

## **Micro Technologies Launches Micro Emergency Response System Micro ERS A system to keep you safe where ever you go.**



**From left to right- Mr. R. A. Raichur, Director, MTIL, Prof. Paul Coleman, Director, MTIL, Mr. Tzvika Ban Shabat, President and Maj. Gen (Retd) Dan Ronen, Chairman, H.A.Sh. System Services Ltd. and Dr. R. Rajaram, Advisor, MTIL**

**Navi Mumbai, Saturday, 11th December 2010:** Micro Technologies (India) Ltd. launched their new product Micro Emergency Response System i.e. Micro ERS. by Prof. Paul Coleman, Chairman, Girvan Institute of Technology, USA and Maj. Gen (Retd) Dan Ronen, Chairman, H.A.Sh. System Services Ltd; an International Security expert; unveils the innovative system at Micro Infotech Park, Vashi, Navi Mumbai.

To end, this Micro Technologies (India) Limited has understood the value of accessing information contextualized to a geographical location, it has developed Micro Emergency

Response System (Micro ERS) for the end users, clients or consumers, tourists, special forces, airdromes, Police stations and construction or transportation agencies etc. It's a location based Software device; installed in a **GPS enabled mobile phone**, will help user to understand data, such as their location/environment, time, resources and activities or events and essential emergency alerts can be presented to the user as a textual instructions. It also supports the detailed textual information with Maps regarding evacuation and shelter locations.

The always unexpected impact of natural disasters, dangerous annual extreme weather conditions, and society's extreme dependence on technology are all significant factors that support a systematic approach for planning to deal with disaster events. However, emergencies and their aftermath have been a part of the civilization since time began.

Moreover, in emergencies, governments have long utilized broadcasting media like radio and television to disseminate up-to-date real-time information to citizens. In the same context, however, some other technologies like mobile location-based services (LBS) whose value could be foreseen in the case of critical situations where the coordination of emergency management procedures with location-awareness activities is paramount. Location-based Services (LBS) can improve disaster survivability by providing information to people in the proximity of a disaster impact zone.

After the successful pilot run of Micro ERS in Israel with integration of Micro International Command and Control Centre, this Micro ERS proved to be very helpful in emergencies and sudden unforeseen crisis.

Present at the event Prof. Paul Coleman said, "After developing over 300 products serving to different sectors; we are really overwhelmed with felicity introducing this unique and most needed product in recent time; as this product would diminish the headache of personal security."

Mr. R. A. Raichur, Director, MTIL, Dr. R. Rajaram, Advisor, MTIL were also present as the guest of honour.

"I appreciate Micro Technologies' endeavour for gratifying people's need by introducing Micro ERS. It is such an extra-ordinary product with high efficiency and worth appreciated as we tested it in Israel on pilot basis through Micro Command and Control Centre." Stated by Mr. Tzvika Ban Shabat, President, H.A.Sh. Systems and Services Ltd.

Micro Technologies has always been recognized and apprized for its endeavor for weaker section of the society. Now this newly launched cost effective Micro ERS will prove to be a blessing for Senior Citizens, Tourists and Disables as these are the neediest section during emergency as **a system to keep you safe where ever you go.**