

Please stand by for real time captions. >> This is Charles. Has someone called in? >>

Did one -- someone dial in? >> This is Charles with the ODIC round table. Did someone dial in X.

This is Robin from the national disability.

Hello, Robin. >> This is Charles with the ODIC. Who just called in?

American Red Cross. >>  
Rex from Ashford.

This is Charles from the ODIC roundtable. We are on standby preferred. We will be doing a call out soon.

Take you.

-- Thank you. >> For those who have called in, we will start shortly. We are waiting for people to file in. We will do a round table to identify yourselves for those who have called in.

Hello?

This is Mike. I need to make is lined available. Let me know.

Say that again the?

This is Mike Houston -- in Atlanta. I am watching this phone call on the relay. If I don't need to hold this line, I can let it go if there is a limited number of lines.

Don't worry. We have sufficient lines available.

Thank you. >> Again, this is Charles with the ODIC roundtable. We will do a roll call Charlie. Please -- a roll call shortly. Please stand by. >> This is great.

Hello, Greg. This is Charles with the ODIC roundtable. We will do a roll call shortly. The presentation should be available via Adobe connect. We will begin with the rollcall shortly and go into the presentation. >>

Hello?

This is Charles with the roundtable. We will do a full call shortly.

Thank you.

You're welcome. >> Good morning, this is Tim from communications.

This is Charles. We will do a rollcall shortly and start the presentation. Everyone should have access to this be Adobe connect.

Thank you, sir. >> This is Charles [Last name indiscernible] with the ODIC roundtable. We will get started shortly. I would like to welcome everyone to the third semiannual roundtable. This is with the office of disabilities and coordination in here with FEMA. Today we are getting together to talk more about IPAWS and some of the events as we have made this hour -- since our last roundtable. As we have people calling in, we will have people come into the --

we will start so we will stay on schedule. At this point, we are going to do a rollcall for those that is called in and we will do a roundtable for the people in the room. >> Please start the rollcall.

This is David Connor -- US cellular.

This is more a [Last name indiscernible]

--

Tom Bierce federal communications commission.

Sheryl King, FCC.

Sprint.

Carol and Baker with FEMA.

Shelley [Last name indiscernible], team mobile.

Greg -- aging and disabilities.

Robin Powell, national Council on disability.

Mike Houston regional disability specialist, region four.

AT&T.

This is -- AT&T.

Elizabeth Darrow, AT&T.

Tiffany Bowman, bluegrass sell euro -- cellular.

Catherine -- American Red Cross.

Charlotte [Last name indiscernible]

FEMA.

Marvin [Last name indiscernible].

-- Marciano, technologies.

Greg Anderson, FEMA grants.

Charlene [Last name indiscernible]. Verizon.

Paul [Last name indiscernible], interop.

Tracy Thompson with FEMA and disability workgroup.

John Davidson, Sprint.

Mike [Last name indiscernible],

interrupt technologies. >> Is there anyone else that did not identify themselves X.

This is date [Last name indiscernible] -- Kate [Last name indiscernible]. >>

With that, we will go around the table. I am Charles Makovsky on the project manager with ODIC Mike Gerber, a weather service. >>David [Last name indiscernible] -- US access Board.

Dolores [Last name indiscernible] we be national disability rights network.

Joel [Last name indiscernible] -- ODIC team.

ODIC team.

This is weighed [Last name indiscernible] -- ODIC -- IPAWS program.

Antoine -- [Last name indiscernible] IPAWS office.

Office of disability and coordination.

Damon -- I am the administrator of national continuity programs.

Brian -- technologies.

Jason -- technologies. >> We have other people that are in the room away from the table. Today I want to welcome everyone to the IPAWS ODIC roundtable. We want to focus on the program and the office of disability. We want to welcome you, Marcy for supporting us as we move forward. Before I turn it over to Mr. Damon [Last name indiscernible] and Marcy [Last name indiscernible] for a brief introduction, I would like to -- for this roundtable we will do a demonstration for the folks that are here. We will look at some of the technologies and alerting devices and unique technologies that we partner with - - folks like NPR -- things that are being developed for people with functional needs. With that, I will turn it over to Mr. Pin With that, I will turn it over to Mr.

Thanks for participating. I know that everyone is busy. This is important. First, I would like to reiterate the elements of the whole community that the administrator talks about. And the importance of that with our group. There are three basic tenets of the whole community concept -- the first is to understand and meet the needs of the whole community and to take that approach from the beginning and not take it as an add-on. So that we do not solve what we think is a problem and then say -- oh yes, that group. We need to make it a part of our decision-making and make it a part of our basic planning. Also, engage and empower all people in the community. That is the biggest reason we are here today. We want to make sure that we understand your concerns and that we can voice those and the concerns of the people that you represent so that we can empower you to take a bigger part in the whole community.

Then, to strengthen all that works well. That is to take some of the programs that you have been working with others on and help provide what we can to strengthen your work and make it more efficient and effective. Those are the three basic tenets. That is what we are here today for. We are here to reinforce those. I learned quite a bit with the last meeting. The biggest take away that I had was that not all of the challenges for the optional needs community are with equipment development and technology, but the bigger problem is the cost of the technology and how to make it available to a wide array of people. Willie taking that on -- we have been working closely with industry to understand and try to work that into what we are doing. That is what we have the demonstrations today. One piece of equipment that you will see -- I don't want to spoil the surprise, but there are several pieces of the corporate that you

will see that a been developed by vendors working on their own. That was the beauty of IPAWS and the reason we laid it out as we did. We started with a common alert protocol -- that is a series of things -- I will get into the technical part -- but it is a series of requirements that equipment needs to have to be able to work with the system. This allows us the -- the vendors and others to develop systems that can work on the IPAWS platform. All of the research and development is not reside with us and our small group, but it opens up a whole industry to be able to provide solutions to fit our basic backbone. As you will see, that has started in earnest and it is working well.

I will also talk today about seen asked -- CMAST. We have had a tremendous amount of cooperation with the wireless community and the vendors and what they have been able to do. I think you will be impressed when you see it. I also want to talk about the national test of the emergency alert system. There are a lot of questions out there. Let me press is the remark that Antoine will make later and remind you that this is part of a 50 year old plus system that is only a part of IPAWS and not all of it. But, if you can imagine -- over 50 years, we have never done and end to end test. We have got approval and we have got the courage to do a test and see what we know it don't know about the system, but realizing that it is a part of IPAWS. It is just one component. It is not all of IPAWS. I know it does not need the entire needs of the community, but it meets some of the needs. We think that when we add-on the other pieces up IPAWS, we will meet all the needs of the community.

And one will address what that is all about and how it will work -- and what will do this.

-- Antoine Will do this.

It will look a lot like the test that they are required to do. The whole test will take three minutes. The interruption will be somewhat less. It will not be much different. It does have a voice and a text component to it. Again, it is designed to meet some of the needs, but not all the needs, and we realize that. We will discuss it later. Thanks for having me. It is a pleasure to be with you today. Marcy?

Thank you. I want to thank the IPAWS team. One of the best examples, I think that being a and may be across the federal government has been the great partnership between two groups who have a similar mission, but not necessarily one that would have easily been a parent to those who were not open to planning for the whole community. I am excited to continue to bring folks together. I am excited to see the new technology today. I am glad that you continually make the effort to bring a large group of able to the table as stakeholders and partners as we move forward. I do know and certainly Damon, you talked about this, there is a tremendous amount of interest and perhaps concerned about the upcoming EAS test on November 9. We look forward to working together with the FCC and FEMA. And with the whole community with the stakeholders and partners across the country to make sure that we educate folks about this test and about what they need to know so that they are not surprised by the test. I think we will have quite a few questions today. This will be an opportunity to do additional planning for how we are going to be able to best educate people about what to expect. I am glad to be here. Thank you, to everyone who is taken the time to be here today. I am looking forward to what we learned today.

Thank you. We are going to start off with taking a quick look at the video. It is one of the things that we have developed since the last time we had the semiannual roundtable. We will now start the video.

When disasters strike, whether they are natural, accidental, or man-made, it has always been vital that they be reported accurately and in a timely fashion. To those --

For everyone on the call -- we started the video and the captioning did not rank up. We are going to get the captioning going. There we go.

When disaster strikes, whether they are natural, accidental, or man-made, it has always been vital that they be reported accurately and in a timely fashion. -- To those who may be in danger. >> It is the policy of the United States to have an effective, reliable, integrated and flexible and comprehensive system to alert and warn the American people. The integrated public alert and warning system or IPAWS is the solution for effective public alerts and warnings. IPAWS allows alerting authorities to write a message using the standards. The message is then authenticated by the IPAWS (form for emergency networks -- or open -- to be delivered simultaneously through approval pathways to reach as many people as possible to save lives and protect property.

IPAWS must ensure that the president can reach the American people, but it recognizes that most alerts and warnings are issued at a state and local level. IPAWS alerts and warnings are location specific. Therefore, they are more relevant and -- relevant to those receiving the alert. Through the use of open standards such as the common alert protocol, IPAWS allows for growth and integration for future consumer technology.

How to alerting authorities send an alert or warning to IPAWS cracks in addition to the president, alerting authorities include state, local, territorial, and tribal public safety officials who are designated within their level of government as an authority responsible for community emergency alert and warnings to the public.

After completing been up sponsored training, the alerting authorities will be authenticated for access to IPAWS. They will then be able to use common alerting protocol compliant with incident management tools to create vocations Pacific alerts to be scaled to covered areas as big as the entire jurisdiction or much smaller areas within their jurisdiction. Once created, the alert will then be sent to IPAWS open. How is it routed? When the alert is received from the alerting authorities, IPAWS open authenticates the source and validates that the alert in per conforms with the common standards and IPAWS profile. This provides a standard for everyone across all levels of government as well as the private sector. While older systems will I don't on the oh and text only systems, IPAWS open makes picture and video feeds possible and allows for the seamless incorporation of emerging technologies. Once the alert message is been authenticated by IPAWS open, the message is delivered to all IPAWS compliant with alerting systems. >> [Captioner lost audio]

Hello?

I think we lost them.

If everybody there?

-- Please pause. >> I think we have lost the audio again.

Yes.

Do you think we should dialing again?

Can you hear at?

I am hearing it as a background.

We can hear it -- we have got audio.

Okay.

I lost it again.

We are losing it on and off.

Don't talk. >> [Captioner lost audio]. >> For everyone else there, this is a quick preview of the video that was from production since the last roundtable. We are now going to move into our briefings. If you have any questions, please hold them until the conclusion of the briefing. Any questions or issues before we start?

You just told us to hold off the questions until after the briefing.

Yes, but if there is anything you have before the briefing, I was just giving you an opportunity.

This is Mara -- I am a Joe asked -- HOH -- I found the background music distracting. I could not follow the message. That is my comment.

Thank you. We appreciate that.

Next slide -- today we are here to conduct the semiannual roundtable. We are in partnership with the office of disability coordination. We are going to take a look at IPAWS and where we are where we are going. Some of the technologies that we have introduced as the program rolls out -- we are going to discuss some of the merger seeing -- emerging technologies and devices that we have that we will be doing an alerting demonstration. We will allow the people that are here to get up and ask questions and have a touch and feel session with equipment so they get a better understanding of the alerting devices. Then, we will cover the devices once we get into the a lash will alerting session. We will talk about those to the folks in the listening audience.

On this slide, we are reflecting some of the partnerships we have established. We have moved to integrate ideas and input and coordination with organizations who are working with the access and a functional these community. Over the past 6 to 8 months, we have had a wealth of input. We have participated in numerous events that have allowed us to explore new technologies and take recommendations from innovations on how we should get information out to the access and a functional these community. And to work with the communities and local alerting officials to make the alerts and warnings process much more efficient and effective.

Next slide -- we are going to get into a -- I am going to turn the briefing over to Mr. Antoine Johnson. >>

Mr. Pin have to tell me to turn on the microphone. I will try to speak slowly. The video captured a lot of the information that is contained in the presentation here. I will not spend a lot of time going into great detail. I would like to reserve a fair amount of time for discussion here in the room.

Those of you who are on the line -- please view your line.

-- Mute your line.

Thank you.

The emergency alert system that we so commonly see from week to week and month to month has been in existence since 1951 under the control of the electromagnetic radiation program. This system has evolved over the last 60 years to the emergency broadcast system in the 60s and then the armor does the alert system in the 1990s. In 2006, executive order was issued by resident Bush - President Bush. This identified a number of things with regard to alert and warnings for the nation. It tasked DHS and FEMA with modernizing the current alerting capabilities and ring it into the alerting arena all of the digital technologies that are made available in the commercial marketplace. This is for the purpose of reaching as many citizens as possible. In addition to that, it was one other executive -- it was a presidential memo that was issued by President Clinton that required us to make these alerting capabilities that we were investing in at the federal level through partnerships with private industry and others -- make those capabilities available to state and local for the purpose of local alerting within their jurisdictions. So, those have been our guiding principle with regard to alert and warning and activities in the program office. Next slide -- that is capturing the executive order -- it is some summary information therefore your own perusal on your own time.

We have continuously refined the immunity in which we are attending to serve him a but I think it is fair to say that every American citizen including the folks that are sitting at this table and those on the phone are a part of our customer base. That is why it is so important to be gathered here today to sure that we not only meet -- we meet all of the needs of our community and that we continue to support the whole community concept that has been promoted by our administrative and so well supported by the members of FEMA.

You will see in the fourth block air -- this is how we divide the stakeholder community between federal governments and the executive and legislative branch as well as the alerting authority at the federal, state, and local level to include tribal partners as well. Private industry -- many of the people who are represented in this room -- and those on the call. This is especially encouraging to see a number of vendors present today as well as many of the cellular providers and others on the line. We appreciate your attention to this issue of serving the needs of our Americans with access and functional needs and we are sure that as a result we will be able to advance our interest further.

On the nonprofit and advocacy side with our intergovernmental organizations, a number of councils and things are represented here. Charles displayed a little bit earlier in terms of the outreach. We can see that our access and functional these community is represented here and we continue to place additional emphasis within the program office on the needs of this community. With all of the decisions that we are making, the investments that we are made in technology and other areas, we are sure to keep the access and functional these community at the forefront. One of the reasons for being here today is to make sure that we are in tune with what it is that you consider to be concerned and to then

collect that information and figure out how to address those issues. Next slide.

The vision is to provide an environment whereby alerting authorities can originate or send one message by iPods -- would of service -- to ensure that the message gets sent out over a number of different communication. Whether it be television, radio, cellular technology, home telephone, state and local unique systems, etc., it is our intent to leverage all of those capabilities for the purpose of reaching citizens in the country.

Next slide -- this is a quick snapshot of the entire project. We have talked about the emergency alert system and I will get into more detail about the November 9 test of that system in a second. The commercial mobile alerting system enables alerting authorities to issue alerts to mobile devices. Many of you may have heard the Maytag announcement by the administrator at the FCC -- and the mayor in New York City -- of the rollout of what was referred to as the personalized local alerting network -- PLAN -- that will be rolled out. This is been a tremendous partnership between the federal government and the cellular industry to bring this capability into existence. The aggregator -- you saw that described and were presented in the video.

The integration of capabilities and access with NOAA -- it is great to have Mike Gerber here to work with us to bring about further integration and capabilities so that we have seamless alerting not only with emergency related information, but whether related information as well through the know when that works in to IPAWS and out over multiple dissemination areas.

The training development and outreach -- I would like everyone to -- I would like to thank everyone that participated in this that was put together to provide comments and help us shape the training that will be offered first -- about the middle of this month. Then, only operationally available to folks in the community by the end of the month or the middle of December or so. That has been fantastic. Your comments have been incorporated in the training and we expect the initial offering in a pilot phase in the middle of October.

The study and development of better technologies -- we have been in cooperation with industry looking at technologies that might be available to meet our needs. We are looking I've to 10 or 15 years down the road to try to determine what the landscape will look like at that time. How we might better posture ourselves or positioned ourselves to be able to take advantage of the technology when it comes to the marketplace. So, the comments that we receive from you and things that we share with industry partners as well as the federal, state, and local -- in a large part will help us to shape some of the technology development that is taking place with our industry partners. Next slide -- when we met in February of 2011, there were several action items identified. One that was made clear was that we needed increased outreach to American citizens with access and functional needs. I think you will find in the update that we provide starting on the second action item was to provide additional information on the IPAWS website. If you went to the website today, you would see a tremendous amount of change along with the video that you just viewed here in the room and hopefully over the connection -- the Adobe connection -- you will find other information related to some of the technology development of programs, projects, outreach, and you should I that a little more accessible whether you are HOH or things of that nature. We did take your comments seriously and took them back and made the changes that we think were being asked of us. I am sure that when you take a look at this, you will find other things that could be done and we welcome your comments in those areas as well.

The third is to strengthen with a relationship with nonprofit and for-profit organizations. You will see some of that it could be as we go along. Coordinate with -- these folks have been partnering with us and in fact have joined us in a number of the conferences. We made a wing of our booth available for preparedness activities and things of that nature. In fact, when we go to IAM in November -- we will have that group and FEMA and NOAA represented as well.

Oh good -- this is Marci -- I will remember that.

We want to make sure that we have the full press on when we come to representing elements of

The conferences that we go to so that we can have the broadest dissemination of information possible for folks who attend those meetings.

Next -- the increased outreach -- we have worked with NPR. We're it; it is great to have you today. Some of the technologies that have been developed by their labs. I will not steal his thunder, we get into the demonstration, maybe he can say couple of words about the technology that they are working on in the NPR labs and what we have in the room today. We have attended the helping and hearing impaired workshops in their land in April. We were at the conference in Baltimore. Dolores, thank you for the invitation to that. That was appreciated. We have posted the focus groups -- I mentioned this earlier with representation from across the community. Cheryl, I heard that you are here -- thank you for your but as a patient.

The national Council on Independent living in Washington DC -- that was a great event. I learned so much from the attendees. We spent Friday all day and then we went back down on Saturday morning. We were able to collect some insightful thoughts and comments about what we are doing with alert and warning and other elements of this agency. That was fantastic and more of a learning experience for me than anyone else.

We are planning demonstration and highlighting assisted alerting technologies -- some of which are in the room today. We are providing ASL interpreted is that the meetings as required. We will continue to try to do that wherever we are to ensure that our message is being adequately received.

We placed a digital information on the website -- additional information.

Next slide -- with regard to the iPod PMO strengthened partnerships, the ones that I mentioned with NPR is strong and vibrant. We have had discussions with Google in terms of making alert and warnings available through Google alerts. They have been very active in testing with the open platform so that they can receive alerts and warnings and distribute those all over the Internet to folks who may be using those services. Although this is here -- thank you for being in the room -- Alertis. They have technology either they will demonstrate today.

We appreciate all the hard work that Kate is doing. The works to serve the needs of this community.

USA -- the national disabilities rights network -- Dolores --

Pandora -- we had some contact from Pandora. They are willing to engage with us for the purpose of distributing alerts and warnings. So, Pandora is one of that music streaming type of companies with a huge amount of the younger generation

streaming music. That is one additional method for reaching -- the younger folks that are more savvy.

We might be on generation Y or Z.

It is fantastic that they are learning about the work that is being done in Fina and coming forward and wanting to partner with us. We went to San Diego last month -- we had some interesting discussions with them to the point where they are now factoring in this alert and warning concept into their bill for future iterations of Pandora services.

The national Association of broadcasters -- they are doing a fantastic job. If you have attended their conferences, there is a lot of emphasis being placed on the access and functional needs community as well. They are great partners. As well as nickel -- we have enjoyed the attendees there.

Partnering and coordinating with  
READY.gov -- we look forward to working with them.

Then, to highlight some of the technologies -- I don't want to steal any thunder in regard to technology, but there are a few listed here. They partner with us and make their technologies available. They join in our interop ability test Center in Maryland. For all of them represented in the room or on the line, we appreciate you aching the technologies available.

Next slide -- we forward, we are continuing to build our inventory of state and local TOC alert capabilities -- OC get abilities. It is being brought to a close next month with the landscape at the state and local level. That has been about a 16 month effort where we have gone out and inducted interviews and collected information on state and local alerting get abilities. It is a great partnership because many of the issues that the states -- it is mostly done at the local level. Many of the issues that they grapple with become our issues. We want to know how we can leverage federal resources to meet the state and local needs as well. Expansion of iPods -- coverage -- as we look and discuss some of the -- the national test on November 9, we are expanding our coverage across the country to the able to reach at least 90% of the US population directly from the primary stations. Today, we have about 52. They are up and operational. Our goal is to build 77 across the country to provide 90% coverage -- direct coverage of the US population by radio, television, satellite, TV am a cable, etc. The nationwide test of the armor to the alert system -- it will be on November 9 at 2 PM Eastern time. As mentioned, it is somewhat akin to the required monthly tasks that is conducted every month, but it will be a little bit different. The national test will last for about three minutes -- that includes the -- we will get into that in a second -- the role out of that will again in New York City and Washington DC in December of this year. Those will be alerts and warnings issued to will devices. Then, the nationwide rollout of that capability begins in April 2012. Next --

The national test -- the date is November 9, 2011 at 2 PM Eastern time. The test is to test the traditional EAS only. That is the same system that we have had for 50+ years. This is the one that you see on the monthly basis when the rock\*conduct their required test. You hear it be treat -- three tones that will be issued follow by a message that will last longer than two minutes. Then, you will hear the closeout tones at which time the stations will be returned to normal broadcasting. The other difference with the national test is that regardless of which station you tune into, those EAS participants will carry the message on all stations -- cable, TV, etc. So, with that type of test, there

will be some concerns which is why there are so many outreach activities that are important. There will be some concern generated if you flip from channel to channel and all you see is the emergency alert system. So, outreach to the community and citizens is important. This is so that they understand what the test is and what it consists of. They are not to be alarmed. There is an aggressive outreach campaign going on between the FCC and FEMA and the broadcasters. This is to ensure that there is no undue concern when the test is executed on November 9.

One other comment -- this is not a pass/fail type of test. It is an opportunity to test the system to term and what works and what doesn't work and where we might take improvements to the system to ensure that we are providing the level of coverage expected of us through the emergency alert system. It is also to determine or at least provide those who rely on these capabilities reasonable assurance that it will work when needed.

Next slide -- I have covered the purpose of the EAS test.

What we would like to do -- we have some discussion about this at our last round table in terms of what we saw when we conducted a recursive test in the state of Alaska. Here are some of the issues identified. At the moment, there is no standardization for backdrops that can be placed on a television screen with a test is issued. So, while the Alaska broadcast Association went to great starts to make it available, you can see that the broadcasters were at liberty to do what they felt was necessary for them. So, we ended up at the top -- top left section of the screen with a backdrop that did not allow for a viewer to read the scrolling text and across the top. That information was provided to the FCC and Tom [Last name indiscernible] and Greg are on the line. Those are the folks that we provided the feedback two.

On the right -- it is fairly clear in terms of the backdrop and the information contained on the screen. It is not hidden behind the call letters of the station. Then, at the bottom, you can see that there were some issues with the backdrop that was put out by that particular broadcaster. These are a few examples. We will probably have similar issues with the national test in terms of what the broadcasters put in the back drop. The recommendations have been -- they are being put forth by the FCC in partnership with FEMA as to the language that will be contained on the screen. Broadcasters are at liberty to place that on the screen however they see fit. But, that is one of the areas we are working to provide a little more standardization and Tom analogy across the broadcast community -- commonality across the broadcast community.

With regard to outreach, as I mentioned, the Alaska broadcasters and the elected officials there did a great job in outreach to the citizens in the state. The same type of effort is implied here for the national test. Our elected officials in a number of different states are working with broadcasters to create public service announcements that will precede the test. Here is an example from Alaska. This is what the senator and the broadcasters provided. We will now play the video. >> I know we tested this several times, but the video is not playing. One moment.

Let's go on to the next slide.

One of the other things we wanted to show today is some of the audio from the test in Alaska so that you can hear exactly what was coming across the airwaves for the test and Alaska. -- Will you will hear coming across the radio airwaves -- let's play the audio. >> We are having technical difficulties in the room.

It was all put it without the audio files. So, they will get that taken care of. We will play it later in the presentation.

Next slide. Some of the a compliment -- a call Bush had -- there were lessons learned and input that was a provided from the Alaska task is been provided to the FCC for future rulemaking. These are things that we have taken into consideration with her seizures and other issues to be addressed at the federal, state, and local level. Ordination of messaging and public outreach in Alaska was probably one of the biggest takeaways from that test that we have been able to factor into our planning for the national test. While there may not be a lot of public service announcements and other information put out to the citizens, there will be a tremendous amount of activity just higher to the test to prepare citizens for what is to come on November 9.

We are working with several territorial, state, and local governments and other organizations to conduct the demonstrations. We just did one in the state of Nevada -- Monday. We have done them in Puerto Rico and the Virgin Islands. There are others that are being planned for other states as well. You will see a little bit more test activity in the state in preparation for the national test in November.

The commercial mobile alerting system -- that is one that we talked about. It provides alerting authority with the ability to issue alerts to commercial devices and leverage the network's and could ability that the cellular industry is making available for this purpose. What you will get at the initial offering and the rollout -- New York City and DC in December -- it is a 90 character test matches -- text message. It will provide the alerts to cellular phones -- if they are in the danger zone. Currently, we have approximately 142 carriers who have filed their intent to participate. This includes all the large carriers that are currently engaged in working to bring this capability about. One of the things I wanted to mention -- citizens may opt out of receiving alerts. But, there is a caveat -- while they are able to opt out of the imminent threat messages, they will not be able to off out of the presidential message if they need to have a message for the citizens.

The other important thing to know about the commercial mobile alert system is that it is not based upon self network technology. There is a relatively new technology that we will be utilizing to issue alerts to mobile devices utilizing cellular abilities -- it is call -- called cell broadcast. It is not subject to static. If you were in Washington DC when we had the earthquake a few weeks ago, we learned that the networks became congested and many folks could not get a phone call through. This technology will not be subject to that type of congestion. So, if we had some type of local event like that, we would still have the ability to issue the information to the citizens using this new cell broadcast technology -- CMAST. It is a tremendous benefit of the public and private partnership that we have with the cellular industry in what is being embedded in that arena.

This slide is a depiction of what you will see as an example on your cellular devices. This is one that was done -- it is Sprint representative day -- but also AT&T, Verizon, and all of the carriers are working on the same thing. They will be making those devices available as well. One of these things that I would point out for this community -- in accordance with the rules -- these are going to provide a vibration cadence and an audible type of alert that will let you know that you are receiving a CMAST alert over your device. That is one way of attempting to make this community -- whether hearing impaired or sight impaired

that they are getting an emergency alert on their cellular device. This will result in folks taking appropriate action to get out of harm's way.

Next slide -- here is where we are going to launch into the demonstration.

We are going to go to questions now. Before we go into the demonstration which will benefit the folks here, --

[Captioners transitioning]

Exactly what was coming across the airwaves for the test of Alaska and what it will be that you will hear having across the airwaves -- radio airwaves on November 9. It will be very similar to this. Let's play the audio. >> We are having some technical difficulties in the room, I would assume that the audio files and video files are not in the same place. They will get that taken care of and we will play it later in the presentation. Next slide please. Some of the accomplishments that I mentioned, there were a number of lessons learned and input that was provided from the Alaska test that has been provided to the SEC for future role making. Things that we have taken into consideration with procedures and other issues that could be addressed at the federal, state, local level. Coordination of messaging and public outreach in Alaska was probably one of the biggest takeaways from that particular test that we have been able to factor into our leading for this national test.

While there may not be a lot of public service announcements and other information that is put out to citizens, there will be a tremendous amount of activity just prior to the test to prepare citizens for what is to come on November 9.

We are working with several territorial state and local government and other E. a S. participant organizations for you if they a little bit more test activity in the state in preparation for the national test day in November. Next slide. The commercial marvel over to them that is one we have talked about where it provides alerting authorities with the ability to issue alerts to commercial devices, leveraging the networks and capabilities that the -- industry is making available for this industry per what you will get at this initial offering and rollout in New York City and Washington DC in December is a Nandi character test message that will be geographically targeted it will arrive those alerts wherever they might be is geo-targeted. Personally have 142 characters who have filed their intent to participate and that includes all of the large carriers who are currently engaged in working to bring this capability about. One of the things that I did want to mention is that citizens may opt out of receiving alerts. I need the caveat that while citizens will be able to opt out of imminent threat type messages as well as Amber lurk, they will not be able to opt out of the presidential message it there was a need to do so to citizens. >> Is its new technology being used to issue verbal alerts to mobile device using cellular capabilities it is called cell broadcast. It is not subject to network congestion and things of that nature. While if any of you are watching in DC when we had the earthquake just a few weeks ago, we quickly learned that the networks came congested. Many folks could not get a phone call through to their loved ones or anything else. This particular technology will not be subject to that type of congestion.

If we had some type of localized event like that, we would still have the ability to issue emergency related information to citizens using this new cell broadcast technology. It is one of the tremendous benefits of the private and what is being done in that arena next slide. This is Sprint that is represented

stay but AT&T, Verizon, all of the you US cellular, US Cingular or T-Mobile and others are working on the same thing. They will be making those devices available as well. One of the things that I will point out for this community is that in accordance with the rules, your cell handsets that are five capable will provide eight vibration cadence and eight audible type of alert that will let you know that you are receiving a CMAST alert over your device. That is one way of attempting to make this community whether hearing or sight impaired, aware that they are getting an emergency alert over their cellular device and will result in folk taking the appropriate action to get out of harms way.

Next slide. Here's where we're going to launch into the demonstration and then I will turn it over to Charles. Before we go into the platform demonstration which will benefit the folks that are here, we are actually going to open it up for any questions that we have from the audience that has dialed in you can start at any time. I know several people, this is Marcie, I know several people have been raising questions about what exactly the plan is for engaging the deaf and hard of hearing community, people who are blind, people of low vision in discussion around the education piece of the EAS test. How do we engage the disability community as partners in that education?

On January 25 at approximately 10 AM Alaska will participate in the test of the emergency alert system that can lurk, bear with us a minute, >> The question, I know many people have been contacting me and asking how do we engage the disability groups, the stakeholder groups, as partners in our plan for educating folks about the test and some of the accessibility issues so that people are not surprised on November 9 one that test comes up? >> It is a good question and I think ways in which the community can become more actively involved in the education and outreach for the national test, one, we have been going out and promoting the national test in a number of different conferences to include nickel and others that we participated in, but I think it is -- it would be a great idea to not only take vantage of those opportunities to ask questions about the national test, but to work with that state and local officials who will have information about the test and what it will consist of and some of the outreach activities at the localized level.

We are sending toolkit out to the states and local to assist them with some of his outreach activities. We are encouraging them to work with broadcasters and others in the media to put that information out to citizens and so, we should see a fair amount of that activity -- increased activity as we get closer to maybe the middle or end of October. There will be a full court rest on getting information to citizens. At the same time, I would encourage folks to reach out to the local officials to make sure that they are putting that information out in a format that is received by them.

This is Damon Thomas the other thing is we have a series of public service announcements that we are doing in conjunction with the SEC -- FCC that will provide more baseline information and we are going to do that at the same time redoing the test and the people are most likely to be impacted will be able to hear those public service announcements. We waited and haven't done us up to this point because we want to get closer to the test so people will remember that it is about to happen. We really have a ramped up that we have been surfacing on emergency managers and broadcasters up to this point but as we get closer to the test, we was which over and do more outreach to the public as individual citizens.

This is Cheryl King. Can you hear me?

As we can.

To let you know, I am on the disability rights officer at the Federal Communications Commission and we have worked with our public safety and homeland security bureau and developed in our reach to the disability communities. Our plan is to prepare an advisory and send it both to our list of national disability organizations. Also, we will be sending it to our list served in access to disability.gov. We are going to release that 30 days before the test and then two weeks before the test and then two days and the day of the test. We will be doing e-mail contact to our networks and through our list search.

This is Marcie, that is great news, sure I'll. Is there any plan on anyone's part to do any sort of video and to provide the information in ASL so that it is accessible to people for whom text-based information is not their primary language.

Greg, or Tom, I know that the FCC has recorded a video and made it available to the national Association of broadcasters. That is one that will be provided, I'm not sure that there are others in the pipeline.

Yes, unfortunately, that video is not accessible. In both captioning and ASL interpreter bubble would be a smart idea.

This is sure I'll King. I have made the request but I have not heard the status of whether that would be accomplished, but I would be glad to take that on in follow-up with that, Marcie.

That would be great, thank you Sheryl.

This is Tom Beard at the FCC as well. Also, the day of the test there is liable to be a number of folks who are not going to get or not remember the information that they were previously given. If those folks, for example reach out to their 911, we at the FCC have been working closely with Mina and other folks who are in charge of the PSAP organizations throughout the country and have been getting information to those folks about what is going to be happening and went on the day of the test.

The PSAPS are going to be alerted and the folks who call 911 will have access to information that will tell them to not worry about what you are seeing. What you're seeing at this time is just a test.

Are there any other questions or comments? At this point, we will move forward with the video of the PSA that was issued in the state of Alaska so you can see what the broadcasters and elected officials to dare to inform citizens. We will take two steps back and then we will move forward into the demonstrations, after that.

On January 26 at approximately 10 AM, Alaska will participate in a test of the emergency alert system. Visible light the entire nation in the event of an emergency. It will be heard on the radio and seen on local and cable TV. Audio will indicate that this is a test, but what viewers see on their TV screens may not. This test will last for a full three minutes. It is a lament to give you feedback on your testers have to.

This is Damon, I want to publicly acknowledge and thank the state of Alaska because not only did they put together that public service announcement and include the governor and the lieutenant governor of the state and about the broadcasters they are voluntarily re-broadcast this message several times leading up to the event. Again, through the cooperation of the broadcasters, we really got a much broader net cast than we otherwise would have been able to provide. We certainly expect that to happen on the national level, here, as well.

[Music] [Inaudible - static] this is what you will hear on November 9. Those will be the tones [Indiscernible - low volume] on the radio for the alert addition. This is the FEMA operation center please stand by for the test of the emergency alert test system. Test period test period test period this is the part of a large coast test of emergency capabilities in the state of Alaska only this test message has been initiated by national alert and warning authorities in coordination with the state of Alaska and local officials and broadcasters in your area. Had this been an actual emergency, the signal you just heard would be followed by emergency information and instructions please -- this message as it will be repeated. Test. Test. Test. This is a test of the emergency alert system. The message you are hearing is part of a live [Indiscernible - multiple speakers]

That message was repeated for approximately 2 minutes. That will be what you will hear or something similar to that. Announcing that it is a test and if it was an actual emergency you would be provided with the emergency related information. That is basically a. That is what you're going to hear over the radio on November 9.

The other thing that you will see on TV is the text scrawl that comes across when an alert is issued. Stating something to the effect that an emergency action notification has been issued from the primary station for Washington DC in the nation. That has been one of the concerns and I know has been raised that that scroll will not say that this is a test. Which is one of the reasons that we are encouraging the FCC and FEMA to encourage the broadcasters to put that backdrop up to state that it is a test so there will be no confusion.

We will try to eliminate as much confusion as possible.

Iowa the national Association of the deaf and I was watching the video and I think it is it great. I'm wondering if there have been any research done into the type of captions that are used. Were television programs, movies, people often have two different kinds of captions. One is the scrolling which we just saw in the other is what they call pop on where on the screen, you can read it in it's maybe two or three lines to read it and then it will pop up and you can read two or three lines. Because, with the scrolling it is even harder to read especially if it is going too fast. I'm wondering if anyone has bought about that? The Mac

That is a great comment and we had not thought about the pop-up captioning. The legacy system is a scroll based and you get that scroll.

We had not heard that comment before, but that is one and it is good that the FCC is on the line from a regulatory perspective. It is something that we may want to take into consideration for future rule-making. That is a great comment. We had not thought about that.

Is it Tom at the SEC, was that comment or question directed in connection with a backup slide or a scroll across the backup slide?

I didn't quite understand what the question was.

We have just watched a video in on the video the emergency message was on a scroll across the screen like something you see on the freeway where it's gross. RTV captioning often you have a pop on where there are three lines of information will come onto the screen and stay there for 10 or 15 seconds. It is more like meeting it -- reading a book. When you have the scrolling, sometimes a person is not able to read that fast.

I know that in the introduction and the compliant there is a lot of discussion about live television where you have a person who is typing the information while the show is going. Sometimes the quality is not as good or it is too fast. I was wondering if people have thought about which captions would be used for messages.

Yes, I would say how we will address that in the video. Spots that we are producing for distribution for outreach in advance, [Inaudible - static] this is Tom Beard at the FCC I was the one that asked the question. First of all you have some difficulty because there is only so much space available on the screen and you want to make sure that you are not conveying so much information or crowding so much information that the messages get obscured that way.

For our outreach videos, we have produced 32nd spots and 15 second spots with our euro chief Admiral. Barnettt talking about the test. We were concerned about the issue that you raise. So, although there is going to be a scroll down to bottom, there is also going to be a fixed message up near the top of the screen, like you are talking about, that is going to stay there for pretty much the entire duration of the spot.

That will simply give basic information. Test, 2 PM Eastern standard Time of the EAS, this is just a test. We are trying to take that into account in the outreach materials and changing the actual presentation during the test, I think me very well require a rule-making and we really do not have the time to do that right now.

Your point is well taken and we will certainly consider that for future events.

This is Marcie. I want to summarize what I'm hearing to make sure that I'm getting it right and maybe that would be helpful for others as well. The FCC and FEMA are providing information to the broadcasters. Providing information to the national group. Providing information that they then may or may not choose to use. So, for instance, a backdrop will be provided, but we cannot make them use the backdrop. Captioning will be provided along with any -- no, captioning will not be provided, not for the national test. Any captioning that will be provided will be required to be provided by the broadcaster, but the broadcaster is not required to provide it.

The broadcaster can provide net captioning for the national test because it will essentially interfere with the scroll at the bottom of the screen which is an essential thing that we're trying to test.

What Tom said, was in the public service announcements and we have full control of how those are done, he does have a capture a long with the scroll that gives the critical information.

Yes, exactly.

So, the scroll cannot include this is a test.

No, it cannot. The scroll at this point in time is a predetermined message that follows from this ADAN. We are specifically testing that message. It cannot be altered for the test or we would not be essentially, we would not be testing the system that we need to test.

So, this is Marcie, I can. So, we know for sure that the test will not be captioned in any market and we know for sure that the only way to provide information in any market is going to be by choosing to add a backdrop. Is that accurate?

Not any information because there will be a voice over [Indiscernible - multiple speakers]

That will be we have gotten assurances from the broadcasters, from the satellite video providers, from other video providers like for example AT&T and Rison, that they are all going to be able to handle and to accommodate a background slide and they are working with us to produce those light and folks should have those available.

We have had very good conversations with those industry segment and we expect they will be fully cooperative on that front. There have been some issues that have been raised on the ability of cable TV systems to handle a background slide because they are very differently architected then the other systems like the broadcasters, direct broadcast, satellite, and the rest. So, we are still working with the cable types to see if they are going to be able to provide some sort of solution. I cannot guarantee at this point in time that we will have a background slide solution or something like a background slide solutions for cable TV providers.

This is Marcie, I can. So we are about six weeks out at this point. So, really, then it behooves us to provide as much information as we can to the organizations that communicate with people who are deaf and hard of hearing, most particularly to make sure that the information is getting out through those associations to the best of everybody's ability. That is really our best solution at this point.

Yes, that is Tom Beard at as the meet and share okay want to weigh on this as well, we have had presentations through our consumer advisory committee to a number of different able to organizations including the hard of hearing and deaf community. They have all agreed that before the event our reach, it is critical and key, and I will tell you why, ultimately, because all of these solutions that we are talking about for providing any amount of this information depends on perfect performance during the test.

We are not assuming perfect performance. The bottom line is we are having a test he could as we want to find out to what extent we don't have perfect performance. So even if we mandate some of these background slide and the rest or rather encourage the production and use of background slide, that is no

guarantee that they will all work as such in the markets. Outreach in advance of the test is meant is absolutely critical. I could not agree with you more.

So, this is Marcie, I can. What can we all do, then, to get feedback from the disability organizations about what they are needs are at this point given that they have been given some information. I am hearing consistently from folks that they are waiting for something else. How can we get feedback from them? How can we assist them at this point, six weeks out, so they feel like they have what they need next?

Carol, would you like to weigh in.

This is Cheryl. You can keep the potato, it Tom, if you like, but we have been working with the public safety, homeland security euro, and the FCC and I know that they have the it is on their radar and we continue to lock down some accessible information for this test.

Also, I would say, this is Tom Beard, for those folks who are participating today and are looking to assist us with this outreach, a FEMA and the SEC have webpages -- FCC have webpages that what to expect, what is conducted, what you will see and hear, etc. We have a lot of helpful FAQ S that have been among the information packages that we provided to folks in organizations representing the deaf and hard of hearing community, for example.

The website information right now is concentrated and to the point and easy to access. That is up and running, right now. FEMA has that information and so does the F. FEMA has that information and so does the FCC.

This is Marcie, do we have anything in ASL and any of that?

ASL Is what?

American Sign Language. The text-based information is one strategy, but what I am hearing from folks is that they need information in American Sign Language. It seems to me that a video in ASL would be a simple solution.

I will take it under advisement. I have been told other things from that community about American Sign Language and it lower utility at this point. But, I will certainly take it under advisement. We have been talking about that and I will bring that back to my folks back here at as easy and we will talk -- FCC and we will talk about it to FEMA as well.

I am with the national Association of the deaf and there are a lot of deaf and hard of hearing people in America that use ASL everyday in fact I think that there was a recent survey by the national college or university or some survey that shows that ASL is the third-largest foreign language program in American colleges and universities. I think there are people who would in a fit from having an emergency announcement in ASL especially one as scrolling on the screen is so fast and hard for me even to read to keep up with.

I'm wondering, also, about deaf and hard of hearing people who do not necessarily have the best education and English is not their first language. That is another reason why ASL is important. Also I'm wondering about the our reach for the test on November 9. He goes, I'm trying to imagine an order that would tie in eight deaf person to the Internet. He or she may not be at home and all of a sudden there is an emergency notice on the television and maybe the

background does not show up. How are we prepared to help those people, especially with the outreach?

This is Damon, from FEMA. I think I can answer part of his. First of all, to reinforce something for that Tom from SEC has sent. We have been planning this test for over two years and we have not thought of everything, but we think we have a pretty comprehensive approach and we will work on the things that were just mention. The normal -- we have reinforced this with our two tests that we have done in Alaska, normally people who are confused by the message, their normal first thing they do is to call 911. So, part of our outreach to this point has been back to the 911 emergency managers so their operators that no -- then no and have a preformatted messaging so that this is only a test. That will be the first line for reaching people who see the message and do not understand what it is.

Some of the other -- some of what has been discussed is more of a technical talent with the legacy system which is why we are testing the system to find out what works and what does not work so that we can baseline that capability and then start to insert or at least bring about some changes that would be a little bit more universal in terms of meeting the needs of the entire community.

Things like that would also have to go -- there is a whole plethora of things that would have to take place, rule changes, technology development, potentially investment in technology by broadcasters across the communities or across the country. So, the other question that I would have is one why you are asking us what you could do I would ask the same question as well. It is it that we can do on our site to ensure that the information is being communicated and received by the folks who are in the nursing homes and other segment of the community?

Also, this is Tom at the SEC, I can. Remember this, as Antoine just pointed out and as Damon had pointed out earlier, this is a test of the legacy system and it is a test of the legacy system at a point of technological development that has not really changed in 55 years. The very reason that FEMA and the FCC decided to move to-based technology and to provide an integrated platform like iPods -- IPAWS was to move away from that legacy system to provide alternative means that will provide a great deal more flexibility and richness in getting emergency messages out. Not just to the deaf and hard of hearing community, I also do, for example, non-English speakers and the rest. There are certain limitations in the legacy EAS that at this point in time are very hard to overcome which is the very reason that we decided to move to a much better set of systems.

It is just that they legacy EAS system has a fallback or bedrock system as one among many systems is a good idea to maintain. We want to make sure that it works as one system I'm on many that are going to be the ploy wants CAP is in place that will provide all of that additional value to all of our communities and we will be able to talk than about providing services, comprehensive services to the whole community. That whole community concept that Damon talked about at the beginning of his presentation.

Are there any other questions?

David, with the access board. Can you clear a point for me but? Boom this test is sending out information on the Internet?

No, this is not a test of the entire data capabilities it will only test the emergency alert system which is your traditional ready over television type of delivery system of alerts. So, in no text messages over your cell phone. There will not be any reverse 911 calling. There will be no signage and display of the message on roadside signs or that major. And no Internet services. Now, I say that, because someone with technology today could capture the message and then rebroadcast it over the Internet. That will not be a part of our test in our test objectives is someone was to do that in rebroadcast.

We have seen in other test which include Alaska that Oakes will capture that message and put it up on YouTube, for example. You can go out to YouTube and search EAS and find a number of videos out there. That is not part of this test.

Okay, so if there are no other questions, we can move into the technology demonstration so we have ample time to talk to the people in technology.

With that, we will do a similar did alert and -- simulated alert and have an opportunity for people in the room to look at the devices are guided by people here in the room. There are some ASL capabilities provided by Jeff Flake and others -- Deaflink and others. Unfortunately those of you that are calling in will not have that opportunity. We will also have a BedShaker Mac and be active I did -- activated by radio.

If there are any other questions from the folks that have dialed in, please feel free at any time to ask, but we will move into the demonstration. Please go ahead, Sandy. >> Do we have to move to the other end of the table, or will it show up on the screen. If you would like to, you can get a better look by forming a semi circle around the equipment and Sandy will demonstrate.

If we can have someone at the table at the microphone they can describe what we are seeing to the telephone audience. >> In the COM let's unfortunately the wired Internet connection here is not working so not all of these devices are triggering off of the Internet like they should. We are sending everything locally. We just sent an AMBER alert. You can hear the alerts going through the computer. When I click on it knowledge it is a demonstration of desktop a learning. When I click on acknowledge it says that this is a demonstration message only an Amber alert has been issued through Washington DC. Visitors and viewers are advised -- 30 to 40-year-old female wearing dark glasses and a -- proximally 4'2" tall. He was last seen in the vicinity of MacArthur Boulevard wearing an arms look roster is he in our shorts. It is believed that this victim has been abducted by a non-family member at risk of physical harm. If you see someone matching this description, please don't 911 immediately. Tell the operator that you have an AMBER alert. An earlier exciting for the Washington DC dispatch. This demonstration is a message only this child is not missing or has not been abducted. Do not take any action based on this message.

There is a link here where we can click on and when we click on it, I will get this up -- this is an information only message. For those of you that are not on the desk in the room, there is an ASL message provided by DeafLink translating the message into American sign language and there is a picture of my supervisors little boy on the screen. Connor is not missing, he is safe and should still be in school right now.

The victim is a nine-year-old white male with blonde hair and blue eyes. Approximately 4 feet 4'2" tall. That alert is here in the middle of the table on a we have a VIAO radio suite of equipment it will alarm bought -- alert by an alarm clock and strobe light. If I choose all of the right field, it is

giving me an error message. I am selecting everyone. I am sending a message using VIARadio since everything using RDS technology. When you're riding in your car and you are listening to the Rolling Stones on 101.9, this is using that technology to send out an alert message.

When I select all the confirmations, it will push the message out using radio waves and broadcast technology. We have a little transmitter underneath the table that we can show you. A strobe light is now going off to get the attention for folks who did not hear the beep that came out of the radio or go after this process using speech to text technology it will verbalize the message that is growing across the alarm clock radio. You can have this by your bedside. Unfortunately, the bed shaker is using something that we cannot trigger at this time. Instead of a strobe light you could hope up a bed shaker so you could put it under your pillow and be awoken at night.

The beauty of that piece is that you could choose your assistive technology a learning tool that would best meet your needs as opposed to here is how it's going to be delivered and you need to accommodate it. There are now a variety of choices that someone can make so that the accommodation and their requirements instead of making something work.

The last piece of equipment that we have is

-- [Inaudible - static] that is an example of the type of speech and using it by radio. We have the alertus information which is used higher institutions across the country. [Silence]

I have just selected the first alert that we had preset. This will alert -- the alert beacons that you would see on the side of the wall which are connected to a speaker or an LED sign that we have. These devices are pulling at different times for the website. I'm sure you guys can hear that, wherever you are. [Shrill Bell Ringing] I will pass the microphone to my colleague from

NPR labs I would like to thank them for inviting us to provide you with caption radio and a broader platform.

We are abusing commercially available off-the-shelf products to fabricate a demonstration about how we visualize caption radio to be. Primarily to bring radio to the deaf and hard of hearing and also once we have the radio program as text, it is a relatively trivial matter to bring it into eight commercially available raised display that in this model was a 40 character key Braille display for the deaf and blind. This research came out of a project we are doing for Neider with the Helen Keller Institute in Long Island.

What we have is a Chumbie 8 which is a digital picture frame which has Internet capability and I hope later next year will be interfacing it with an HD radio in which case we can receive a learning in captioning all at once. This demonstration, if you cannot see the demonstration, it is an 8 inch touch screen and it has the station, the logo, current weather, the time, and a scrolling block displayed of the caption radio text that is going by right now.

It is a weekend edition program and this is what it sounds like, [Indiscernible - low volume] when an alert is triggered, we've connected this Chumbie 8 to a bed shaker and it is now vibrating. There is any number of broadcast technology that will make this easily recognizable. One is the act of alerting that Ibiqurity radio is working on right now and another is for broadcast and radio working together and then we have done research with the Braille or to be able to control the radio and menus and essentially

understand what the message is that they are getting and being able to process and control the entire device.

We found when the message is finished, there remains a yellow banner across the screen, the bed shaker ceases to vibrate, continuing in the message continues. We have preloaded this was six messages that we work with and have gotten from FEMA for the NAB radio Star. It trickles there are oil spills, blood, all matters of disasters all working equally what -- equally well all being translated to Braille and to the bed shaker. >> Can you mention the changes that are taking place with the Braille reader?

We have actually had to do some research because a lot of blind people do use Braille, but we had no idea how fast or how easily it was going to be for them to read a display like this. We had to run several, two dozen Braille and blind people who use Braille and determine that we have to slow down our text displayed by over a factor of three. The display right here is running three times slower than the text on the screen and it is still much too fast. The lesson we have taken is that more buffering, more memory, and more delay, and then give the user the ability to go back and forth and scroll manually through the text but still be able to come back and join up to the program in progress.

In order to come to a product, we have had to do layers and layers of research that is readily available from NPR labs to understand the problem and build the solutions. Are there any other questions about this display? Thank you very much.

Rich, thank you very much. I don't know if anyone has a chance to lay your hands on the Braille reader, [ Indiscernible - low volume ] there are little pins that are tainting and it is how you would read as you move your fingers across the Braille reader. That is one of the things mentioned earlier about technology. There is a lot of technology being developed. The issue that it is not affordable for everyone right now. We know what happens with technology over time, it becomes more and more affordable as new technology is introduced. Those are just a few of the tools that we are working with and, Rich, thank you so much and the folks at NPR for pardoning was us and others who are here. We appreciate it. Thank you a lot.

With that, I would like to move to closing remarks.

Again, thank you to everyone for your participation. A reminder, again, the EAS is only part of the total system and the only way we are going to know what works and doesn't work is if we give it a test. It is 50 years old, it has some issues, but it is what we have and it is part of a larger system. The second thing is a reiteration of what I said earlier about technology, we really designed IPAWS so we have an applications-based approach. And with some of the technology that you've are easing, there is more emerging daily, you are going to hear more that we haven't happened for that as people start discussing the kind of things that interface. We are really looking forward to hearing we have an app for that. What you see is just scratching the service. We are very sensitive to the cost per unit. Having this approach where people bring solutions to us instead of us trying to decide what the solutions are, we will alleviate a great deal of that and we will get much closer to having affordable devices for our module needs community.

Marcie?

I want to thank the IPAWS folks and everybody who has participated. This has been a great discussion. The office of disability and coordination stands ready and in support in any way we can do help bring the community together around all of this. Whether it is the upcoming EAS test, the ongoing alert and warning issues and opportunities, when we planned for the whole community, when people yet that kind of information that we are seeing in a way that makes it possible for them to participate in their own personal safety, their own health preservation and maintaining their independence on the it makes the community a stronger place for everybody. This is not just novel or interesting, French solutions for a few people. With 56 million people with disabilities in this country and would be opportunity for people to play an active role as participants and to play an active role, ideally, as part of the team, whether it is in their own family or neighborhood or community, but to be actively involved. Communities are stronger places because of it. The work that each of you is doing is going to have a very fundamental impact on the ability of communities to be able to optimize limited resources. When people are able to get the information that they need and to be able to act on it up quarterly, thank you to everybody. We really appreciate it.

Thank you, Marcie, thank you and 1.

Was that we would like to conclude the round table and thank everyone for your participation and we look forward to. operation as we move forward toward one of our key milestones with national test. Thank you. >> [Event Concluded]