



TECHNOLOGY AND COLLABORATION MEET TO HELP RECOVER AMERICA'S ABDUCTED CHILDREN

The AMBER Alert Highway Network Alerts Professional Truck Drivers of Recently Abducted Children in Their Area

by Norm Ellis, VP and Gen. Mgr., Transportation and Logistics, QUALCOMM Wireless Business Solutions

Since the late 1980s, mobile communications and vehicle tracking systems have been used by DOD motor carriers to ensure the safety, security, and in-transit visibility of arms, ammunition, and explosives (AA&E), as well as other shipments of interest to military logisticians and warfighters. With new applications, data integration, and information sharing, the transportation industry is seeing additional benefits in the areas of safety and security to complement those already evident in the areas of productivity, efficiency, and customer service.

A leading example of a new application of existing technology is the AMBER Alert Highway Network (AAHN), an initiative launched earlier this year to assist in the safe and timely recovery of abducted children with the support of professional truck drivers.

Through the AAHN, truck drivers from participating carriers nationwide receive AMBER Alerts through their in-vehicle mobile communications systems to notify them about child abductions in their areas. More than 60 motor carriers have already joined the AMBER Alert Highway Network, including many leading members of the NDTA.

The AAHN is the result of collaboration between the National Center for Missing & Exploited Children® (NCMEC) and QUALCOMM® Incorporated and is supported by leading transportation industry associations including the American Trucking Associations and the National Tank Truck Carriers. The AAHN is the first secondary distribution initiative to direct AMBER Alerts to professional truck drivers who are near the geographically-defined AMBER Alert area and uses QUALCOMM's OmniTRACS® mobile communications system to provide drivers with the technology to receive Alerts in their cabs. As soon as the information is

distributed, drivers can begin looking for the described vehicle and/or abductor and quickly contact authorities with any pertinent information.

"This technology already plays a vital role in supporting and securing the supply chain for DOD," said LTG Kenneth Wykle (USA-Ret.), president of the National Defense Transportation Association. "It's great to see a new application of the technology with the potential to directly assist in the recovery of abducted children. Involvement of NDTA member companies in this very worthwhile program further underscores their exemplary community involvement and industry leadership."

A growing number of transportation and logistics companies committed to the safety of America's children and this new initiative have the potential to add thousands of trucks and drivers to the AMBER Alert Highway Network. The number of carriers participating has more than quadrupled since it was launched in mid-March. Combined, the companies dispatch more than 65,000 drivers across the country every day.

Participants in the AMBER Alert Highway Network include NDTA member companies Boyle Transportation, FedEx Custom Critical, Green Valley Transportation, Knight Transportation, Landstar System, Mercer Transportation Company, Northern Neck Transfer, Panther Expedited Services, R&R Trucking, and Tri-State Expedited Service.

"Panther is proud to participate in the AMBER Alert Highway Network," said Dan Sokolowski, chairman and CEO of Panther Expedited Services. "Our drivers are honored to help in the efforts for safer recovery of America's abducted children."

Secondary methods of AMBER Alert distribution, such as the AAHN, assist in achieving the overall goal of the AMBER

Alert program: to notify as many people as possible about a recent child abduction and provide information that can help in the search for the abducted child, suspected abductor, and/or suspected vehicle and in the safer return of the child. To date, more than 80 official communications have been sent via the AMBER Alert Highway Network with an average of 1550 trucks receiving each Alert.

"Just one driver knowing what to look for on the road could assist law enforcement in the safer recovery of an abducted child."

The AMBER Alert (America's Missing: Broadcast Emergency Response) program is a voluntary partnership between law-enforcement agencies, broadcasters, and transportation agencies to issue an urgent bulletin in the most serious child abduction cases. The program was originally established in 1997 in Dallas/Fort Worth, Texas following the high profile abduction of 9-year-old Amber Hagerman of Arlington, Texas. Since that time, AMBER Alert programs have been established in all 50 states, the District of Columbia, Puerto Rico, and the US Virgin Islands and have become an important tool in helping to recover abducted children.

"QUALCOMM is proud to use our satellite-based mobile communications and location-based services to work with NCMEC, trucking companies, and their drivers across the country to help locate abducted children. We encourage fleets to learn more and join the AMBER Alert

Highway Network so that even more of America's professional truck drivers can participate," said Joan Waltman, president of QUALCOMM Wireless Business Solutions. "We're honored to help serve the community with our partners. There's no more noble cause than the search for and recovery of an abducted child."

Since the inception of the AMBER Alert program in 1997, AMBER Alerts have been credited with the successful recovery of more than 280 children. "Truck drivers have already proven to be a valuable asset in monitoring the nation's roads for missing children. QUALCOMM's mobile network helps increase the reach, and therefore the effectiveness, of AMBER Alerts," said Ernie Allen, president and CEO, NCMEC. "Just one driver

knowing what to look for on the road could assist law enforcement in the safer recovery of an abducted child."

NCMEC is a nonprofit organization that works in cooperation with the US Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 401,200 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 122,600 missing child cases, resulting in the recovery of more than 104,900 children. For more information about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com.

QUALCOMM is a global leader in providing wireless computing platforms and services. The company has helped the transportation industry become more efficient since 1988 when the introduction of the OmniTRACS® mobile communications system provided transportation companies with an innovative and effective way of managing logistics. QUALCOMM has shipped more than 711,000 mobile systems to businesses in 39 countries on four continents. Processing more than 12.5 million data transactions daily, QUALCOMM's Network Operations Centers are staffed by trained professionals 24 hours a day, 365 days a year. QUALCOMM's mobile systems are an integral part of the Defense Transportation Tracking System (DTTS) and military logistics. *DTJ*

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