AR preparedness visualizations translate preparedness concepts universally to businesses, individuals, and families. Once the **AR messaging process interlinks into product culture labeling**, there is an immediate connectedness to a preexisting product network (times millions).

A network with endless possibilities for interactive and participatory AR experiences designed to convert app users into “**Preparedness Pals.**”

AR bleeding edge App and VPN technologies power motivational concepts that drive human responsibility. FirstLine's "Preparedness Messaging Network" integrates incentives, storytelling, and compelling information into the very fabric of the App and AI technologies.

Business cultures embedded in private sector organizations are the very fabric needed to incentivize and reward the participation of **"Preparedness Pals and Business Heroes."**

Augmented Reality' presence has appeared in grocery store aisles transforming mundane, routine experiences using entertaining characters and stories that temporarily create an AR experience with excitement.

AR is a world where Tony the Tiger could leap out at you as you peruse the cereal aisle, or a wine bottle tells you about the titillating taste of their red and white wines.

FirstLine' focus is to establish a preparedness theme where augmented reality overlays computer generated objects with the natural environment and enables real-time interactions.

The AR app theme introduces a membership for **"Preparedness Pals,"** and private sector relationships know as business heroes.

The community resiliency theme introduced **through AR experiences** becomes more ubiquitous and further enhances marketers' ability to utilize AR in **product culture partnerships.**

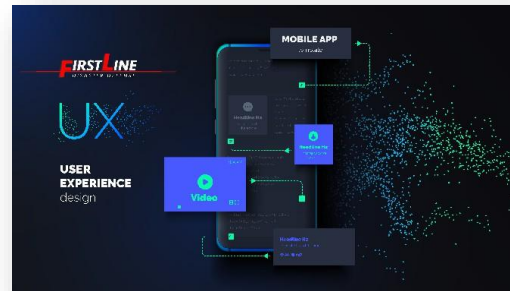


The AR App and Business Heroes.

All apps have two mission critical elements in common, recruiting end users at a highly fast pace and causing constant user experiences allowing for interactive and continuous participation.

AR App Design. UI/UX Design Trends for 2022

- FirstLine end users can use speech to engage with software functions using Voice User Interface (VUI). Although the VUI applies to apps and digital devices, it is known for its use to create virtual assistants like Siri and Alexa. VUI allows our end users to navigate and interact with FirstLine applications.
- Augmented Reality, like VUI, is an important aspect of the user experience. In the tech world, AR and VR are exploding and are quickly becoming the standard. AR and VR open new worlds for consumers by allowing them to interact seamlessly with virtual settings, and the B2B industry is no different.
- 3D visualization is actively winning its position among the app technologies. Virtual and Augmented Reality (VR/AR) popularity among businesses to catch the attention of their customers.
- The global VR and AR market expects to reach \$300 billion by 2026. Corporations and small Businesses are using 3D to make their websites and mobile apps more engaging. They use 3D eye-catching elements in their apps to promote new products or simply give a 'wow impact' to various site components, making it more engaging.



AR App Content.

FirstLine's 3D AR platform brings interaction and product labeling together using handheld digital devices. When viewers point their iPhone camera at a product label, they can see an array of different options including videos, 2D/3D content, social media sharing options and marker-less content that lets you see products provided by **business heroes**.

- A **Business Hero** is simply any company or organization that support the initiative that "Everyone Is a First Responder." The **business hero** with their product label owns unlimited potential for AR audio/visual communications.
- Kids can also get in on the augmented reality fun with apps like Preparedness Pals, an augmented reality coloring book and app that can bring your child's-color pages to life. You can download a free and premium image packs from First Lines website filled with a variety of cartoon characters and animals or educational scenes and images that you can then print out and color with your child. Once done, you can fire up the First Line app, aim it at the colored page and watch the image come to life with animations and special effects.



App Functions.

- The following is a list of components supporting FirstLine's AR functions that are mission critical in deploying a preparedness messaging network. The following illustrations include but are not limited to the development of the spokesperson concept.
 - **Incentives and Rewards** – Rewards through AR experiences include treasure hunts, participatory online events, fill-in-the-blank push notifications, measurable value to preparedness information exercises and families together projects. The product label enticingly states, "Get the App, Get a Coupon."



- **Participatory and Compelling** – Augmented Reality vignettes are enhanced preparedness learning experiences. Product



cultures (pizza, soft drinks, and others) represent creative product labeling that allows the business heroes to tell compelling stories about their products and their position on community resiliency.

- **Interactive and Engaging** – AR flashcards provide a variety of entertainment



and learning vignettes. In addition, flashcards are the gateway to the “Preparedness Pals Maze.” The maze is progressive and filled with animation. As the user progresses through the AR edutainment maze, the interactive information advances the user to a higher-level of AR learning experiences.

- **Membership and Connectedness** – Our mission is to create a business hero footprint proclaiming the theme that “Everyone is a First Responder.” FirstLine creates membership by focusing on the local level, through the strengths of product labeling and AR story telling.



- **AR App Monetization** – FirstLine’s incorporation of preparedness strategies, AR experiences, interactive content, app technologies and products Labeling campaigns set the stage for business heroes. These interfaces Designs are revenue engines creating top-of-mind interactive and engaging preparedness models benefiting stakeholders.



AR Mobile Devices.



Cultural Pathways – Consumable products represent an infinite number of personal interactions with consumers. Each AR experience allows the **business hero** to put their product at **centerstage** while **telling their story that supports the initiative that “Everyone Is a First Responder.”**

- a. Domino’s = Delivers approximately 45 million pizza boxes per month. It is the pizza box that is the canvas for AR experiences.
- b. Marriott = U.S. hotels saw 11 million room nights during May 2020
- c. AR Home Depot – Currently uses AR for homeowners to stylize their homes.
- d. Real Estate Networks - Today, augmented reality real estate apps play a crucial role in streamlining that process, making it easier for both realtors and their clients.

Summary.

The FirstLine preparedness theme for Augmented reality is closing this gap for technologies that superimpose digital data and images on physical objects and environments. By putting information directly into the context in which it was meant for, AR increases the ability to create a culture of preparedness in America.

AR is the new interface between humans and machines. Larger groups of people every day become more familiar with AR entertainment applications, such as Snapchat filters, but AR is destined for a higher purpose in the world of crisis communications.

Pioneering organizations are already implementing it in product development, manufacturing, coordination, marketing, service, and training—and are seeing major gains in quality and productivity.

AR improves how users visualize information, receive, and follow instructions, and interact with products.

AccuVein, for instance, uses AR technology that converts the heat signature of a patient's veins into an image superimposed on the skin, making them much easier to locate.



FirstLine would like to **partner with public-private organizations** to champion the cause for Augmented Reality and a preparedness messaging network.

