> CHALLENGE	Provide first-time responders at an emergency scene with relevant personal and medical information about the victim
> MARKET	Healthcare
> APPLICATION	In Case of Emergency Standard cards
> EVOLIS SOLUTION	Dualys Card Printer

Jennifer Doe
High Risk

EMERGENCY CONTACTS
555 - 555 - 5555 James Doe
444 - 444 - 4444 Jane Doe

ALLERGIES
Cefalosporins, Peanuts, Pennicilin, Amoxicillin

MEDICATIONS
Albuterol, Xanax, Insulin, Wellbutrin, Stolaxa

In Case of Emergency Standard

ICE on your smartphone

As smartphones are becoming commonplace, the ICE Standard card is today made available as an application for iOS and Android-based smartphones and devices, thereby extending the reach of the ICE Standard. Today, the 5-star-rated ICE App ranks as the #1 most downloaded emergency medical contact information app for iPhone and iPad, with downloads from users in 92+ countries around the world. ICE Standard details can be made available on the smartphone lock screen for immediate display to first-time responders. This application will soon be made available for Blackberry and Windows Phone 7 devices.

*Learn more on emergencystandard.com

Emergency Information: anytime, anywhere

The Time to delivering healthcare at an emergency scene is critical, and first-time responders need relevant medical information readily at hand. What personal and medical data is required? How can this information be made easily available? In 2011, About The Kids Foundation, a non-profit organization based in California, started providing standardized personal health cards with all relevant personal and medical data required for improved emergency assistance.

In Case of Emergency Standard (ICES) Standard Apps & Cards is a program that enables first-time responders on an emergency call to contact the relatives of the victim and obtain medical information urgently. Before the ICE Standard App, people would enter emergency contacts in their mobile phone address book under the name "ICE". But with most cell phones being password-protected, this information was not always easily accessible. About The Kids Foundation has created a smartphone App called ICE Standard, which can be saved on a lock screen without the need for the smartphone password. About The Kids Foundation has also created a 3 color-coded process that immediately flags the medical status of an individual, denoting low to high risk. In the USA alone, every year an average of 16.2 million individuals are taken in an ambulance to a hospital. *"Emergency situations can occur anywhere, anytime and to anyone"*, explains Joseph A. Ekman, CEO and Founder of About the Kids Foundation. *"Emergency teams go by the golden hour, where they need to get as much information as possible for rapid intervention in trauma cases. We take the ICE Standard program to new heights by offering a standardized ICE card available on plastic or as a mobile application."*

Just like the smartphone App, the ICE Standard card uses a color code (green, yellow or red), and provides personal and medical information, such as contact details, health insurance information, medication, allergies, etc. Additionally, the ICE Standard, as defined by About the Kids Foundation, aims at specifying where ICE cards should be kept for easy retrieval by first-time responders, depending on six possible situations where an emergency may occur: automobile, pedestrians, bike/motorcycle, home or residence, athlete at a sporting event and workplace*.

Your ICE Standard card just a click away

The ICE Standard card can be ordered online. The holder simply uploads a picture, fills out personal and medical information, selects quantities and proceeds to online payment. This personal data is securely stored and then printed on both sides of a plastic card using a Dualys printer from Evolis. *"We want to make this ICE Standard card as widely available as possible. Besides individuals, we also encourage organizations to provide a personal card to their employees and members"* explains Ekman. Businesses, for example, can offer this card through their Human Resources department. This medical information can also be made available online through a secured Web portal where the health information regarding an employee can be checked in case of an emergency situation at the workplace.

evolis
card printers

Dualys: seamless integration into existing environments

Joseph Ekman and his team selected Dualys printers from Evolis to personalize their ICE Standard cards. This printer can be used as stand-alone simply by plugging it in to a desktop. It can also be seamlessly integrated into existing processes and environments, and networked whenever required. For the ICE Standard cards, the printer stands as the component that personalizes cards using information collected from card holders.

Dualys has been used for a variety of identification projects worldwide. Easy-to-use and affordable, Dualys personalizes cards in color and on both sides. With three different releases over the past 10 years, Evolis has dramatically improved the reliability of this printer to make it the right fit for heavy-duty projects.

Primacy: capitalizing on Dualys' decade of success

Taking card personalization to new heights, Evolis recently introduced Primacy as a replacement for Dualys. This new model benefits from all the features that made Dualys a blockbuster, and is available for card personalization and advanced encoding. Primacy also benefits from two key enhancements: a Print Center available on the user's desktop which provides notifications on the printing status, ribbon availability and other maintenance tasks. Primacy is also a true saver when it comes to operating costs. Power consumption is up to five times lower compared with printers from the previous generation. This is in fulfillment of yet another commitment from Evolis to make quality card personalization available to all.

Dualys 3

Primacy

"It's not just about the Evolis product; it's about the overall service"

Joseph Ekman,
CEO, About the Kids Foundation

There are many ICE initiatives around. How is yours different?

First of all, we are a non-profit organization, and our goal is to make our ICE Standard card affordable to all. Our apps, for instance, can be downloaded free of charge, unlike other similar apps. We have also designed guidelines to help find this information as effortlessly as possible, whether it is on a plastic card or on a smartphone. This is what it takes to set a true standard.

What made you decide to use Evolis printers?

It's not just about the Evolis printer; it's about the overall service. Quality was an important factor for us, as we cannot afford downtime in our card printing process. We met with TransTech Systems, a major distributor of identification solutions. They advised us to go with Dualys, and the support that they offered us was above our expectations! I can call them anytime for assistance and get premium support immediately. Obviously, pricing was also important, and overall, we got the best deal from TransTech.

What are your upcoming projects regarding the ICE card?

We are extending the scope of our ICE Standard cards to pets! Yes, your favorite companion pet can now benefit from our convenient ICE Standard card. Another one of our key orientations is to leverage the large audience that uses our Apps to design solutions that improve emergency assistance. For example, one of our partners, Alohar Mobile, designed a location service based on our App, so that responders know exactly where an emergency victim is and how to get there. This is typically an application that could help save even more lives.

> " *Our goal is to make our ICE Standard card affordable to all* "