



**TOUGHBOOK<sup>®</sup>**

# **BE PART OF WHAT'S NEXT IN EMERGENCY RESPONSE**

How first responders and critical public services can plan for FirstNet,  
a new nationwide communications platform dedicated to public safety



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## INCREASED PRESSURE ON EMERGENCY RESPONDERS

It's not just your imagination. Data shows that over the last 50 years, the United States has experienced more increases in extreme weather. Add to that the ever-present potential for man-made disasters like oil spills, active shooters or terrorist attacks and you can see how the already high stakes have been dialed up for emergency responders. It's not just our imagination. With an estimated 240 million calls made to 9-1-1 in the U.S. every year\* reporting accidents, crimes, fires and life-threatening medical situations, effective emergency response is a national priority.

\* "9-1-1 Statistics," National Emergency Number Association (NENA).

## THREATS TO LIFE AND PROPERTY

### 9-1-1 EMERGENCIES

- 240 million calls each year

Source: "9-1-1 Statistics," NENA website.

### EXTREME DROUGHT LEADING TO MORE WILDFIRES

- 5.5 times more fires greater than 1,000 acres in the western U.S. over the last 50 years

Source: "Wildfires in West have gotten bigger, more frequent and longer since the 1980s," The Conversation (May 23, 2016).

### MORE FLOODING

- 3 to 9 times more flooding in U.S. coastal towns in the past 50 years

Source: "Change to Top Six U.S. Economic Trends," Balance (July 24, 2018).

## PRIORITY ACCESS BUILT FOR FIRST RESPONDERS BY FIRST RESPONDERS



With so much pressure on government to respond effectively to local and national emergencies, streamlined communication between agencies is critical for first response and ongoing coordination of resources.



During the 9/11 attacks, first responders were isolated and unable to exchange data to coordinate and make the best decisions. FirstNet® was born from legislation signed into law in 2012. The contract to build a reliable, high-speed nationwide wireless broadband network platform dedicated to public safety was awarded to AT&T, and work began in 2017.



With a dedicated network, first responders can avoid overloaded commercial cellular networks that throttle communications and prevent access to critical data during emergencies or major events.

Panasonic TOUGHBOOK® rugged mobile solutions are designed for use in high-stress situations and with exceptional connectivity and reach. We can help you plan your upgrade so your first responders are ready to go at a moment's notice and with the confidence that they can communicate effectively.

## WHY WE NEED FIRSTNET

Public safety needs unfettered access to the network in times of crisis. FirstNet® helps first responders and those who support them communicate about the emergency and coordinate the most effective response. Here are three reasons why:

# 01

**Prioritized communications.** Public safety can connect to critical information in an emergency by accessing priority and, as applicable, preemption services over a dedicated network core. The FirstNet core is physically separate from the commercial core and provides greater network capacity for sending and receiving voice, data, video, images and text messages.

# 02

**Situational awareness.** Near real-time information improves the ability of emergency teams on the front lines to understand what's going on.

# 03

**Inter- and intra-agency coordination.** Because they have improved situational awareness, teams can coordinate rescue, restoration and management efforts more effectively.

LEARN MORE ABOUT THE BENEFITS OF THE NETWORK AT THE [FIRSTNET WEBSITE](#) AND THE [FIRST RESPONDER NETWORK AUTHORITY WEBSITE](#).

## WHO CAN USE FIRSTNET?

**PRIMARY USER**—First responder personnel who provide services in the areas of law enforcement, fire protection, emergency medical services, emergency call dispatch or emergency management.

**EXTENDED PRIMARY USER**—Entities including agencies, companies and organizations that provide critical government services, support critical infrastructure or support primary users with mitigation and restoration during or after an emergency. Includes utility companies, transportation, transit, utilities and hospitals.



# FOUR CONSIDERATIONS AS YOU GET READY FOR FIRSTNET

Planning for FirstNet® can be daunting. Because Panasonic has served the public safety community for more than two decades, we can help you work through the following as you prepare to adopt FirstNet.

## IT CONCERNS

Do I have to buy new IT infrastructure? What about new mobile devices? Can I upgrade? If I upgrade now, will I be able to take advantage of future FirstNet capabilities?

## PLANNING COMPLEXITY

How do I plan across our mix of devices? How do I align device inventory to FirstNet enablement? What's the best way to evaluate my choices?

## BUDGET CONSTRAINTS

How can I pay for this? Some grant money may be available to pay for new FirstNet Ready™ devices. The FirstNet unlimited data rate plan usually is less than the current commercial rate plan. FirstNet principle consultants can work with you on budget planning.

## NETWORK CONCERNS

Is it better to switch to FirstNet or remain on my existing commercial carrier? Which providers have better coverage in my area? How do I evaluate? What about contract concerns?

“ For first responders, it's critical they get it done right. ”

—MARY BETH HALL, PANASONIC DIRECTOR OF WIRELESS STRATEGY

# HOW PANASONIC CAN HELP YOU ADOPT FIRSTNET

Panasonic is committed to helping public safety agencies adopt FirstNet®. We already have technical teams set up, ready to work directly with first responders to make sure the upgrade to FirstNet goes fast and painlessly.

## **SINGLE POINT OF CONTACT**

From early on, we worked closely with FirstNet organizations and developers. As a result, we can offer expertise and support resources to help you manage complexity and streamline your planning process for adopting FirstNet.

## **OPTIMIZED CONNECTIVITY**

While the availability of network connectivity is the point of FirstNet, we don't stop there. We continue to test, engineer and custom design the circuitry and software of our devices to connect to the applications and systems critical to our customers.

## **DEVICE ACTIVATIONS**

Because we are a member of the FirstNet Master Dealer program, we can perform FirstNet activation for your devices. We can also provide deployment services so that your new TOUGHBOOK® mobile computers arrive ready to work and customized for your environment.

## **IMMEDIATE ACCESS TO FIRSTNET**

For eligible subscribers, our current line of devices can all take advantage of priority and preemption services available on the AT&T or FirstNet core.

## **CLEAR ROADMAP FOR THE FUTURE**

We have a clear path for upgrading our current devices, as well as plans to release new, powerful FirstNet Ready™ devices. First responders will be able to take advantage of new FirstNet capabilities as they are rolled out.

## A BASIC CHECKLIST FOR MOVING YOUR AGENCY TO FIRSTNET

Public safety agencies should start working now on plans to adopt FirstNet®. Use this basic checklist to work with your Panasonic team. They can help you customize your plan to your current agency environment and migrate your mission-critical needs for mobile data, video and ultimately push-to-talk voice to FirstNet.



1. Review the buildout plan with FirstNet Principle Consultant so that you understand what services and capabilities are available, and evaluate the geographic coverage you need.
2. Inventory your devices to see if they are FirstNet capable and can operate with a FirstNet rate plan and corresponding SIM card.
3. Develop a roadmap for investments that are consistent with your agency's long-term goals and future FirstNet innovation.
  - Are your current devices compatible with FirstNet?
  - Should you purchase devices now or wait until they are FirstNet Ready™?
  - How can you fit FirstNet equipment purchases into your regular equipment life cycles?
  - Document the incremental steps you need to take.
  - Identify the timing and cadence for investing in new versus upgrades for your mobile devices.

**“ The current line of TOUGHBOOK® devices can continue to meet your agency's ongoing needs. ”**

**-MARY BETH HALL, PANASONIC DIRECTOR OF WIRELESS STRATEGY**

## PANASONIC DEVICES FOR FIRSTNET

All TOUGHBOOK® rugged laptops, 2-in-1s, tablets and handhelds are available with the FirstNet® rate plan, giving you access to priority and, if applicable, preemption services. We have a robust product roadmap that will include FirstNet Ready™ devices soon.

Whether you have an existing model or are looking to purchase new devices, we can help guide you on the right upgrade path for your agency.



**LEARN MORE ABOUT HOW PANASONIC CAN HELP YOU PLAN AND MIGRATE TO FIRSTNET, OR CONTACT ONE OF OUR PUBLIC SAFETY EXPERTS:**

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**Visit:** [Panasonic TOUGHBOOK Computers](#)

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