



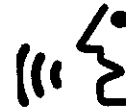
911 ASSIST™

CALL TAKER
QUICK REFERENCE GUIDE



WHAT IS SYNC?

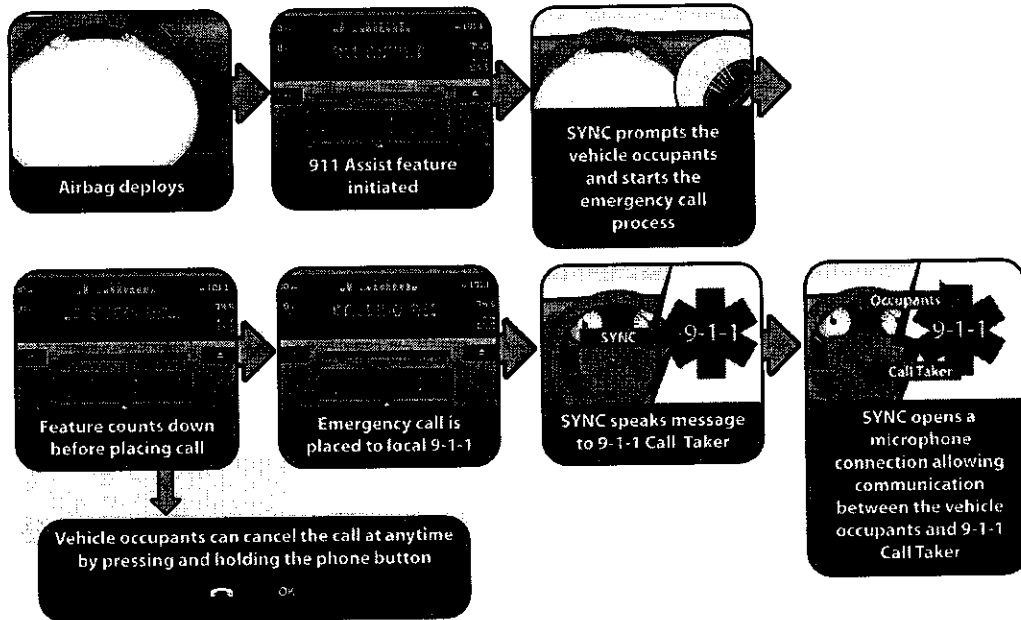
SYNC® is an in-car, voice-activated, fully integrated entertainment and communications system that allows Ford, Lincoln, and Mercury drivers to control Bluetooth®-enabled mobile phones and virtually any digital media device with simple, intuitive voice commands.

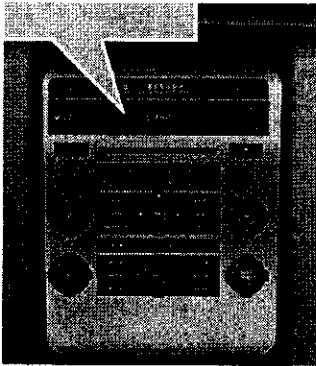


SYNC WITH 911 ASSIST

SYNC with 911 Assist can help vehicle occupants in a crash by placing an assisted call directly to 9-1-1. In the event of airbag deployment or on certain vehicles the activation of the fuel pump shut-off (which can be triggered in rear collisions), SYNC speaks to vehicle occupants and tells them that an assisted call will be made to 9-1-1. It also gives instructions on how to cancel the call. SYNC will wait approximately ten seconds and if a vehicle occupant does not cancel the call, SYNC will place a call to 9-1-1 via a connected Bluetooth mobile phone. The call is a standard wireless call directly to 9-1-1. Once connected, SYNC will alert the 9-1-1 Call Taker with a pre-recorded message that a vehicle crash has occurred. It will provide touch tone command instructions for either opening the line immediately or for receiving more information (if available). After opening the line, SYNC provides hands-free voice communication with the vehicle occupants. The 9-1-1 Call Taker can evaluate the situation and provide assistance as needed.

911 ASSIST OVERVIEW





911 ASSIST - PSAP VOICE MESSAGES

Standard Message:

- ◆ "Attention, a crash has occurred in a Ford* vehicle. Press '0' at anytime to speak with vehicle occupants."

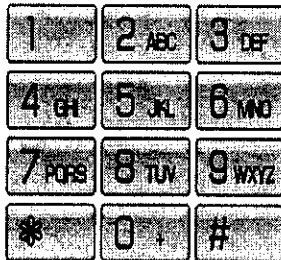
Vehicles equipped with GPS:

- ◆ "Attention, a crash has occurred in a Ford* vehicle. Press '1' at anytime for location information. Press '0' at anytime to speak with vehicle occupants."
- ◆ Receipt of "1": A crash has occurred at the following coordinates (Latitude X and Longitude Y). Press '1' at anytime to repeat coordinates. Press '0' at anytime to speak with vehicle occupants."

Vehicles equipped with GPS that can provide additional information (future):

- ◆ "Attention, a crash has occurred in a Ford* vehicle. Press '1' at anytime for location information. Press '2' at anytime for more info. Press '0' at anytime to speak with vehicle occupants."

* Note: The brand of the vehicle: Ford, Lincoln, or Mercury will be inserted into the announcement.



911 ASSIST - TOUCH TONE COMMANDS

- ◆ Press "0": Un-mutes vehicle microphone for hands free communication between vehicle occupant's and PSAP.
- ◆ Press "1": Provides location coordinates [if available].
- ◆ Press "2": Provides more Information [if available].

Note: The options to press "1" or press "2" will only be announced if SYNC is equipped to provide more information. Please refer to the voice messages above.

911 ASSIST - (4) KEY POINTS

- 1) A Call Taker may pick up the call in the middle of the initial announcement. The announcement will repeat several times before defaulting to a live connection. The Call Taker can interrupt this message at anytime by pressing "0".
- 2) SYNC provides hands-free communication using the vehicle audio system and in-vehicle microphone. The Call Taker should be able to communicate with all vehicle occupants and not just the driver.
- 3) If the occupant turns off the vehicle and opens the door the call will not disconnect. The call will be transferred to the connected mobile phone. At that point, Touch Tone Commands will no longer be available to the Call Taker.
- 4) The call can be terminated at anytime if either the Call Taker or the vehicle occupant chooses to hang up. If the call is disconnected for any reason the Call Taker may choose to call back.

www.syncmyride.com