

# New PUSH 5 Service Helps Parents, Children Be Safer



Safety is cited by parents as a top reason for buying their children a cell phone. Now, Boma Systems, a Carmel-based company, is offering a new phone service called Push 5 that turns any phone into a simple, yet powerful, security tool. Push 5 enables anyone – even a child – to easily and instantly connect with up to a dozen family members, close friends and neighbors to get help fast.

## One-Touch Urgent Alert System

Push 5 service can be added to any phone at just \$24 per year. Text-only alerts are free. In an urgent event, it takes just one touch to your phone keypad to:

- > Send a silent alert to multiple phones, e-mail and text addresses
- > Broadcast a message telling your location and what's wrong
- > Stay on the line for others to join an on-the-spot conference call to coordinate assistance.

## Enhanced Safety and Peace of Mind for Families

Push 5 service can benefit anyone. It is especially popular with families.

Carmel real estate agent David Mauldwin purchased Push 5 service with the safety of his wife and daughters in mind. "Push 5 gives my family a very fast way to communicate with each other, and people we trust, in an emergency," says Mauldwin. "Push 5 helps us be safer."

Simplicity makes Push 5 especially ideal for children. There's no need to memorize phone numbers, decide who to dial, or make multiple calls to reach people. All a child needs to do is push one number on their phone to get help.

"Push 5 is a fantastic safety tool that provides a vital communication link between parents and children," says Carmel parent Kelly Wheeler. She has added Push 5 to her two sons' cell phones. "I try to always be reachable by cell phone, but there are times when I might miss a call – if my phone is dead, I don't hear a call,

or have left my phone somewhere.

"Push 5 ensures that even if my children can't reach me, they'll always be able to reach someone they trust for help. My sons think Push 5 is a great safety tool for getting help. Push 5 provides me with peace of mind, too."

Schools are also showing interest in Boma Systems technology. Carmel River Elementary School in Carmel has implemented Boma Systems technology as a hostile intruder alert system to help protect staff and students.

Boma Systems is working in cooperation with the National Center for Missing and Endangered Children, First Responders, and law enforcement agencies.

**Special Discount for Monterey Bay Parent Readers:**  
Monterey Bay Parent readers who sign up online for Push 5 Standard service can receive a \$2 discount off the regular annual subscription rate of \$24 when they enter the referral code: **MBP3**  
The offer ends May 1, 2007.

For more information on Push 5 and to subscribe online, visit: [www.push5.com](http://www.push5.com)