



AMBER
NEWS SERVICE

Tomorrow's News Digital Platform, Today

- “ The Code Amber News Service; www.codeamber.org is the leading U.S. and Canadian syndicator of online AMBER ALERTS to date reached an audience of 1.8 billion through its web site tickers and point of display feeds presented by retail merchants, internet service providers, corporate sponsors, affiliate partners and federal, state and local agencies.
- “ Gary McKenzie, News Director member RTNDA . Radio Television News Director Association-the world's largest professional organization of electronic journalists
- “ Linda Spagnoli, News Editor and Journalist
- “ Bryant Harper, Founder and President



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CANS- the better missing people finder

- “ CANS - a dynamic real time, intelligent, geo-location aware, altruistic news service
- “ Alerts delivered to the billion desk tops, websites and handsets currently in use today
- “ A database of personal information aids law enforcement in the recovery of missing persons
- “ Cross reference data located at FaceBook or MySpace with security protection that can be controlled by care givers
- “ This personal data . including photos . can be distributed to web enabled phones more over, cell phone cameras and Geo-Tagged photos captured by participating citizens can assist in the recovery process.
- “ Give every viewer the sum of all known knowledge



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Code Amber News Service - **CANS TICKER**

- “ A registered Media Outlet, CANS - is the *“Web's Amber Alert system.”*”
- “ Real-Time script ticker receives over 800,000 views a day
- “ Amber Alerts are instantly broadcast to Web Sites desktops, retailers and soon to come mobile phones
- “ The Web and Desktop tickers have been downloaded over 500,000 times since August of 2002

“When a CANS subscriber communicates the location of an Amber Alert victim to Law Enforcement with a geo-tagged photo, sent on an iPhone via ATT - we will have realized the awesome power of a billion people doing good for each other.”



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Code Amber News Service - **CANS FEED**

- “ Member of **ONA**-Online News Association and **RTNDA**- Radio Television News Director Association
- “ In response to requests from secure server operators , the CANS feed was developed
- “ Uses Zip Code to display geographically specific Alerts
- “ Data elements allow the customizing of the information display to fit the subscribers requirements.
 - . Amber Alerts displayed on changeable message signs have various space limitations depending on the size of the sign. To support these customers we include discreet data elements such as vehicle make, model, color, year, license number and state of issue when available.
- “ A sign might display the following message
 - . %AMBER Alert 2003 red Ford Expedition SUV . CA Tag 335 999
 - . If seen call 213-999-8888 or dial 911+



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Who links to the CAN S feed?

the power of 1.8 billion-Google, CNN and O'Reilly find out about missing persons from Code Amber

- [Google Rank: 2](#)
- [CNN Rank: 49](#)
- [MSNBC News Rank: 6](#)
- [O'Reilly Network Rank: 43,255](#)
- [Trutv.com Rank: 8,784](#)
- [PRWeb Rank: 8,144](#)
- [CafePress.com Rank: 801](#)
- [Dept of Highway Safety and Motor Vehicles Rank: 3,381](#)
- [New York Public Library Rank: 15,157](#)
- [150 Federal, State and Local Agencies](#)

Alexa ranked Code Amber 81,060



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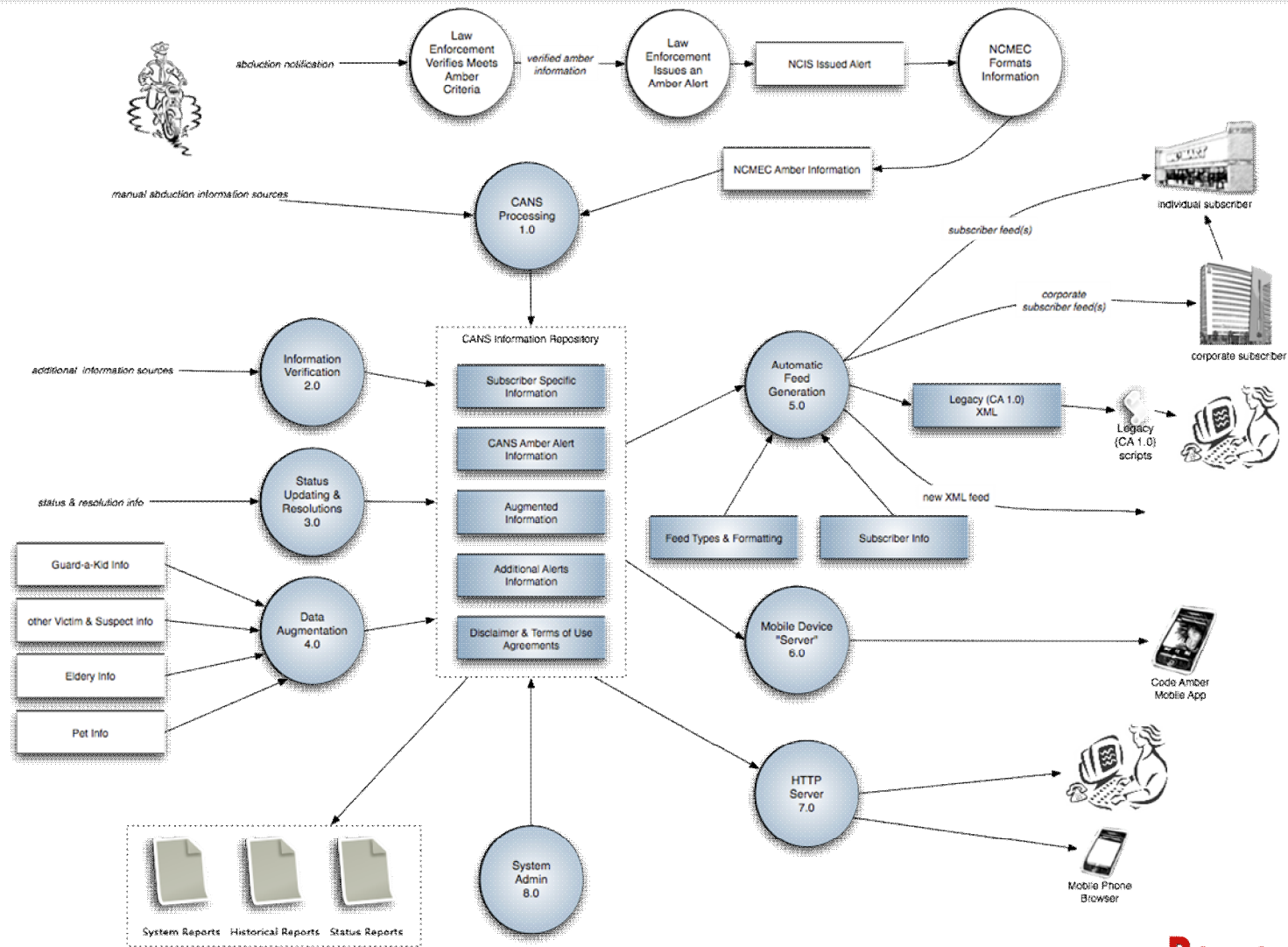
“Largest broadcaster of Internet -based Amber Alerts”

- “ Entities linked to the CANS feed:
 - . Walgreens
 - “ displays Alerts on over 3,000 changeable message signs throughout their stores in the US and Puerto Rico.
 - . AAC
 - “ displays Alerts on over 20,000 Cisco VOIP display telephones by ZIP code.
 - . Perftech
 - “ provides Alerts to over 350,000 customers of participating ISPs in Illinois, Ohio, Michigan and Indiana.
 - . Verifone
 - “ distributes Alerts in various formats to a variety of point of sale credit and debit card devices at retail locations in the US. Currently the primary industries are petroleum and convenience store retailers.
- “ Come join the thousands of subscribers, corporate affiliates, law enforcement agencies, US Senators and media outlets that helped make Code Amber the largest Amber Alert Internet Broadcaster



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System Architecture





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The Cumulate Reach



The cumulative reach for CANS & LOCi today is 1.8 billion, the Opportunity for tomorrow is

- . Sponsorship
- . Altruism
- . Brand visibility

CANS connects us with the events that impact our lives.

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