

My911 Mobile GPS Tracking & Accident Response App Selected As Innovation Finalist

By My-911

Dated: Mar 30, 2010

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My911 Inc. has been selected as one of the top 5 finalists in the annual Innovations Awards within the State of Utah. What qualified My911 for this distinction is the innovative way that the accelerometer within the SmartPhone is being used to measure G-force impact thus enabling an automatic call to e911 for help when the person may not be able to make the call due to injury.

This auto-detect and auto-call out feature from the SmartPhone is patent pending and will revolutionize the SmartPhone industry's use of the cell phone. Now a person can be in any vehicle or situation where a substantial impact occurs and an emergency call will go out similar to what is offered on certain cars today. However, this App is not tethered to a car it protects the individual wherever they are so long as the phone is with them.

To complete this service, there is also Roadside Assistance; SOS notification of loved ones that the person has had their phone call for help; Nurses Hotline, national Medivac, all included in a \$9.99 per month subscription.

This innovative App will be released to the national market through several major cell carriers by the end of March 2010.

The CEO of My911, Larry Hurwitz, stated "The My911 App is all about providing for the well being of the user in whatever setting they may find the need to reach out for help or be alerted of certain dangers. It is much needed tool for both adults and children in our world today." There is even a \$10K abduction reward money backed by Lloyds included in this groundbreaking service.

For more information, please contact My911 at www.my-911.com.

About My911 Inc.

My911 was formed in 2008 and is based in Salt Lake City, Utah. The company offers a download App subscription to bring a host of emergency services and well-being services for the user. Members that subscribe are offered automatic detect from the SmartPhone of a severe impact that calls for help on its own; the service contacts family or friends automatically that an e911 call has been placed. If medivac services are required, the cost for such is included in the App monthly fee. There is roadside assistance; nurse's hotline and various alerts to protect the user.

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