

PRESS RELEASE, 2016 August 30<sup>th</sup>

## **SOS-Notfall** **Custom S.p.A and Netrising** **reinvent the concept of safety with a new APP**

Custom S.p.A. together with Netrising, a Custom Group company specialized in the digital sector and Italian leader for the number of created and downloaded APPs in the APP stores, developed an innovative application for OBB (Austrian Federal Railways), with unique hardware and functionalities. The aim is to protect the employees in case of emergency or danger (a fall, an assault, an unexpected immobilization, an illness) through an advanced remote monitoring system and emergency calls.

Known all over the world as one of the leading groups in the production of ticketing, gaming and Point of Sales systems, Customs stands out for the innovative solutions that offers, designed accordingly to the fil rouge of the company: the creation of "custom made" products, specifically built following markets and customers needs. Also in this case, Custom and Netrising have been able to design an innovative proposal for the safety of Austrian Federal Railways employees in a potentially dangerous work environment.

The core of SOS-Notfall APP is an encryption technology with a "just in time" tracking and geolocation system in stand-alone mode if an emergency takes place. A communication process based on both GPS and Wi-Fi technology allows the employees to use the APP also in their sparetime.

The "private mode" which is free configurable by the employee to protect his privacy, allows to locate people if they want to be located 24H/24H and supplying them with a set of specific alarms such as the acoustic one, the silent one, the one to use in case of impact, in case of immobilization and fall, other than the possibility to call 3 numbers simultaneously and to send automatic SMS.

SOS-Notfall is a real instrument for control and safety, both active and inactive: from the worker side, it allows to ask for help through alerts transmission in a simple, secure (it's also possible to exclude the smartphone's speaker to make emergency silent calls) and fast way; from management side, it gives possibility to check staff's localization only in case of emergency to be able to intervent promptly.

### WHO WE ARE

*CUSTOM was born in 1992 with the idea of creating mechatronic solutions (mechanic/electronic), especially for the printers growing market. Since its foundation, the objective has been the one related to invest as much as possible in research and development, products and solutions. All the technical and electronic steps, the mechanic projects, the firmwares, the drivers and the utilities are being developed internally in the company. 23 years spent in developing products gave us a technical know how and a strong experience in several fields. CUSTOM has the biggest range of peripherals focused for vertical markets: Point of Sales – printers, fiscal printers and cash registers – Industrial, Kiosk and Ticketing – mechanisms, printers, ticket printers and scanners – and the division Gaming/Lotteries/Betting with complete terminals, together with the new division related to phones, with mobile phones, smartphones and accessories for any kind of need.*

### Contacts:

Marketing & Communication: Alessandro Mastropasqua  
Tel. +39 0521.680111 - [a.mastropasqua@custom.it](mailto:a.mastropasqua@custom.it)  
[info@custom.biz](mailto:info@custom.biz) [www.custom.biz](http://www.custom.biz) [www.customlife.com](http://www.customlife.com)

### World Headquarters

CUSTOM S.p.A. Via Berettine, 2 - 43010 Fontevivo Parma ITALY / Tel. +39 0521 680111 - Fax +39 0521 610701  
VAT: IT02498250345 Cap. Soc.: 6.000.000 € I.V. / Reg. Imprese Parma n. IT02498250345 / REA n. 243435

[info@custom.biz](mailto:info@custom.biz) - [www.custom.biz](http://www.custom.biz)