



NEWS RELEASE

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9-1-1 Industry Alliance is Now The Industry Council for Emergency Response Technologies

iCERT Takes Up 9IA Mission and Expands Scope of Trade Association

Washington, D.C., October 6, 2011 — The trade association originally founded as the 9-1-1 Industry Alliance (9IA) today announced its expanded role and new organizational name. The 9-1-1 Industry Alliance is now the Industry Council for Emergency Response Technologies, iCERT.

In 2005, industry leaders joined together to conduct scientific research, advocate for emergency communications, and assure funding for 9-1-1. Since then, the 9-1-1 Industry Alliance has gained credibility and influence, working hard for the benefit of the public. As the world of emergency response continues to change at a rapid rate, while at the same time technological developments converge across borders and platforms, industry leaders – the members of 9IA – have expanded the scope of their association to embrace the full range of emergency response technologies on a global level.

“This association was initially formed to address 9-1-1 concerns on a national level – but now, under our expanded banner, we can address the full range of emergency communications, form new partnerships domestically and globally, and express a vision for the future that the entire industry can follow,” said Industry Council Chairman Kevin Murray, one of the association’s founding members.

Building on the success of its National Workshop on 9-1-1 Call Overload, held yesterday in Washington, D. C., the Industry Council will continue to host informative and meaningful forums on topics of interest to all stakeholders in emergency response.

“The Industry Council will continue to be a trusted source for objective research, the gathering place for our most innovative thinkers, and indeed the voice of industry in the field of emergency response technologies,” said Past Chairman and 9IA founding member George Heinrichs. “We will remain rooted in the values of our industry and committed to its core initiatives.”

“Our identity has not changed, only the scope of our mission,” said Industry Council Executive Director, George Rice. “We will continue to be a strong advocate for the assurance of funding, and as always the voice of industry.”

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About the Industry Council for Emergency Response Technologies (iCERT)

The Industry Council for Emergency Response Technologies (iCERT) represents the voice of the commercial sector in the emergency communications field. Established by a group of prominent leaders in December 2005 originally as the 9-1-1 Industry Alliance, iCERT - the Industry Council - plays an important role as the voice of companies on public policy issues impacting 9-1-1 and the emergency response system. Industry Council members believe that business leaders' expertise can assist public policymakers and government emergency communications professionals as they address complex choices regarding advanced communications technology alternatives in the years ahead. Through advocacy, research and in coordination with the public sector, the Industry Council plays a vital role in the development and deployment of emergency response technologies.

Find out more at www.theindustrycouncil.org.