

Keeping 911 just a touch away

BY FRANK FRONTIS

Emergency medical, fire or police is just a "touch of a button" away with a new, inexpensive, multipurpose Emergency Alert System just coming on the market.

Getting to the telephone in time of an emergency is often difficult, if not impossible, for the elderly and the handicapped.

Now, a simple touch of a button on a pendant or wrist unit within 50 feet of the Alert 911 master unit (connected to a telephone) puts the user through direct to a 911 operator.

Whereas most similar alert systems connect users to privately owned monitoring stations who then contact 911 operators, Alert-911 allows users direct access to 911 operators, reducing significantly the response time in an emergency situation.

Other features of the Alert-911, not available on similar units, are two-way communication with the 911 operator, and the user may answer incoming calls, without interfering with the 911 emergency system, by simply touching the same but-

tons.

Different versions of Alert-911 have commercial applications. A store clerk, for example, while being robbed, could activate the system, unnoticed by the robber, by touching their "wrist unit" or "pendant", in such a way that the 911 operator could hear the robbery taking place and quickly dispatch the police.

The new alert system, released to the market this year, is manufactured in the United States. It is distributed in the U.S. and Canada by B & F Marketing, Inc., 6073 Mt. Moriah, Memphis, Tennessee.

Floyd Bryant, co-owner of B & F Marketing, says "the new system is affordable to most any person ... currently selling for a one-time price of \$395.00. Unlike similar systems, which entail hook-up and monthly monitoring fees, Alert-911 is simple to install and requires no monthly fees."

Bryant sees a good market for the product since "it can benefit so many people ... the elderly and handicapped, store clerks and bank tellers, or any citizen who hears a burglar in the middle of the night."



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