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FOR IMMEDIATE RELEASE

Introducing ICEPASS: The Smart Medical Alert That Might Save Your Life In Case Of Emergency

ICE TECH is proud to announce the launch of groundbreaking new smart medical alerts, The ICEPASS Card and ICEPASS Helmet Sticker, both designed to give users peace of mind and provide first responders with critical information in the event of an emergency. ICEPASS has been developed by UK-based technology company ICE TECH Ltd, and the system is designed for everyone from those with medical conditions through to active sports people, globetrotters, construction workers, office staff, school groups and many more settings.

Carrying or wearing an ICEPASS makes total sense for almost anyone - you never know when you might be in an emergency situation where knowing your vital information could be critically important.

The card can be carried in a purse or wallet, or on a lanyard, and the ICEPASS Helmet Sticker can be securely stuck to most types of safety helmets. Other form factors like wrist bands are either at the design stage or already in production.

In the event of a medical or other emergency, a first responder can access the user's emergency information by using an NFC-enabled mobile device to tap the ICEPASS and be connected to the user's ICEPASS Profile. To work, the user simply needs a data or Wi-Fi connection.

The user's ICEPASS Profile is not held on the ICEPASS, it is securely held on our servers. This means the user can log in using two factor authentication and edit their information at any time, for example, if their medication changes.

Once the first responder has accessed the user's ICEPASS, they can send an alert to the user's emergency contacts. The user's chosen emergency contacts will then receive an email which will show a map of where the ICEPASS was activated, the contact details of the first responder and any message entered by the first responder.

Setting up the ICEPASS is very easy and a one-time operation - simply tap the ICEPASS with your mobile phone and follow the simple instructions - the user can easily edit the information and add/delete as many ICEPASS devices as they wish. Once registered, the user needs to fill out their ICEPASS Profile, which is what others will see in the event of an emergency, so it is important to only put information on their profile that they would want to be found. One of the

sections asks the user to enter the details of their emergency contact(s) and it is important to ensure that the user asks the permission of their chosen individuals that they agree to be emergency contacts.

Unlike most medical alerts, ICEPASS does not show any personal details of Emergency Contacts. We hold that information securely, and it is only used when alerts are sent to your Emergency Contacts once your ICEPASS is activated by a First Responder or activated by the ICEPASS Member themselves.

Technology Director at ICE TECH, Ed McColl, says about ICEPASS: "We looked closely at other forms of medical alert on the market and concluded that we could do it far better, more securely and much cheaper. Having consulted first responders, we learned the importance of what information to include and how it should be presented. We also learned how key it is to be able to contact their patient's emergency contacts. During beta testing we even had two real life emergencies, luckily not life threatening and in both cases not too serious, but the system worked and the first responders were left impressed."

"We are committed to providing users with a reliable, inexpensive and easy-to-use solution for emergency situations. We believe that our smart medical alerts will give users peace of mind, help first responders and could save lives."

The ICEPASS Card and The Safety Helmet ICEPASS cost just £9.95 each including access to the system.

For more information, please visit **www.icepass.co.uk**

If you have questions or would like samples please contact: Alexa Smith, hello@icepass.co.uk

ICEPASS images can be found at **icepass.co.uk/press**

NOTES FOR EDITORS:

Data Security

Understandably, people are concerned about their personal data. If an ICEPASS is activated, the only information displayed is the vital information that the user would want others to know in the event of an emergency - normally medical conditions and details of medications. The ICEPASS Member is totally in control of what information is displayed and that information can be edited via a log in that requires two factor authentication. It does not display personal data such as address, phone numbers, passport details, driving license details etc that the unscrupulous could use to steal identity.

An ICEPASS Member can ask others to be their Emergency Contacts. The Emergency Contacts' phone and email address are held securely on our server and not displayed. Those details are only used by us to send out emergency alerts.

Mapping

One of the features that make ICEPASS unique is the ability to send secure alerts to your emergency contacts - could be your partner, spouse, close friend etc, and these alerts contain a map of your location. The accuracy of the map displayed relies on the quality of the data

connection of the mobile device sending the alert. In testing on mountains, in cities, in country areas, the result has been impressively accurate but it just needs to be pointed out that there is always the possibility it can be less accurate and can be used as a guide.

Mapping also displays local medical facilities such as emergency rooms, hospitals, doctor surgeries, dentists and pharmacies should the ICEPASS Member need directing to any of those.

Accuracy of Medical Information

The ICEPASS Holder is totally in control of the information they load on their profile. Only they (or someone they trust to do it for them) can edit the information and we use two factor authentication to make the log in process as secure as we can.

Is Registration Quick and Easy?

It is about as quck and easy as it can be. Simply tap or pass your mobile device over an ICEPASS device and follow the on screen instructions. You can create yor profile in just a few minutes and you can easily add other ICEPASS devices just by tapping them. Your phone just needs NFC turned on (if you use your phone to make payments it will be) and you need a data signal of course.

Safety Helmet ICEPASS and glue!

The Safety Helmet ICEPASS is specifically designed to work on non-metallic safety helmets. Bike helmets, snowsports helmets, and site safety helmets are typically made from ABS or polycarbonate, and our ICEPASS is designed to work with all such helmets without affecting the integrity of the helmet. The exact same type of acrylic adhesive is used for mounting action camera mounts. If the user is in any doubt, they should check with their helmet manufacturer.

The surface of the safety helmet must be smooth. Many horse riding helmets have a rough surface, and ICEPASS does not adhere well to that type of surface. We use 3M Adhesive Transfer Tape 467MP - chosen for its outstanding adhesion to plastics, and excellent shear strength to resist slippage and edge lifting. The tape is temporarily repositionable for placement accuracy. It also performs well after exposure to humidity and hot/cold temperatures and offers excellent moisture, solvent, UV, and temperature resistance.

End.

Images available from **icepass.co.uk/press**