



October 12, 2021

Merced Fire Department
99 East 16th Street
Merced, CA 95340

RE: First Due is the sole source for automated size-ups and pre plans on all buildings in the City of Merced.

Fire Chief Derek Parker,

Locality Media Inc dba First Due helps solve the data challenge for emergency response operations by automatically connecting to online and offline data sources, bringing critical building and occupancy information into one central cloud-based platform. The system translates that wealth of information into a quick and easy-to-consume format that is accessible on any device and fully integrated with your dispatch process, unique SOPs/SOGs and existing CAD (Computer Aided Dispatch) system. The platform also includes a simple to use data collection and digital mapping tool for use on any device as well as Community Connect; which enables residents to securely submit life safety information and facility managers & commercial business owners to communicate occupancy and pre-plan data with your department.

First Due is the only cloud-based, intellectual property protected platform in the market to provide automatic size-ups and pre-fire plans on all buildings in the City of Merced across Commercial AND Residential locations. Our system integrates with your CAD and RMS, as well as ArcGIS. It is also the only product in the market to provide operations crews with one source of truth for all relevant data from your other municipal agencies in our proprietary dynamic icon-based front end for responders in the field at the time of dispatch with automated incident address location matching - a claim no other solution in the market can make.

All components of our platform are designed, produced, and sold exclusively by First Due in New York, New York. For more information, please visit www.FirstDue.com.

Andreas Huber

CEO | First Due

107 Seventh St
Garden City, NY 11530

888.504.0016
FirstDue.com