

MobilAlarm

Mobile Alarm Service



European market validation project of a
location-independent mobile alarm and
tele-assistance service for older and
disabled people

mobil  *alarm*

The Challenge

The European MobilAlarm project will test an innovative, location-independent alarm service which enables older people, those concerned about safety, the chronically ill, and the disabled to initiate an alarm call whenever and wherever they need or want to do so, thus improving their quality of life.

The marketability and potential use of the service will be studied. Partners representing the whole value chain are involved in this project – from device manufacturers via the service centres to patient associations.

Across Europe, 5.5 % of all 50+ households are connected to a conventional, location-dependent social alarm service.

According to current market research, the number of people using alarm services will increase dramatically over the decades to come, and there is evidence that the demand for location-independent alarm service provision will rise at an even faster rate as a result of changes in lifestyles and habits.



MobilAlarm aims to provide a simple solution to meet these requirements.

Objectives

The overriding objective of this market validation project is to test and evaluate the technical and economic characteristics of an innovative, mobile, trans-European emergency and assistance service and to prepare for its rapid roll-out.

Extending the present reach of "normal" alarm services far beyond the home environment will be of great benefit to many people: not only to older and safety-conscious persons, but also to those with certain disabilities or those with chronic illnesses. The mobile alarm service will promote independent living and support wider participation of these people in individual and social activities.

The specific objectives of the project are:

- to integrate mature technologies (GPS; mobile telephony; body-worn alarm devices; service centres; geographic localisation and alerting software) into an **Europe-wide mobile alarm and tele-assistance service**,
- to develop a preliminary business plan as a basis for market testing such services nationally and regionally in Germany, Spain and the United Kingdom,
- to improve and adapt to local requirements the technology as well as marketing, management and organisation for rapid launch,
- to better integrate disadvantaged people into society and support their independent living and mobility,
- to promote across Europe cooperation between community care, health and emergency service providers,
- to extend the markets addressed by community alarm/care service providers.



The Process

The project is divided into several phases based upon an established methodology:

In an initial market analysis the **competitive environment** will be analysed and a basis for the launch established. Country-specific issues will be considered.



In parallel, the innovative service will be adapted to the situation in the **three test markets** and to the **different consumer needs**: e.g. language, mentality, legal aspects, and health care system requirements.

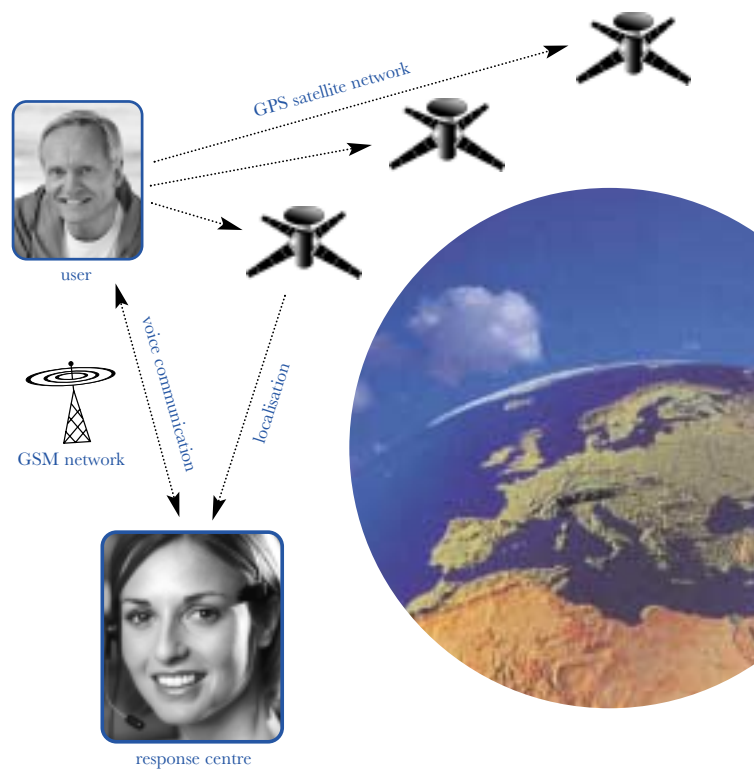
The responses from different target groups will be tested through field tests in the three countries involved. Special attention will be paid to assure the suitability for daily use by clients.

Based on these results recommendations for improving and modifying the service will be worked out in cooperation with target groups and service centres.

The Technology

The combination of GSM mobile radio telephony and satellite-based GPS in one innovative unit gives users the ability to initiate an alarm call whenever and wherever they need or want to do so.

Qualified response personnel in service centres can respond to the user's specific situation. If required the exact location is read and transmitted immediately so that appropriate help can be dispatched as soon as possible - Europe-wide if necessary.



The Outcomes

MobilAlarm promises numerous **additional benefits** compared with existing home-based services. These include:

- greater independence and increased freedom of movement,
- fast emergency, health or care services in urgent cases, even in remote areas.

These benefits lead to

- improved quality of life, and
- greater self-confidence and feeling of security.

At the same time, this mobile alarm service will allow public and private care and emergency assistance providers to expand presently delivered services both in geographic terms and with respect to new target groups,

- to improve the quality of these services to meet rising market demands,
- to integrate other services provided via mobile platforms such as monitoring vital data, and thereby improve their competitive position,
- to reduce the efforts of formal/informal care providers because many of those at risk can once again undertake small errands.



The Solution

MobilAlarm is a location independent service based on a unit which has been especially designed for this purpose and on geographic mapping software allowing the service centres to identify the location of the caller.

The alarm device is easy to use and has a user-friendly, lightweight design. The voice communication is based on conventional mobile radio telephony services (GSM), and the Global Positioning System (GPS) is used to determine the user's precise location.



Technical Data

Dimensions: 83 x 45 x 22 mm
Weight: approx. 100 g incl. battery
Battery life: Stand-by: approx. 200 hours
Battery type: Rechargeable Lithium ion battery
Siren: typically 95 dB

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