



SecretlySafe

SecretlySafe Debuts as the First Personal Safety App Using Voice Recognition

An app to discreetly get immediate help in an emergency without ever having to touch your phone.

FOR IMMEDIATE RELEASE

New York, NY - June 20, 2017

Available today, SecretlySafe is the first personal safety app to integrate voice recognition technology. The mobile app overcomes the limitations associated with traditional personal safety apps by providing the ability to instantly notify others of an emergency without any physical interaction with the device.

“The tragic stories in recent months, including *Karina Vetrano*, *Vanessa Marcotte*, and *Alexandra Brueger* led us to believe the available solutions weren’t enough,” said Justin H. Moehringer, SecretlySafe’s Founder and President. “You can have the best personal safety app in the world, but it’s worthless if you aren’t able to activate it in an emergency.”

The need for an effective personal safety app is more important than ever. Runner’s World reported in 2016 that over 50% of women joggers under 30 have endured harassment.¹ Furthermore, the National Association of Realtors reported in 2016 that 39% of realtors found themselves in a situation where they feared for their life.²

SecretlySafe offers a simple and effective solution through the use of voice recognition, live video/audio streaming, live location tracking, emergency contact notification, and a 24/7 dispatch center. A user enters a 4-6 word phrase which is used as the trigger to indicate an emergency. When desired, turn on listening mode and SecretlySafe will begin listening for the phrase. If SecretlySafe detects the phrase, the 24/7 dispatch center will be notified, make contact with the user, and direct emergency services to the user’s exact location.

Users also have the option to enable live video/audio streaming, which automatically sends a live feed to the operator. In addition, a user can add emergency contacts and automatically have a link texted to them providing live location updates, as well as the status of the alert.

SecretlySafe is currently available in the US on the Apple App Store. A subscription is \$4.99 per month and comes with a free one-month trial.

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¹ Hamilton, M. (2016). *Running While Female*. Retrieved June, 2017, from <http://www.runnersworld.com/running-while-female>

² National Association of Realtors. (2016). *2016 Member Safety Report*. Retrieved from <https://www.nar.realtor/reports/2016-member-safety-report>

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