



## **CiviGuard Debuts Next-Generation Crisis Communication Platform at Where 2.0 Conference**

### **CiviGuard Chosen as One of Five Launch Pad Start-ups with “Innovative, Promising New Technology”**

**MOFFETT FIELD -- March 31, 2010** -- [CiviGuard](#) is pleased to announce it has been chosen as one of just five start-ups to present at Where 2.0 Conference Launch Pad, showcasing the latest in location-based technology. Built on a highly resilient infrastructure, CiviGuard enables government agencies to deliver authoritative location-specific alerts, precise and actionable information, and guidance to civilian populations via mobile devices and the web. CiviGuard will showcase its [crisis communication platform](#) at the Where 2.0 Launch Pad in San Jose on March 31<sup>st</sup>.

The CiviGuard platform is the first to deliver trusted government information to civilians by combining cutting-edge smartphone technology, cloud-based infrastructure and intelligent message distribution into a single offering. “We are very excited about the opportunity to present at the Where 2.0 Launch Pad segment,” said Zubin Wadia, CEO and co-founder of CiviGuard. “The simplicity of our platform’s interface, order-of-magnitude faster delivery, location-awareness and the resiliency of CiviGuard’s infrastructure streamline the dissemination of authoritative information, transforming information into awareness and awareness into action.”

“Where 2.0 is well-known as a tremendous forum to showcase emerging location-based technology start-up firms,” said Salim Ismail, Executive Director at Singularity University. “CiviGuard was born out of the team projects at Singularity University’s Graduate Studies Program 2009 and we are extremely delighted by CiviGuard’s progress to create a new standard for rapid crisis communication.”

CiviGuard will present at the Where 2.0 Launch Pad on Wednesday, March 31 at 12:00pm. Please visit - <http://en.oreilly.com/where2010/public/schedule/detail/10943> - for presentation details.

### **About O'Reilly Where 2.0 Conference**

Now in its sixth year, Where 2.0 brings together people, projects, and issues surrounding the latest trends and technologies in the location industry. O'Reilly conferences bring together forward-thinking business and technology leaders, shaping ideas and influencing industries around the globe. For over 25 years, O'Reilly has facilitated the adoption of new and important technologies by the enterprise, putting emerging technologies on the map. The Where 2.0 conference takes place March 30 to April 1 at the San Jose Marriott, with Launch Pad. For more information, please visit <http://en.oreilly.com/where2010>.

**About Singularity University**

Singularity University is an interdisciplinary university whose mission is to assemble, educate and inspire a cadre of leaders who strive to understand and facilitate the development of exponentially advancing technologies in order to address humanity's grand challenges. SU is based at the NASA Ames campus in Silicon Valley. For more information, please visit [www.singularityu.org](http://www.singularityu.org).

**About CiviGuard**

With offices in Silicon Valley and New York, CiviGuard provides a highly resilient crisis communication platform that rapidly delivers location-aware alerts and guidance to civilians. Combining trusted government information, cutting-edge smartphone technology, cloud-based infrastructure and intelligent message distribution into a single offering, CiviGuard is poised to redefine crisis communication. For more information, please visit [www.civiguard.com](http://www.civiguard.com).

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