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## Resilience to Disasters Begins with Reliable Personal Communications

**Higher Ground CEO to speak on the CES Disaster Prep panel about new products for ‘Day Of’ and ‘Day After’ communications when cell goes down.**

The SatPag [\$249 available today] clips to any smartphone and enables fail-safe, communications because satellites never go down. It provides **Day Of** communications through hurricanes, fire, tornadoes, earthquakes... Point to the sky and you are always in touch.

New Wi-Fi on Demand UAV [under development for NASA and Homeland Security] provides communications from any smartphone the **Day After**.



**Palo Alto, CA — Seventy-seven cell towers failed in the first hours of the 2017 Santa Rosa, CA fire** in which 4600 homes were destroyed and 22 people died. People were not informed that the fire was coming because our new mobile technology failed us. In Puerto Rico, Hurricane Maria [2017] took out 95% of the entire island’s cell sites on the first day of the storm stranding millions; and Hurricane Sandy [2012] took down 25% of the 15,000 New York City cell towers, impacting millions of people and certainly contributed to the death of some of the 233 who died in the storm.

For each disaster, how many people could have been saved with reliable communications the **Day Of** the event?

Making matters worse, the FCC reports that beginning back in 2016, there are now more homes in the U.S. connected via Voice over Internet [VOIP] (which goes down with the loss of electrical power) as compared to the homes connected with the old, reliable landlines. Our eagerness to mobility and flexibility shows that our reliance on digital communications is a clear and growing danger.

**The size, frequency and magnitude of these recent disasters tell us that Resilience** now becomes an important world mission. That is why the CES show in Las Vegas has included this year a new conference and exhibition on this topic to “improve preparedness and responsiveness for a more secure world”.

Rob Reis, CEO of Higher Ground, a Silicon Valley technology company, will speak at the January 10 CES Smart Cities panel about how **resilient technology can still be cool**. His company is making disruptive communications technology [the SatPaq™] which, in times of tranquility provides neat, fun connectivity anywhere. Yet when disaster strikes, the SatPaq becomes your best friend.

The SatPaq is the first satellite-messaging product to enable texting directly to Geostationary [GEO] satellites from your smartphone. Clip on your SatPaq and your texting app now works from anywhere. For the 144 million outdoor enthusiasts in the U.S. who hike, fish, hunt, climb or wander, the SatPaq directly solves two problems -- the anxiety of not ‘being connected’ in the 40% of the US with no cell coverage and the frustration of having to pay monthly fees for LEO satellite connectivity even if you do not use the service.

Imagine our new national resilience if every person had the ability to inexpensively and reliably send/receive texts from anywhere, at any time. This can happen because GEO satellite communication via smartphone will never go down.

The SatPaq was recently named a **2019 CES Innovation Award Honoree in the Wireless Devices, Accessories and Services Category**. In addition, the SatPaq was selected as a winner of the **Dealerscope 2019 IMPACT Award**.

And with some added vision and funding from both NASA and Homeland Security, Higher Ground is also building **Day After** communications, for those who did not purchase a SatPaq. The day after a disaster, there is still likely no communications anywhere in the disaster zone. Higher Ground has designed a special drone that can fly for many hours the next day above the disaster zone and enable long range, Wi-Fi communications. This ‘Wi-Fi on Demand’ fly-over can connect to consumer smartphones on the ground, relaying messages back over the GEO satellites and saving more lives.

The SatPaq is available now for \$249 for **Day of** resilience and texting fun. ‘Wi-Fi on Demand’ for the **Day After** will be demonstrated to the government customers in late 2019.

For more information, visit [www.satpaq.com](http://www.satpaq.com). The company will be showcasing their technology at Booth 1211 in the 2019 CES Resilience Pavilion in Las Vegas.

