

# How Uepaa! Quickens Your Rescue Mission

Wed, Oct. 8 @ IKAR 2014

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ISPO BRANDNEW  
WINNER 2014/2015  
ISPO DIGITAL AWARD



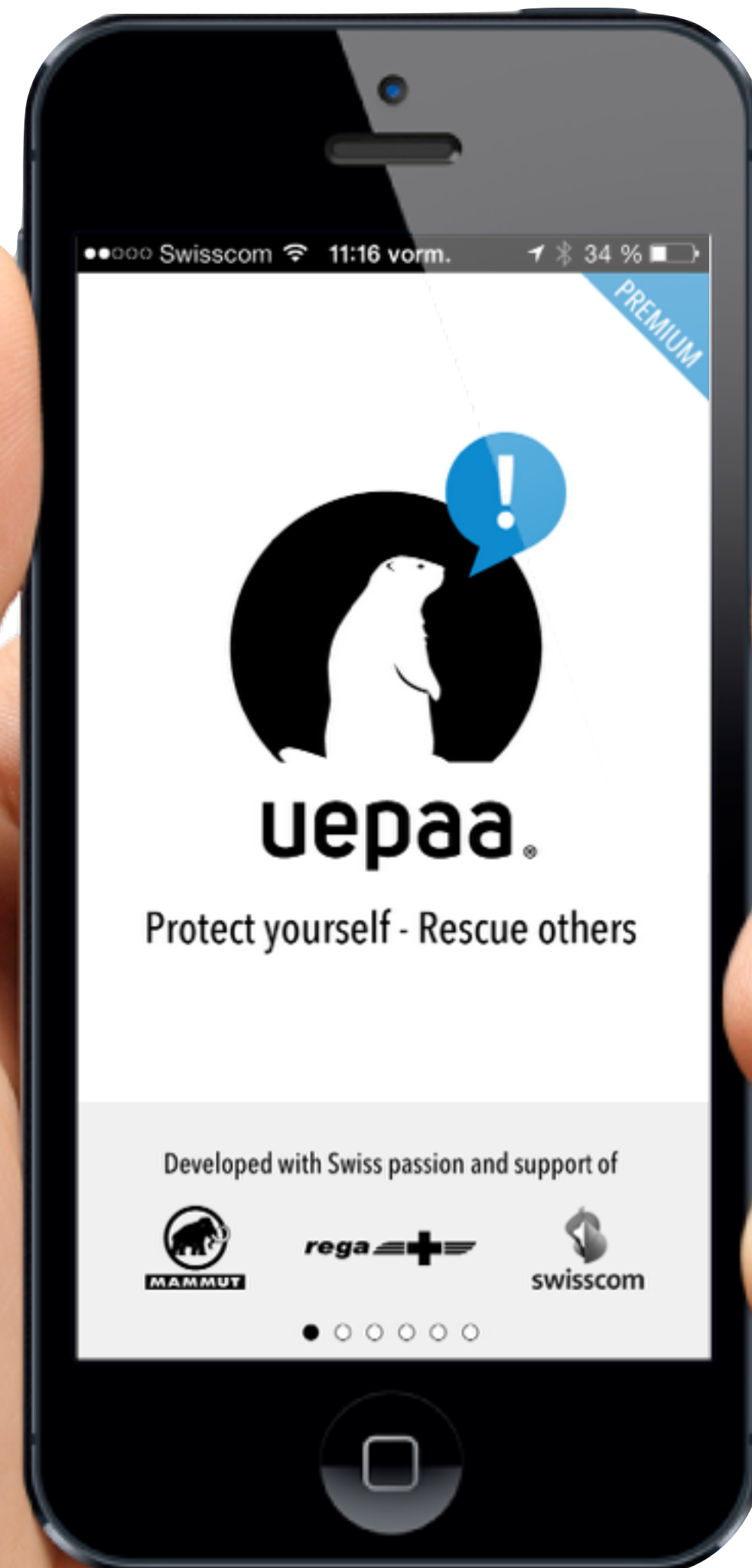
WINNER 2013  
CATEGORY TRAVEL



**ETH**

Eidgenössische Technische Hochschule Zürich  
Swiss Federal Institute of Technology Zurich

# OUR VISION - We help you to save lives



Putting today's smartphone technology to good use in keeping the backcountry safer

# ALREADY HEARD OF UEPAA? - This is probably why



Mountain Rescue UK & Ireland Conference 2014



The GATHERING

# LET'S START WITH THE PRODUCT - **An enduser app**



**ISPO BRANDNEW  
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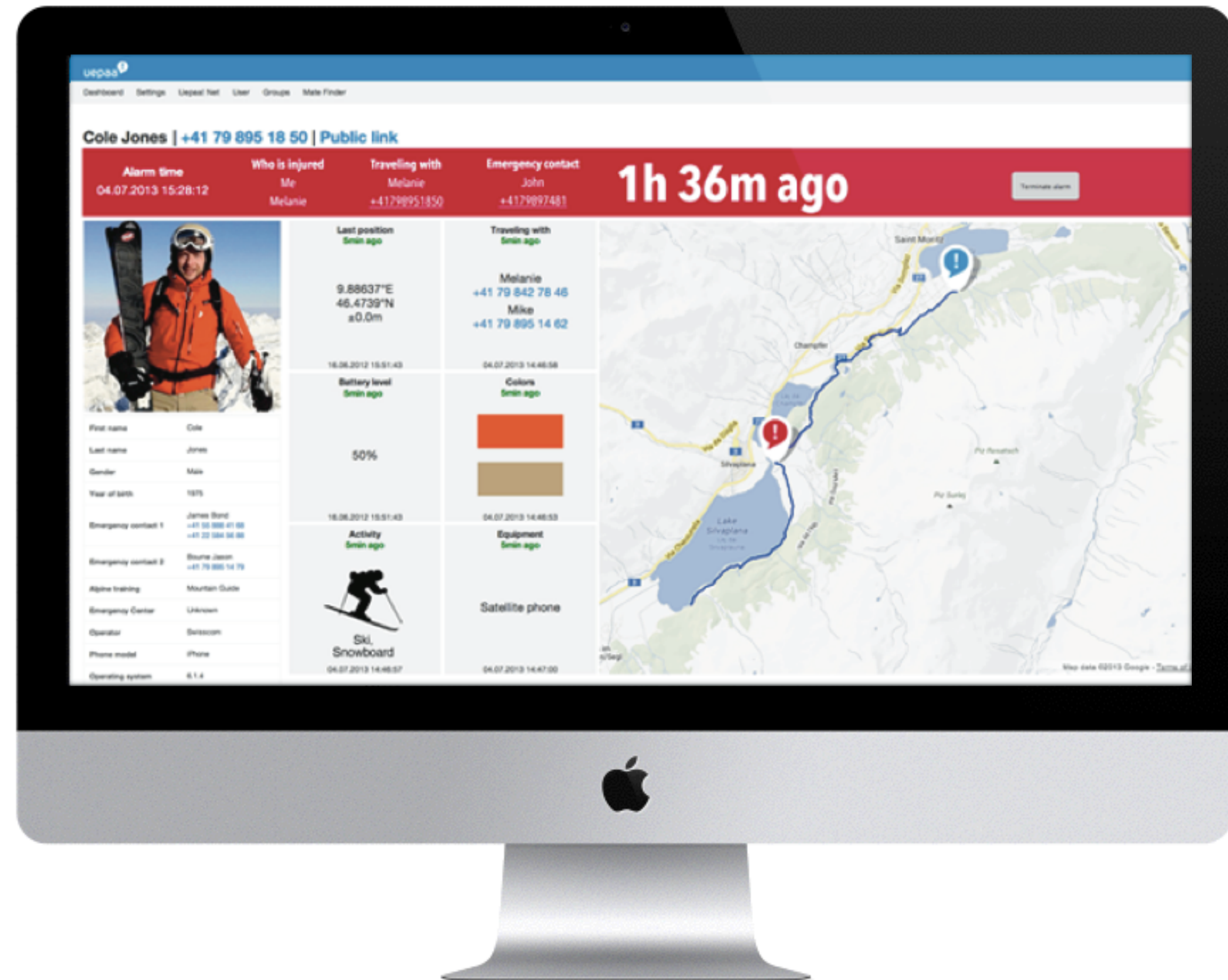
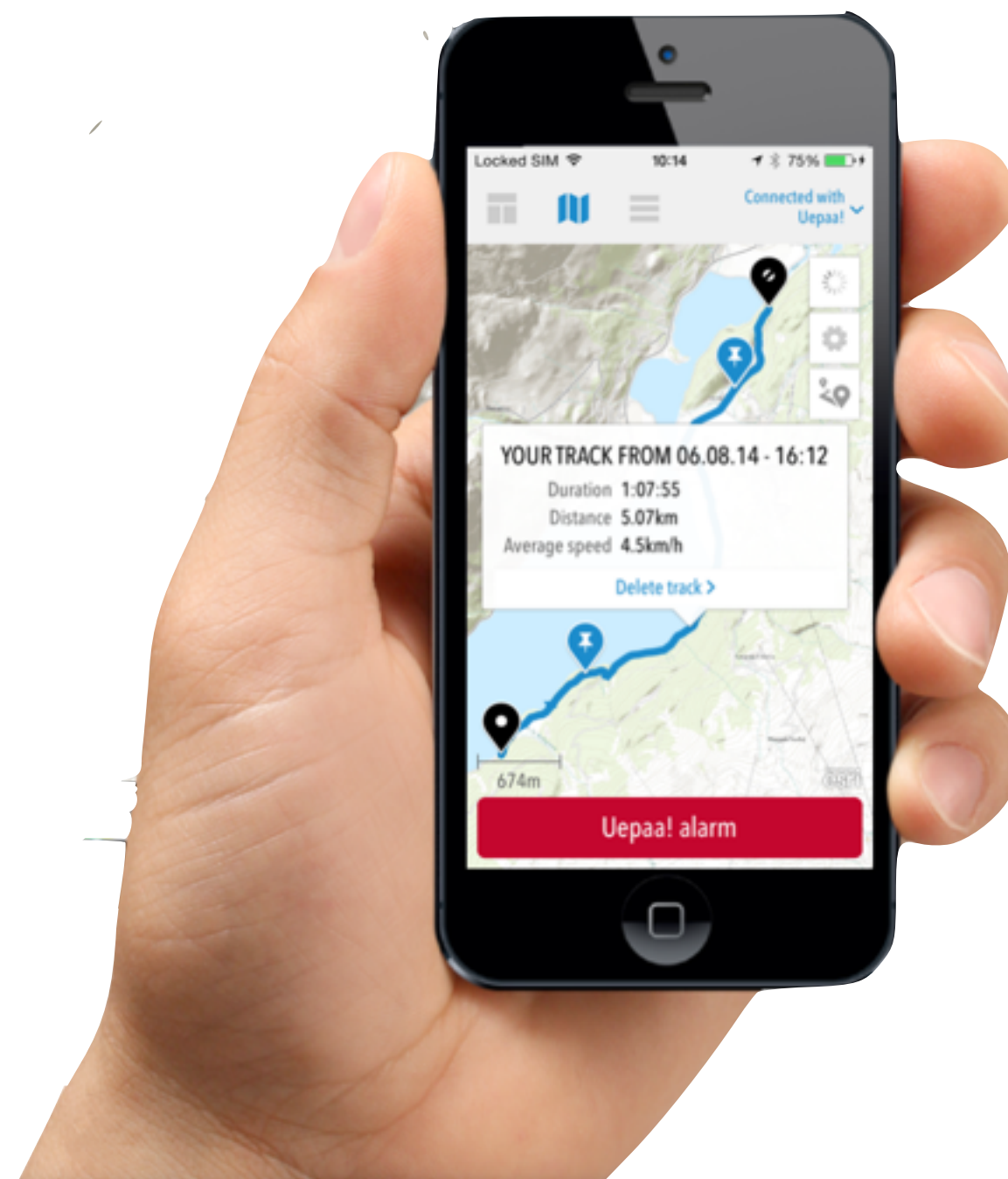


**WINNER 2013**  
CATEGORY TRAVEL

# YOUR BENEFIT - You are quicker and better informed

## Emergency alarms, loaded with context

- ! personal & emergency info
- ! location and technical info
- ! vital data



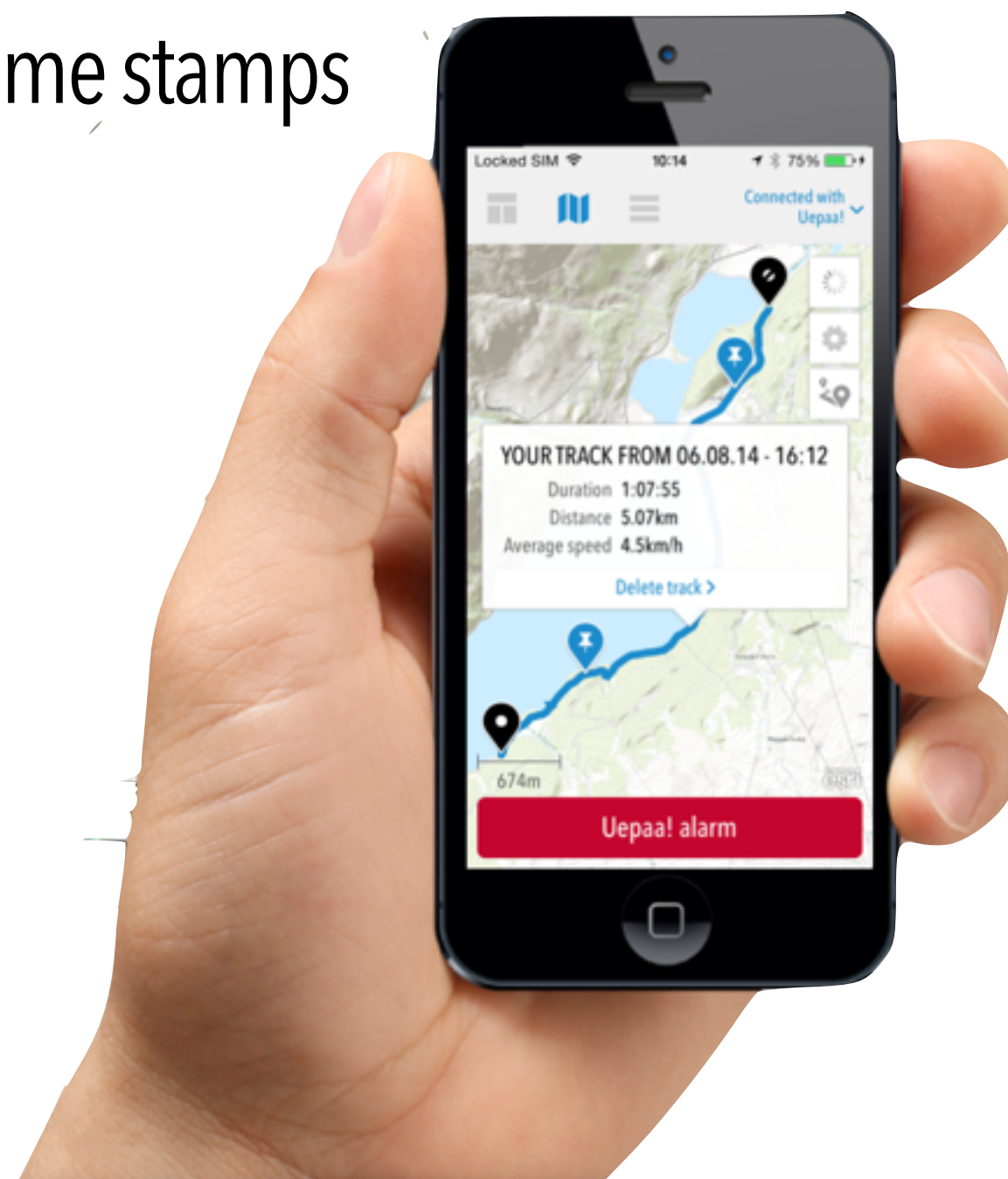
# YOUR BENEFIT - Get closer to the casualty

## Emergency alarms, loaded with context

- ! personal & emergency info
- ! location and technical info
- ! vital data

## Last Known Position

- ! incl. time stamps



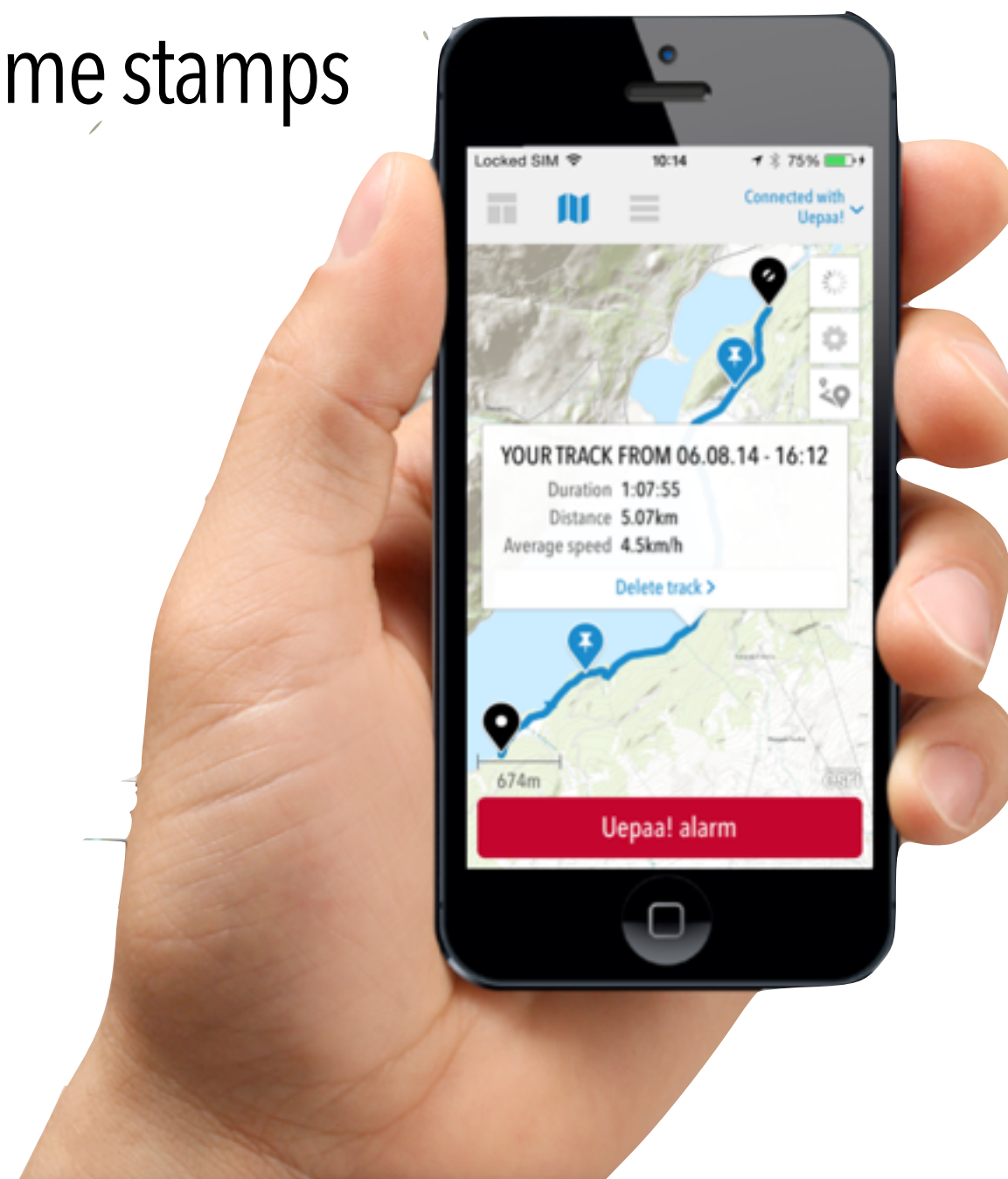
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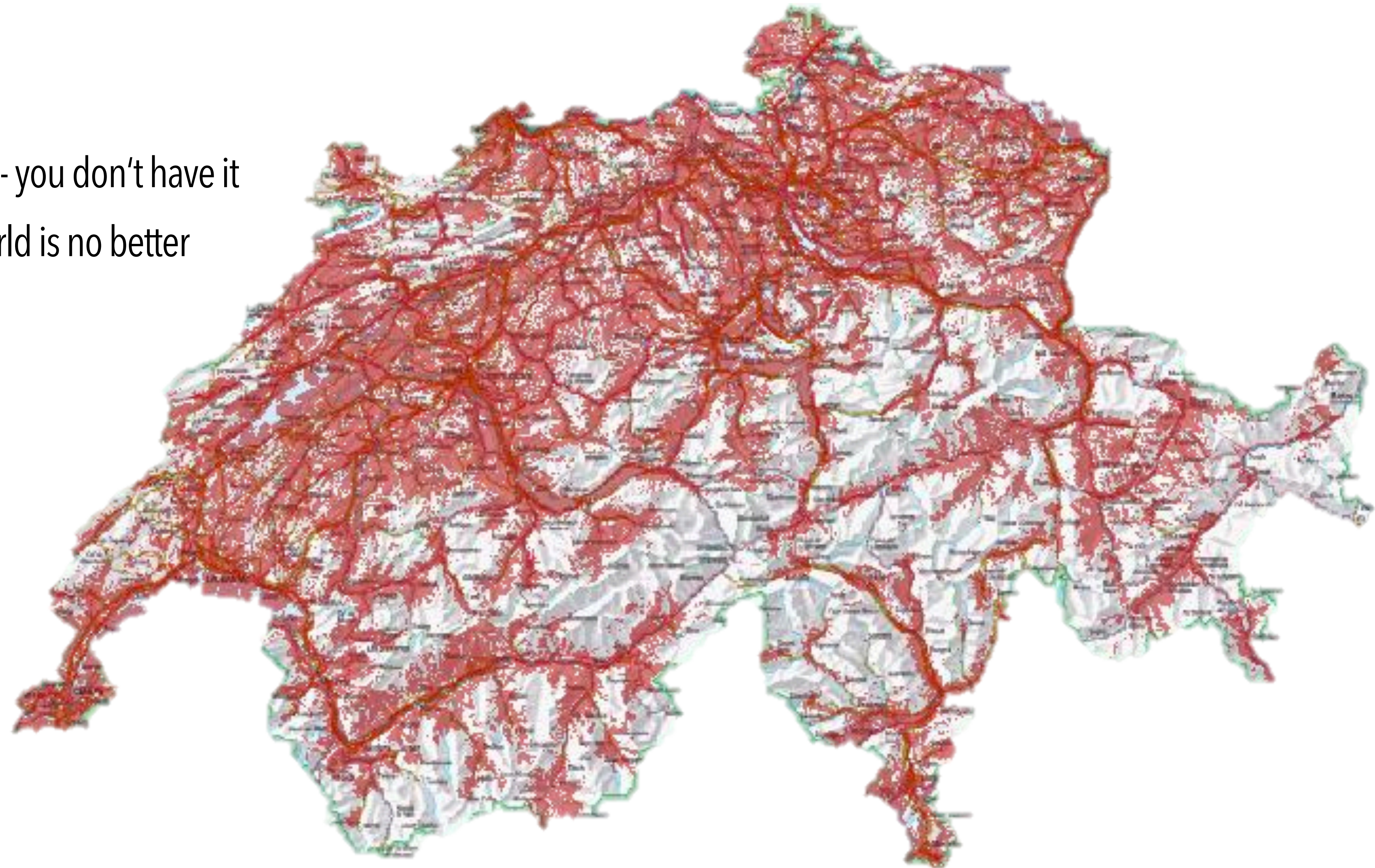
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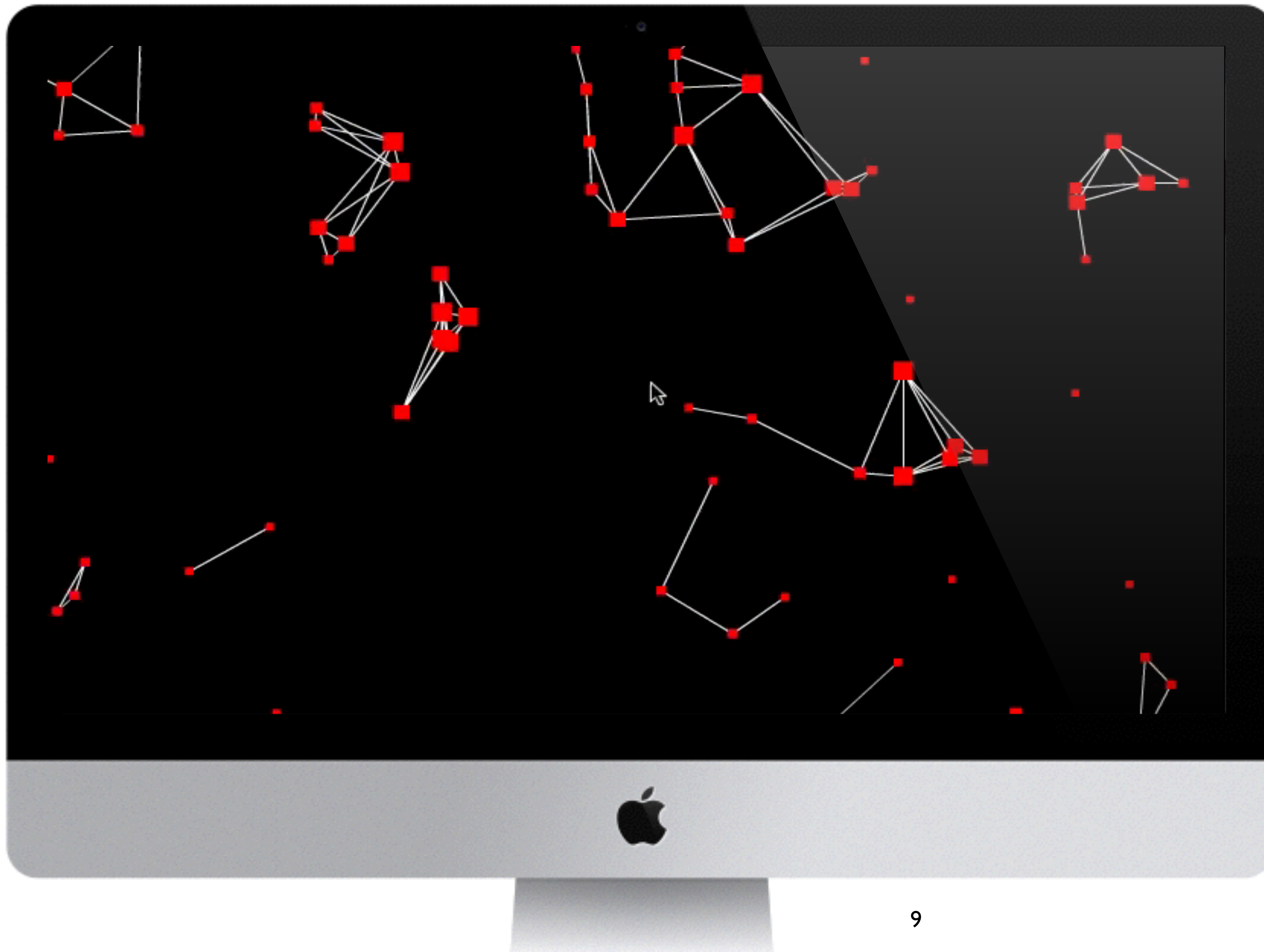
# BUT WHAT IF - ...there is no network coverage?

## MURPHY'S LAW

- ! When you need reception - you don't have it
- ! That's Switzerland - the world is no better



# THE TECHNOLOGY - A „multi hop“ communication layer



# THE TECHNOLOGY - All this info, even from „OFF THE GRID“

## Emergency alarms, loaded with context

- ! personal & emergency info
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- ! vital data



## Last Known Position

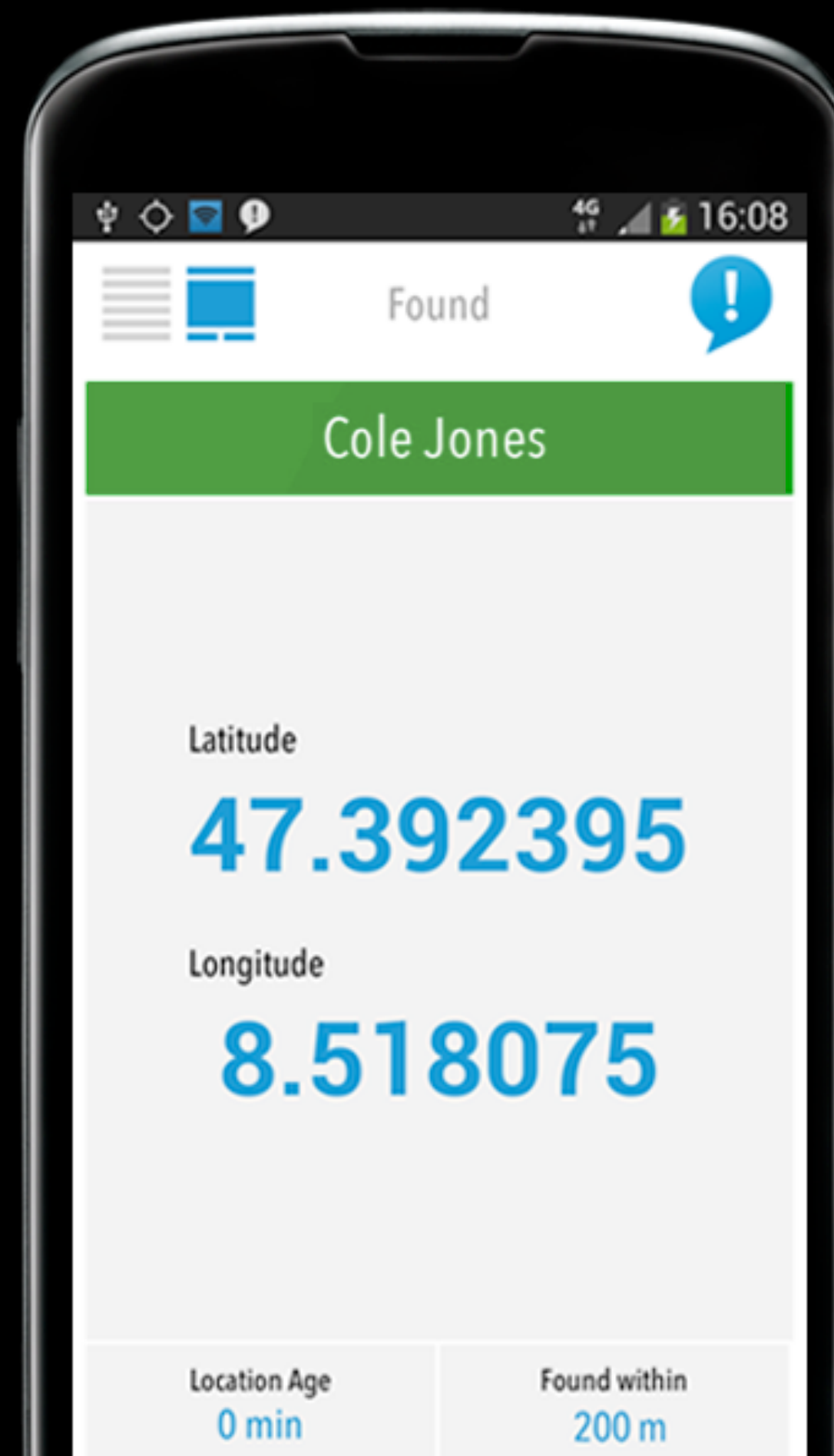
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**Users help each other!**



# „OFF THE GRID“



# THE RESCUER APP - Scans for victims from the air & ground

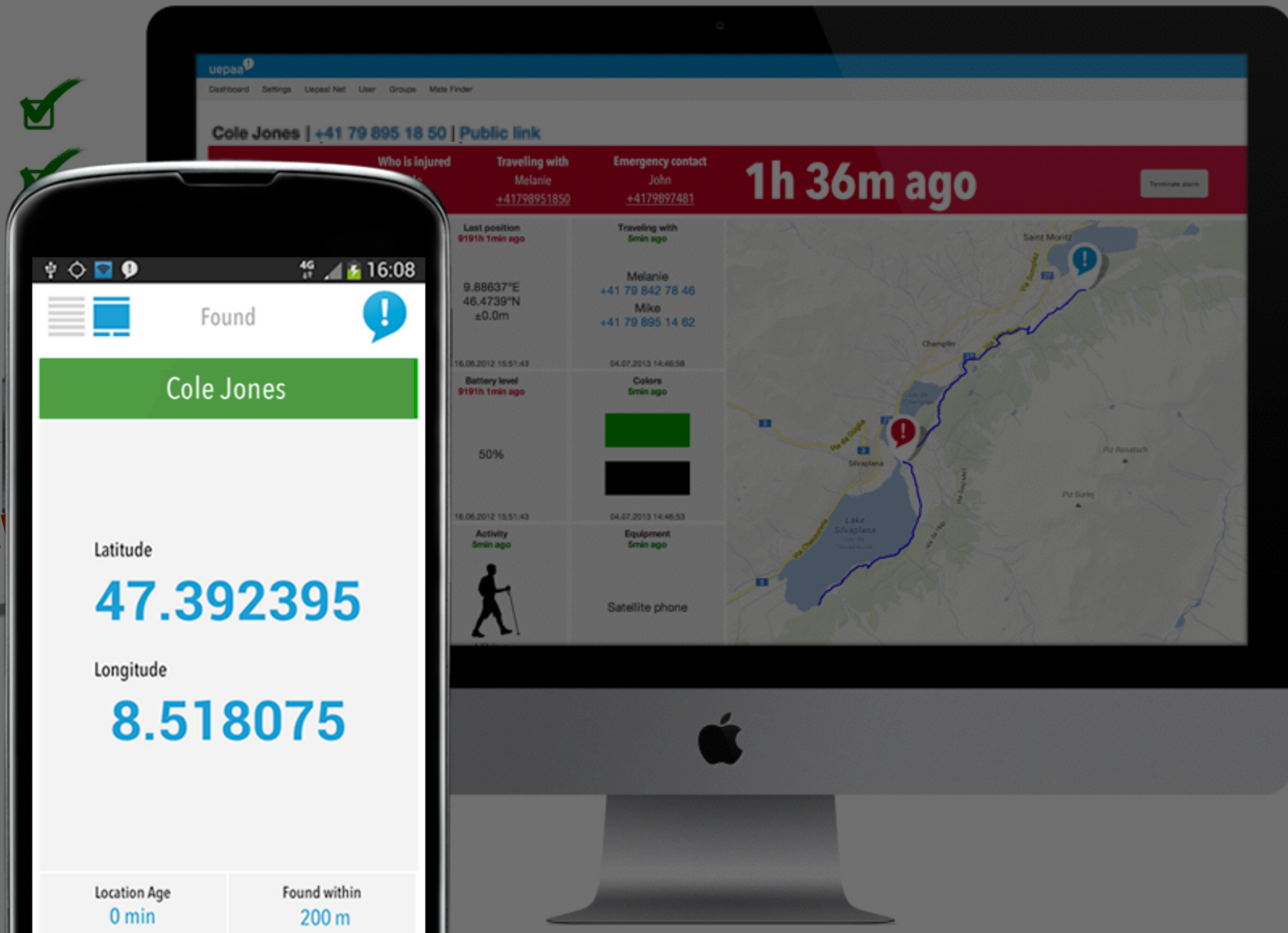
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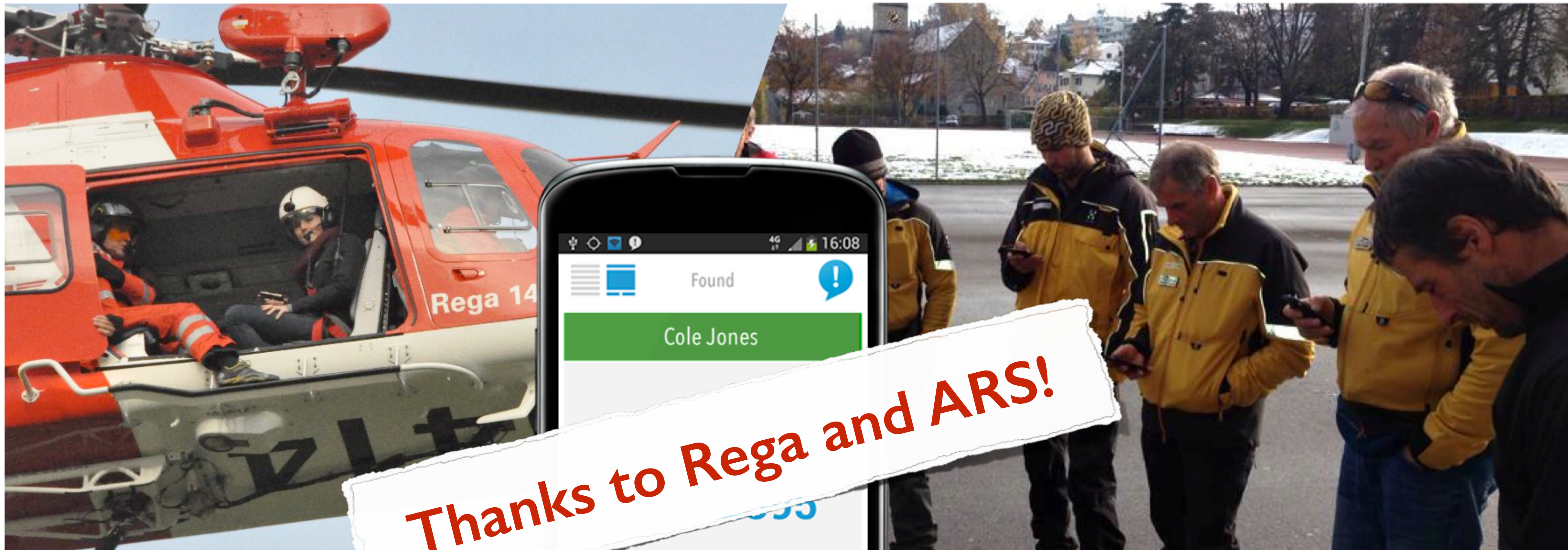
Last Known Position

- ! incl. time stamps

Users help each other



# THE RESCUER APP - Tested by professionals

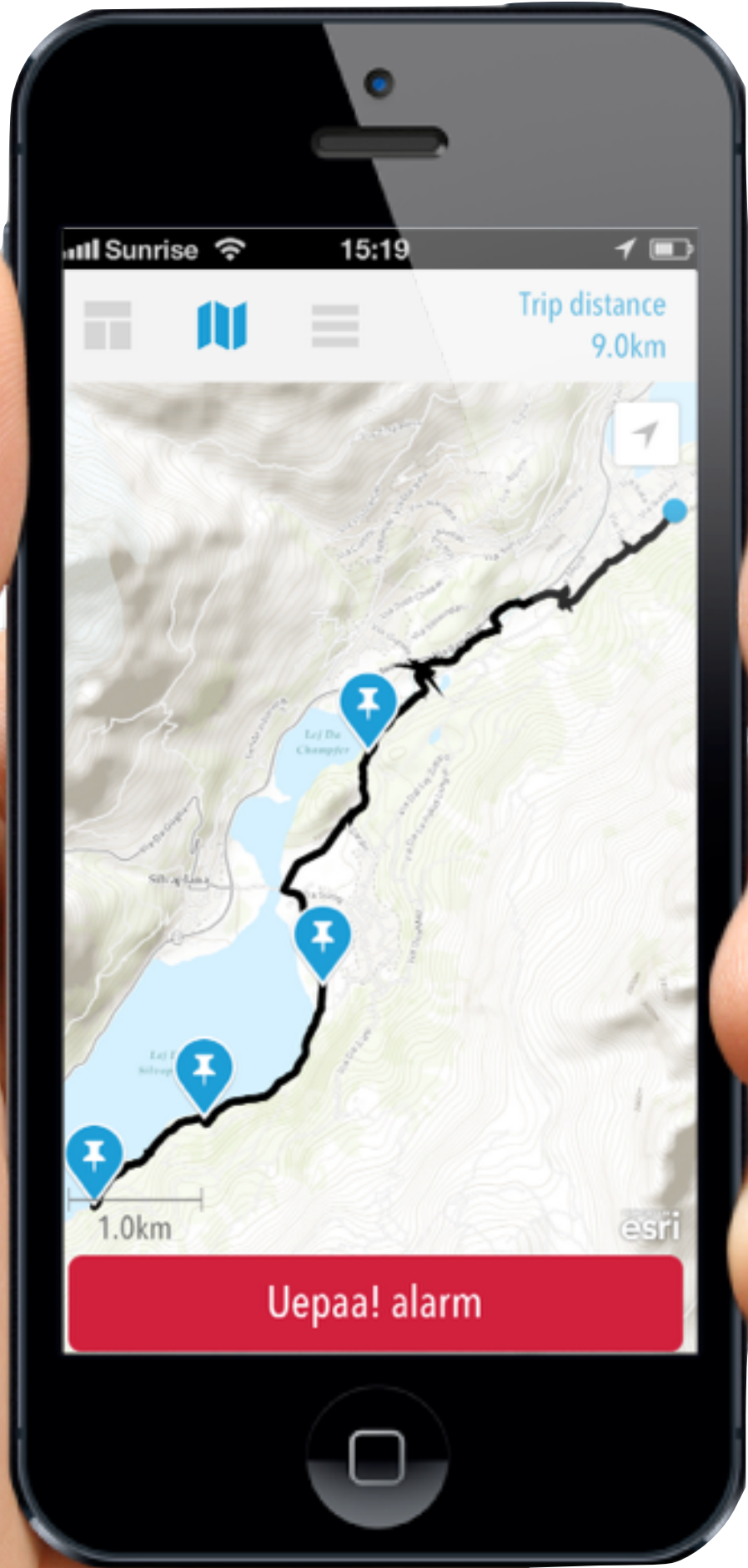


# AND ALL THIS IS FOR FREE - We have a Freemium App



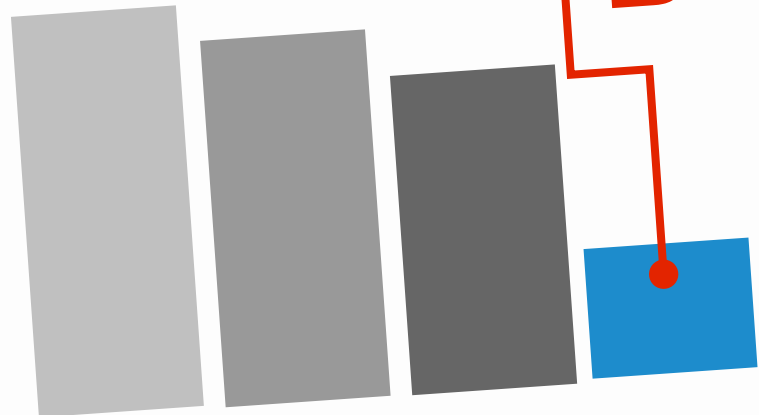
# Demo

# FACTS & FIGURES - About us and our users



## ...best in class

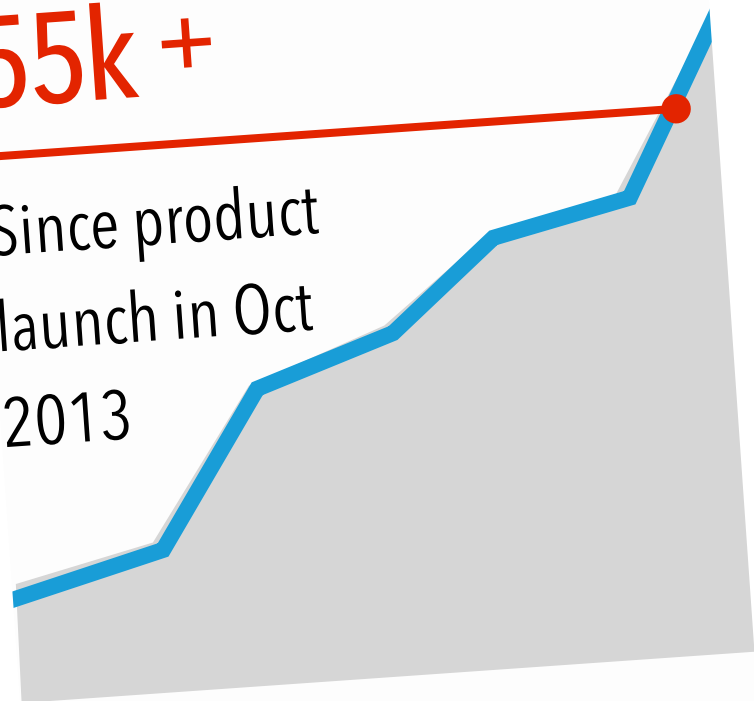
Uepaa! app outperforms other tracking apps with up to 48h battery life



## ...growing community

55k +

Since product launch in Oct 2013



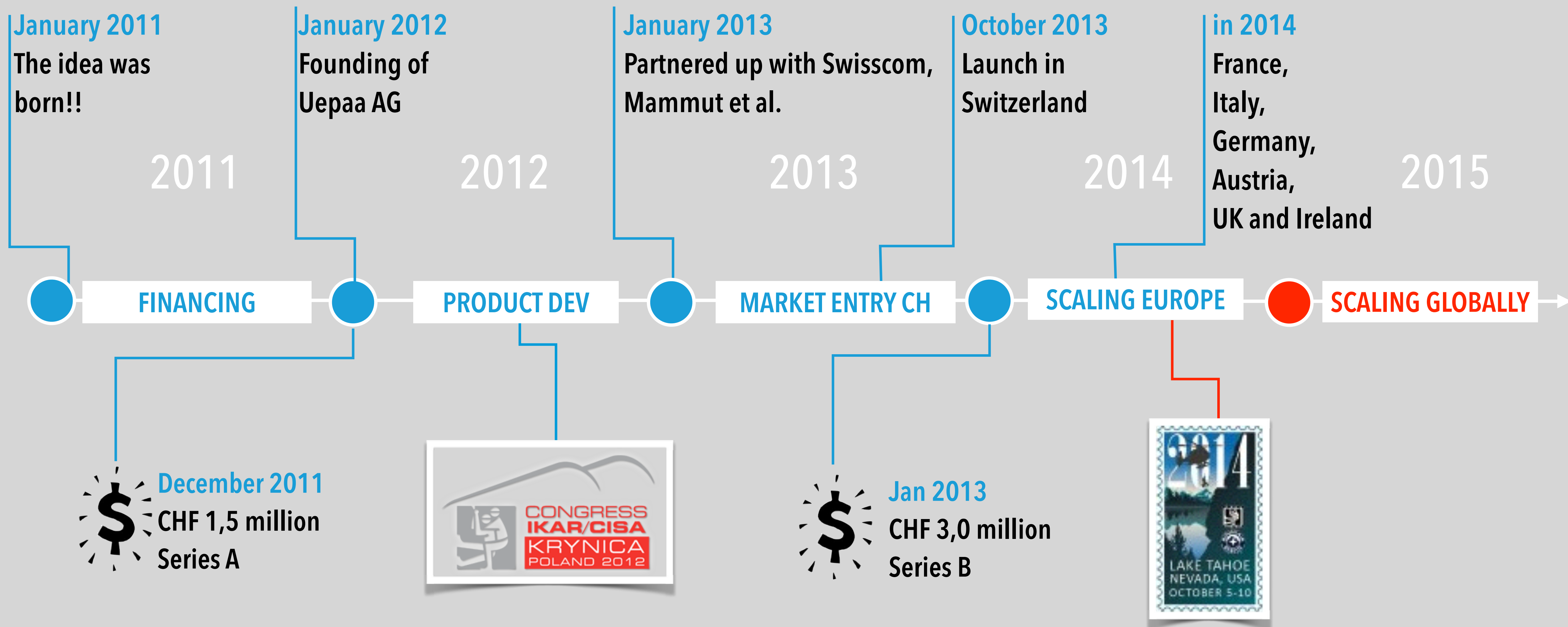
## ...rescuing 1st casualties

on day5



"a must-have app for every mountaineer!"

# MORE TO COME - We are scaling and enhancing the service



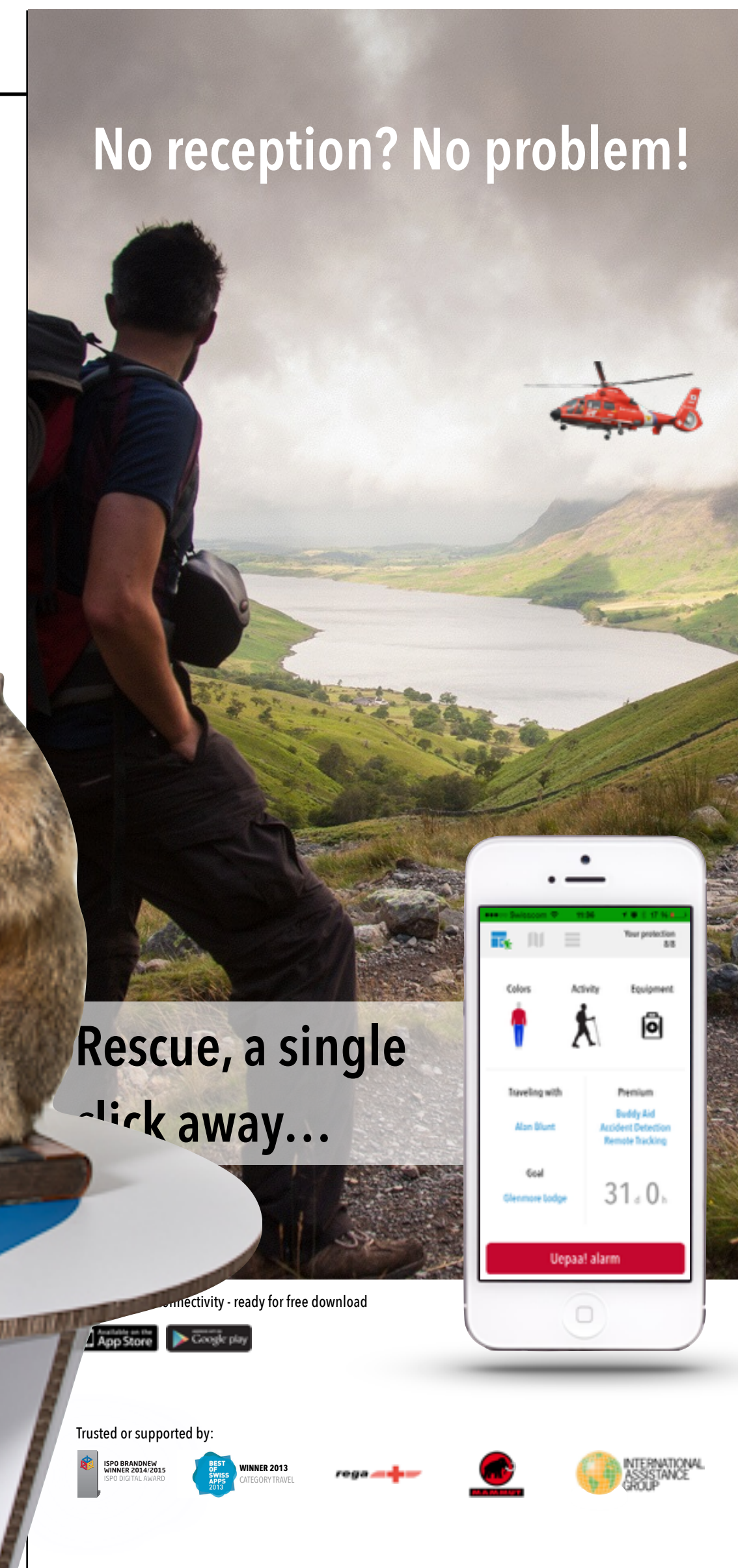
# Chat with us at IKAR, or drop us a line

## How you can reach me

- ! I'll be outside :-)
- ! [ikar@uepaa.ch](mailto:ikar@uepaa.ch)

## About us

- ! #OffGridSafety
- ! [www.uepaa.ch](http://www.uepaa.ch)





# uepaa®

REMAIN CONNECTED

# DON'T MISS!!

## Avalanche Rescue Beacon with Smartphones

Thu, Oct. 9 | 11am-11.30am  
Joint Sessions



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