



smart-ICE4familytm

FOR IMMEDIATE RELEASE:

EMS Options, LLC and ICE4SAFETY.COM are excited to present "*smart-ICE4familytm*", the first iPhone/iPod application with detailed, multiple profile capabilities for the emergency preparedness concept recognized internationally as "ICE" for electronic devices worldwide.

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smart-ICE4familytm, the smart-phone "ICE" (In Case of Emergency) application is designed to keep critical medical information for multiple profiles and it now allows everyone to help Fire/EMS and Emergency Room personnel save more lives! This application also adopts the same internationally recognized symbol as *smart-ICE[®]*, the single user application, to maintain consistency and for easy recognition by emergency personnel worldwide.

EMS Options, LLC released *smart-ICE[®]* for the individual in July, 2009, which allowed an individual to store emergency contacts, current medical problems, medications, allergies and much, much more, utilizing today's smart-phone technology. Knowing that it is not uncommon for emergency personnel to get inaccurate or incomplete information from family and friends during a medical crisis, we quickly followed up with the family version, *smart-ICE4familytm*.

smart-ICE4familytm was developed to help people quickly provide detailed, accurate information about them and their loved ones in an emergency situation. This intuitive application allows the user to quickly scroll through all of the medical information for up to five (5) persons, in an easy to use format. It has been designed to be accessed by emergency personnel, with consideration that they may not be familiar with the iPhone or iPod.



For more detailed information about *smart-ICE4familytm*, visit our web sites @ www.ems-options.com and www.ice4safety.com/smart.html.

EMS Options, LLC, has over 23 years experience in the Information Technology field, and extensive cellular programming knowledge. This is combined with over 30 years Fire/EMS experience to provide intuitive, easy to use applications.

ICE4SAFETY.COM has a combined 34 years of EMS/Police and active Safety Consulting experience advancing the multi-disciplined concept of personal preparedness through the use of the internationally recognized ICE Trademarked Images.

*“**smart-ICE[®]**” is the standard that everyone is trying emulate!*