



**tip411** is a breakthrough web based tool that enables the public to text an **anonymous message** that can be responded to by authorized personnel in your agency. Our easy to use Web interface enables a real time two way “chat” with those providing an anonymous text message tip.

This “on demand” capability enables anyone with a cell phone the ability to provide immediate information while maintaining anonymity.

Text messages are accessible via a web based dashboard that is accessible from any internet browser. Authorized personnel can review, respond to and manage all inbound messages from one interface.

***"Young people today are incredibly wired, and administrators have the technology at their fingertips — once they put it in place," said Amanda Lenhart, a researcher for the Pew Internet and American Life Project, a Washington-based nonprofit organization.***

***"What better way is there to get in contact with people who always carry technology, or are within shouting distance of it?" Lenhart said.***

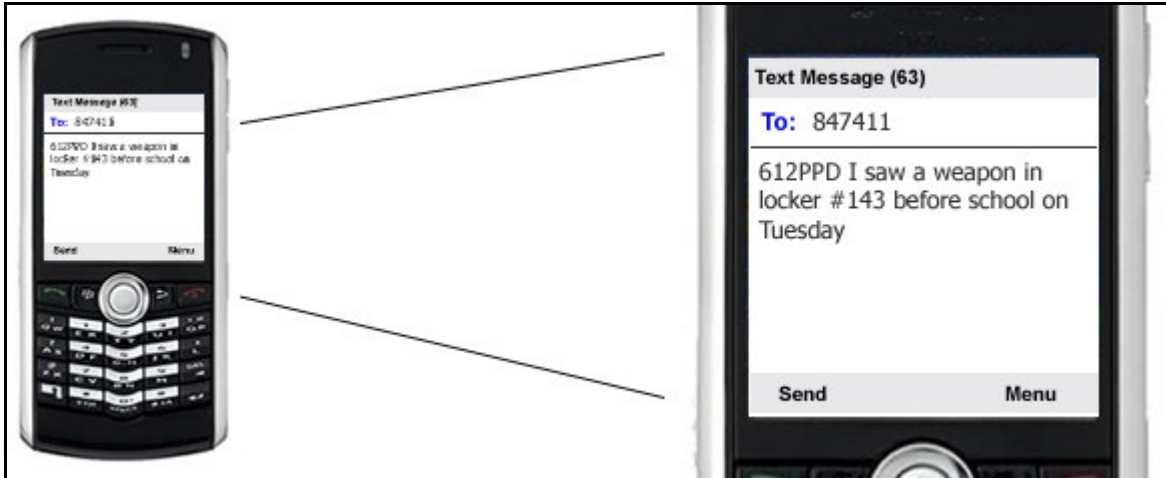
## **Benefits**

- A new channel of safety communications that leverages widely available, cost effective, and easy to use technology.
- It's 100% anonymous.
- Messages can be responded to in real time creating an instant two way live “chat”.
- A decrease in drug and violent crime related incidents has been reported.
- No technical knowledge or management is required to use the system, which allows your people to focus on what's most important – responding to emergency and safety situations.

## Example

This example shows a view of the text message sent from a phone and the dashboard console that allows two way communications to take place.

*Individual texts an anonymous message to tip411 (847411)*



*Web based dashboard where your authorized personnel log in to review and respond to messages*

<b>tip 411</b>		<a href="#">Print Version</a>
		<a href="#">Return to List</a>
		<a href="#">Logout</a>
<b>Date:</b> 10/18/08	<b>Subject:</b>	<b>ID:</b> X45TB3
<b>Status:</b> Active <input type="checkbox"/>	<b>Tag:</b> <input type="text" value="Weapon"/>	
<b>Details:</b>	<b>X45TB3:</b> I saw a weapon in locker #143 before school on Tuesday	
	<b>RESPONSE:</b> Thank you. Can you give us a description of the weapon?	

## Included Services Summary:

- Access to Exclusive National Network Short Code (tip411)
- Exclusive Vanity Keyword selection – 5 or more digit keyword included/Subject to availability
  - Your agency would introduce your ability to receive anonymous text messages from the public by publishing a statement like “text **612PPD** to **tip411** plus your message if you have information on a crime - its 100% anonymous”.
  - Explanation of Keyword: The keyword associates a tip to your agency and makes the number memorable for those in your local community. Many agencies choose to publish their area code and agency initials as their keyword. 612PPD is an example of a vanity keyword selected by Pleasantville Police Department. Pleasantville’s area code is 612 – thus the keyword **612PPD**).
- Keyword(s) comprised of less than 5 digits can be purchased for an additional cost (subject to availability)
- Multiple keywords can be selected, additional costs apply.
- Tip411 online portal to download templates for cards, flyers, bumper stickers, etc. CitizenObserver provides access to the portal and templates at no cost but does not cover any printing or shipping costs for marketing materials.
- Requires no support, no additional software/hardware purchases, and no management on the part of your organization.

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