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tap-it

A London Ventures introduction to ‘tap-it’

Keeping you safe and connected to the people you trust

28th July 2015

EY Building a better working world

LONDON COUNCILS

tap-it app and website demonstration

- ✓ Settings
- ✓ Setting up network
- ✓ Collect me
- ✓ Interrupt me
- ✓ Locate / Check in
- ✓ Incident recording / alerting
- ✓ Safe havens
- ✓ Follow up / Enhanced follow-up
- ✓ tap-it website
- ✓ Council push messaging
- ✓ Neighbourhood policing intelligence

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Common questions

- **Confused with emergency response?**
  Tap-it is not an emergency response tool and marketing material makes this clear.

- **Why not just call / SMS a friend?**
  Tap-it broadcasts messages and locations to network of friends with a single tap – and it is free of charge.

- **Effort to implement?**
  Tap-it has very minimal effort to deploy. The focus needs to be on marketing and promotion through existing channels.
  - Standard marketing collateral will be provided for local tailoring.

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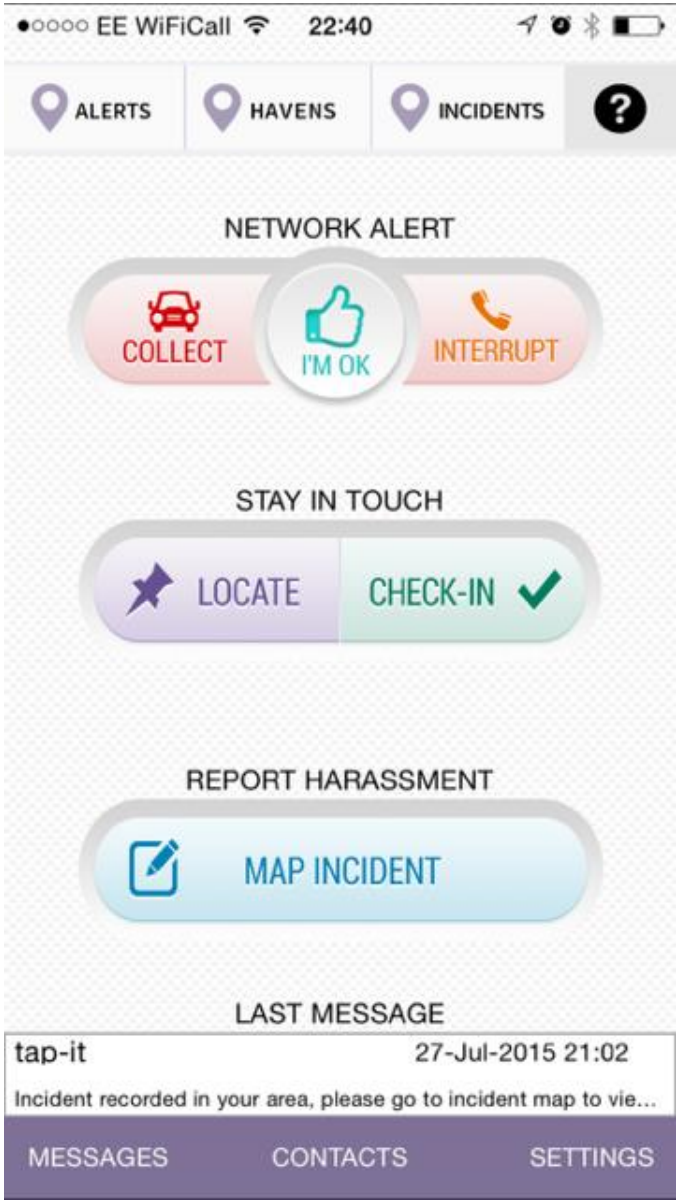

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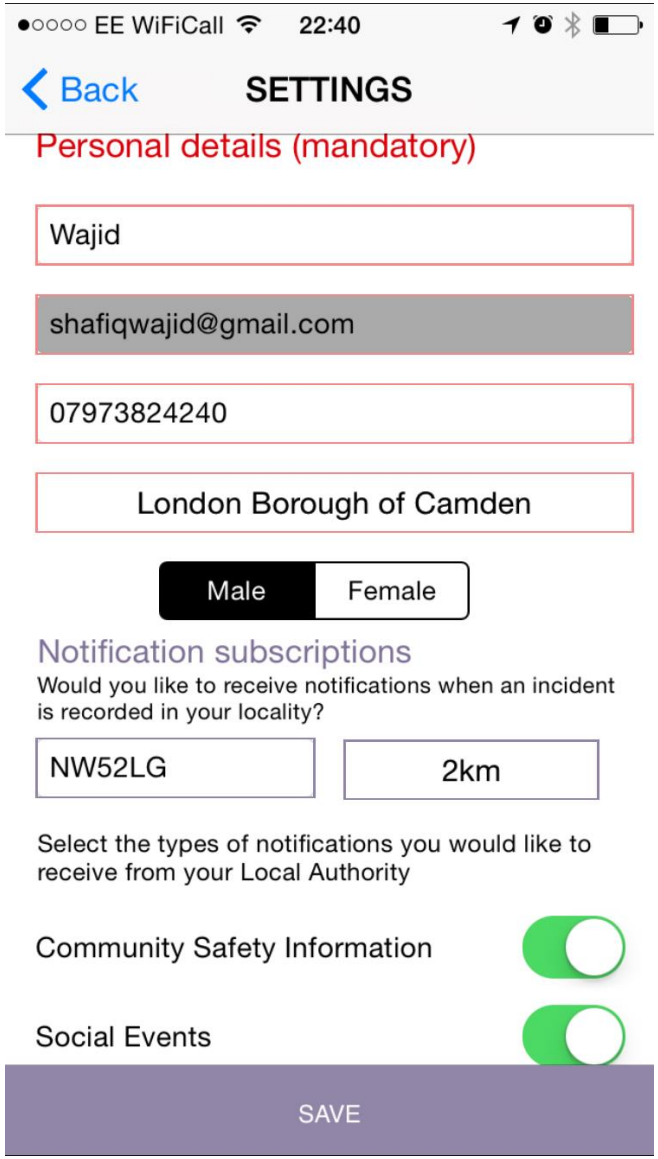

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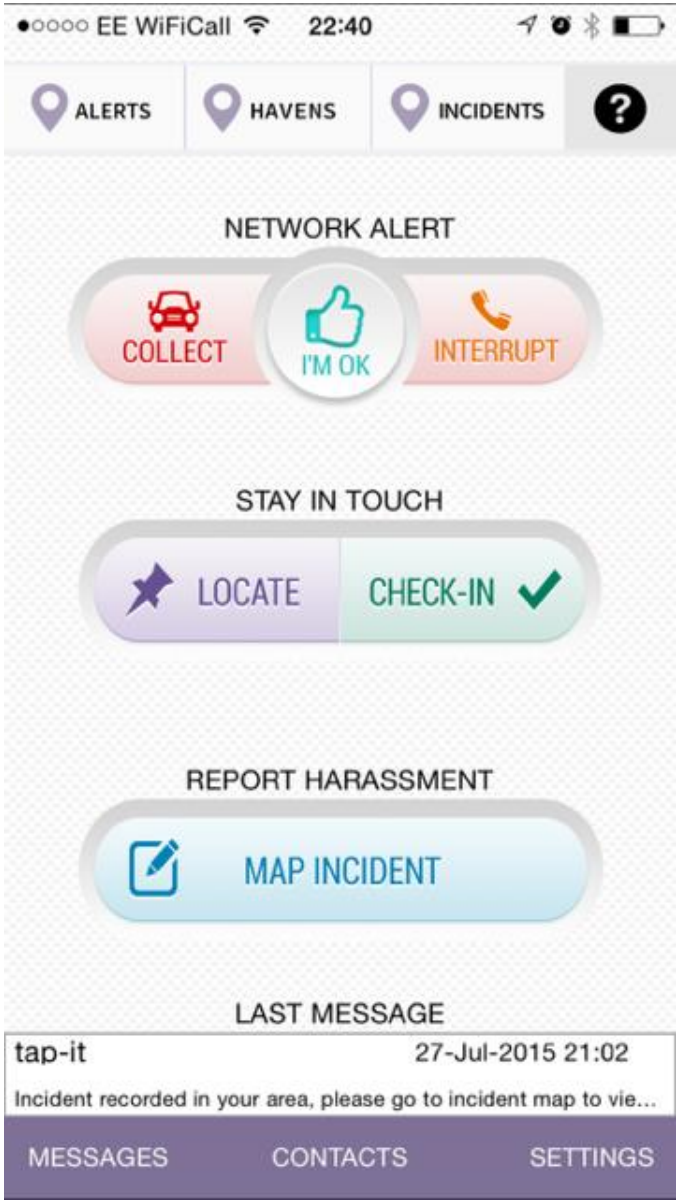

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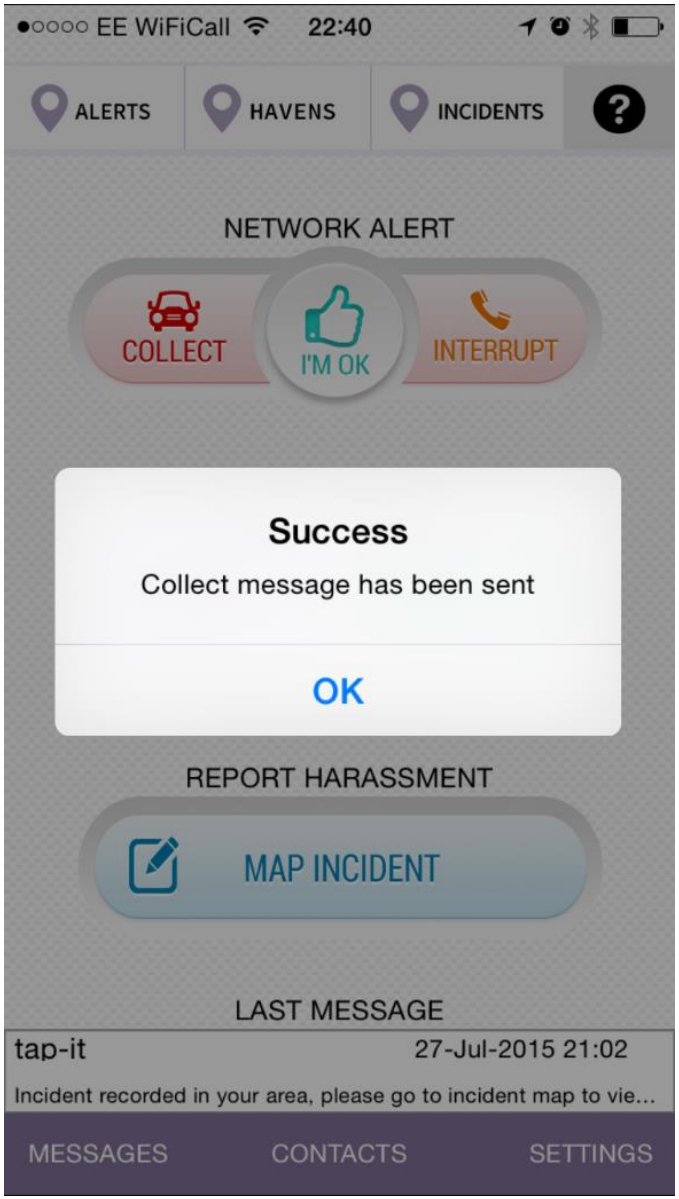

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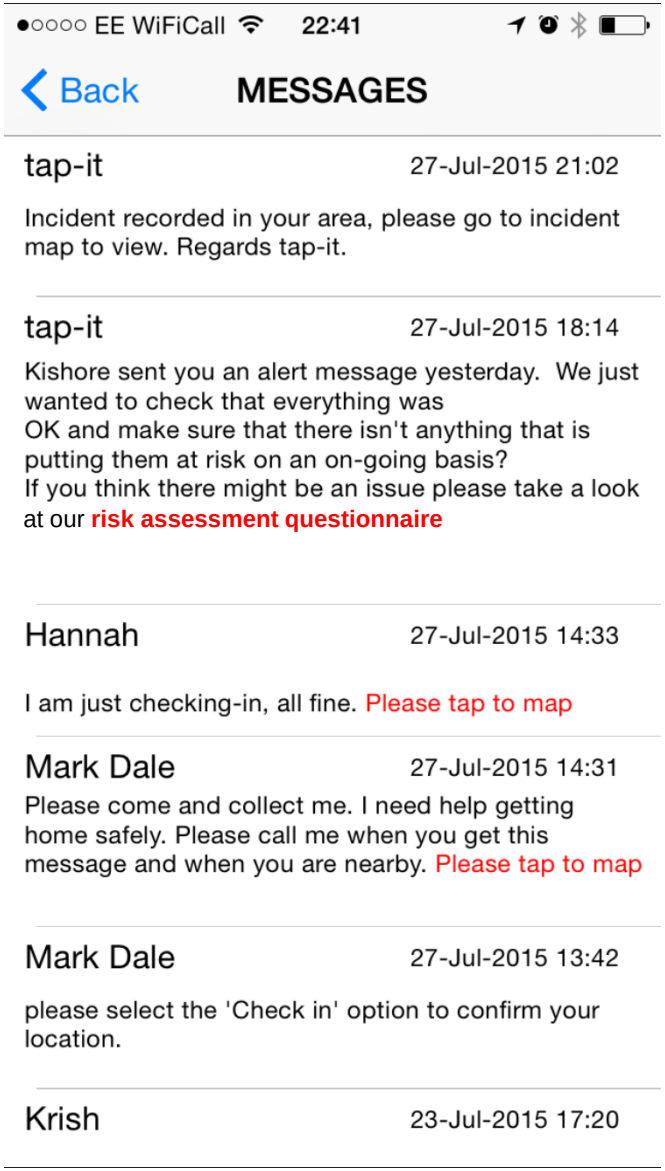

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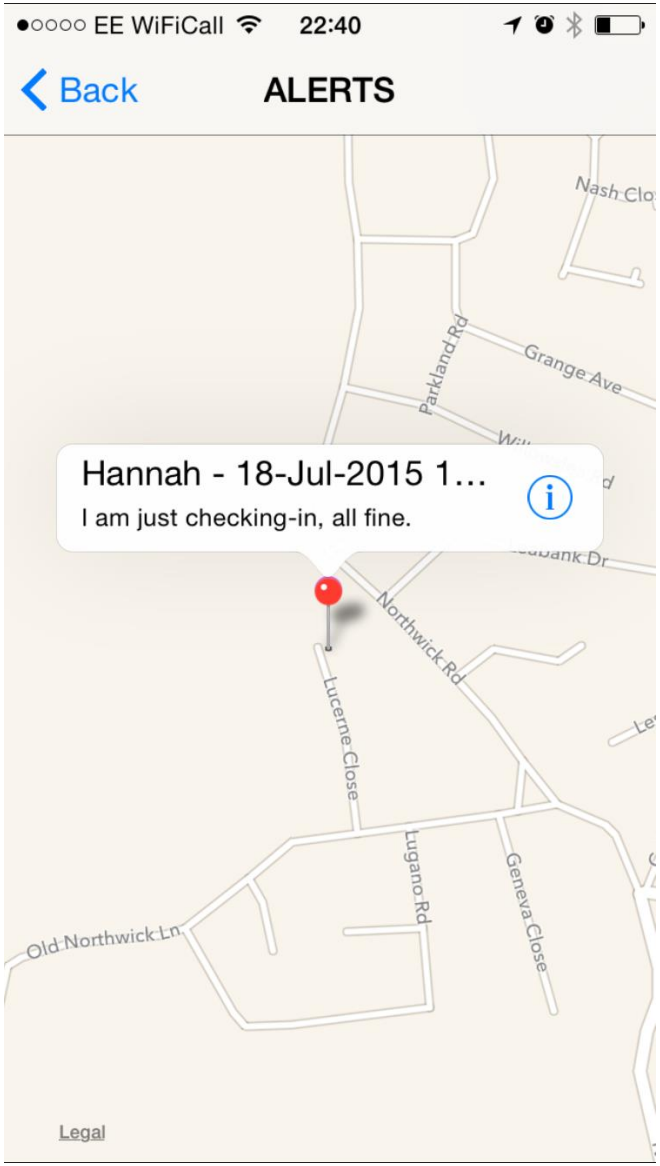

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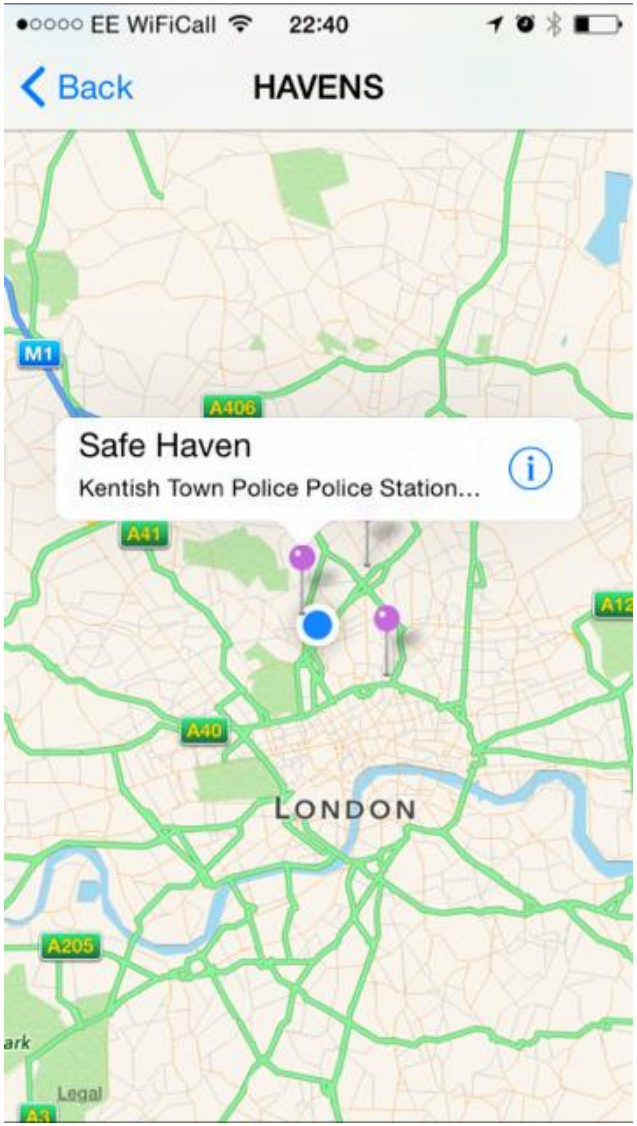

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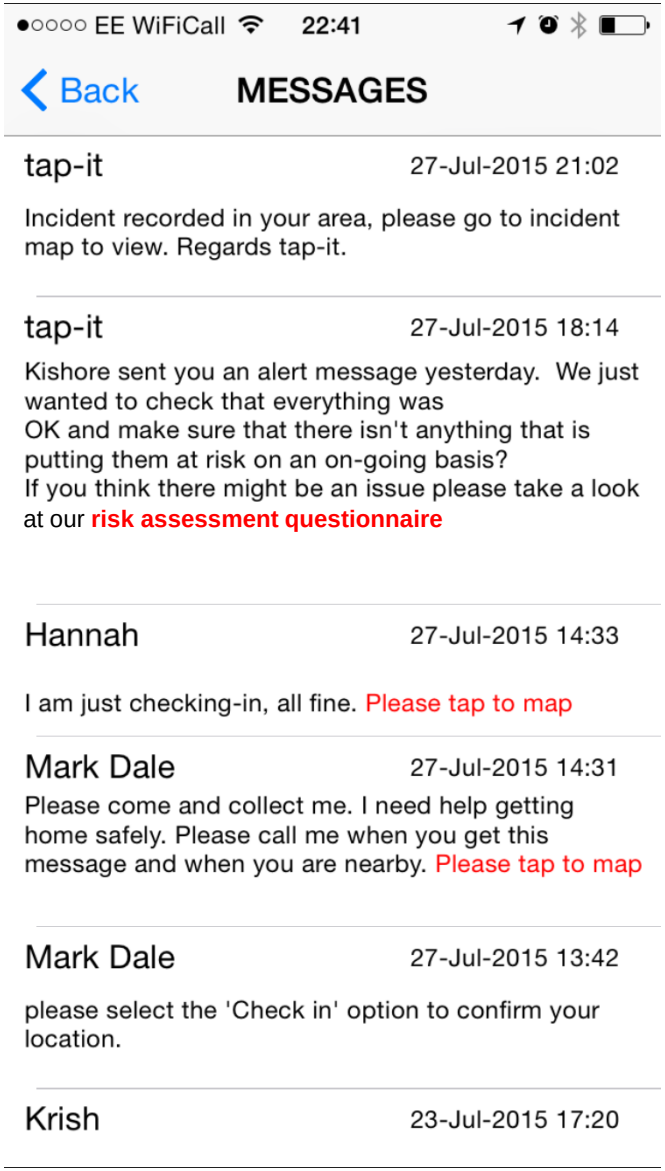

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