



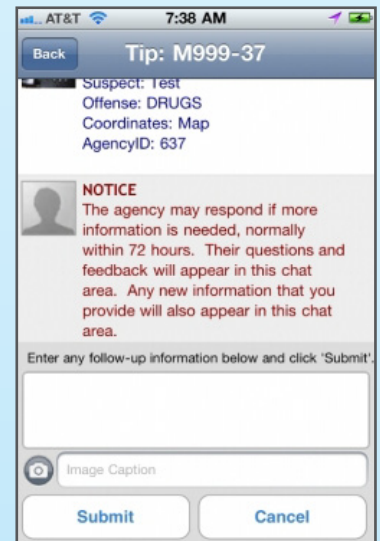
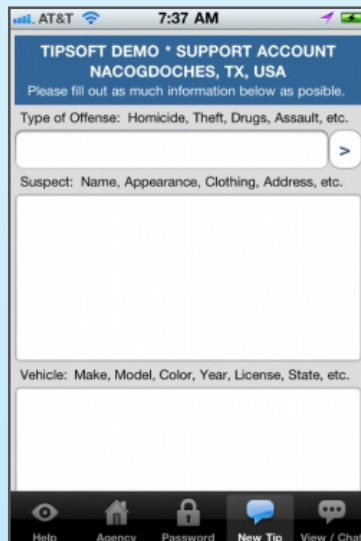
INTRODUCING:

TipSubmit

MOBILE TIPS APP FOR IPHONE®.

- Submit images and video
- Unlimited messaging length
- Fully anonymous two-way dialogue including virtual chat mode when both parties are online
- School Option for campus tipping
- Auto-locate the nearest agency

TipSubmit Mobile will allow tipsters to submit secure and anonymous tips to Crime Stoppers, law enforcement agencies or School Safety Officers and Administrators through the world's largest and North America's only, truly anonymous tip reporting system. Enjoy the convenience of communicating with law enforcement via your mobile device while having much more functionality available to you than SMS Text-a-Tip offers alone.



TipSubmit Mobile
Features and Benefits vs. SMS Text-a-Tip

TipSubmit Mobile is Anderson Software & CrimeReport's new mobile tip submission application that offers many great new features and benefits vs. any existing tip submission processes. Tipsters get the convenience of submitting tips from their mobile device with the immediacy of SMS text tipping but without having to rely on the SMS text tip platform and limitations. Images & video may now be included, unlimited length messages, fully anonymous two-way dialogue and even virtual chat mode when both parties are online. There is a definite place for SMS text tips in this world but our all new TipSubmit Mobile application does indeed take things to the next level for effectiveness and efficiency.

Feature	TipSubmit Mobile	TipSoft SMS Text-A-Tip
Tips can be submitted via mobile device	YES , on iPhone and Android devices... platforms which are rapidly becoming the lion's share of the market.	YES , on virtually any device capable of texting, <i>but limited to a smaller subset of carriers.</i>
Works across all mobile carriers	YES	NO , there are many regional carriers representing millions of subscribers who are not a part of the national short code network
Is there a cost to the tipster?	NO , a free download and no SMS fees.	YES , <i>there could be</i> , depending on their plan with their carrier. <i>Standard text rates do apply to all SMS tips.</i>
Ease of Use	YES, requires NO short code and NO keyword. These two elements are often hard for tipsters to remember and can be the key reason a tip may not be submitted at a time a tipster may wish to. The system can even auto-submit to nearest agency via geo-reference with no manual lookup required.	NO , not difficult to use if you recall the proper short code to submit the tip to and keyword to preface the message with, but can be a detriment to efficient use if both of these elements are not remembered or easily obtainable at the time the tipster is trying to use the system.
Reliability	YES, very reliable. This process does not rely on the often backlogged SMS message delivery process. The application communicates directly and securely with the TipSoft transaction server.	NO, not always. The carriers do not treat SMS traffic with any priority and it is not unusual for their delivery system to be severely backlogged, resulting in delayed deliveries.
Is there a limit to the length of the message?	NO , and several key fields are present to help guide the tipster through the process of providing the proper information needed for an actionable tip.	YES , SMS tips have a limit of 160 characters in the U.S. and 140 characters in Canada. This can require many separate text messages to get the full gist of the tip across. More often, it results in inadequate information initially for an actionable tip, requiring additional 2-way dialogue to prove up enough facts for action.
Auto-Routing of Tips	YES, via seamless database driven dynamic drill down alone , the tip can be related to a particular campus or retail store, etc. This saves the recipient from having to inquire back to the tipster for more specific information regarding the location the tip pertains to.	YES, IF individual keywords are implemented for each separate location or recipient. This can get costly with a surcharge for separate keywords and multiple catchy and meaningful keywords can be difficult to come up with and manage in the case of separate ones for each school campus, for instance.
Can images be submitted with the tip?	YES, and can even be geo-tagged	NO , SMS tips are limited to text only
Two-Way Dialogue Capable?	YES , with virtual real-time chat built into the app while the application is open.	YES, as back and forth text messages
Secure & Anonymous Safe for tipster with others around	YES , the tips and 2-way dialogue may not be viewed without logging into the app, thereby keeping others from inadvertently seeing your communications with law enforcement or seeing a reply from the agency received in the clear, such as can happen with SMS tips.	YES, but there can be a potential risk to tipster in mixed company. Anyone with access to tipster's phone could feasibly review the text traffic or be present when a visible SMS reply comes in from the agency.
Can you have multiple active tips working?	YES , the tipster can simultaneously work multiple open tips while keeping the dialogue for each one seamlessly separated on their mobile device. Each tip is also recorded as a new record within TipSoft, avoiding any confusion.	NO , only one active thread is allowed per device. It is rather rare, but can be quite confusing to the agency when a tipster is providing information on more than one incident within a single thread. The agency must sort it out and copy and paste the dialogue into separate tips within the TSv5 Db.

www.tipsoft.com or 936.569.0447 or sales@crimereports.com for more information...