



IMPACT

(Injured Military Personnel Assisting Combat Troops)

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Agenda



- What is IMPACT?
- Development Timeline
- Native apps for handheld
- Video Work
- Road Show
- What's Next?
- Close

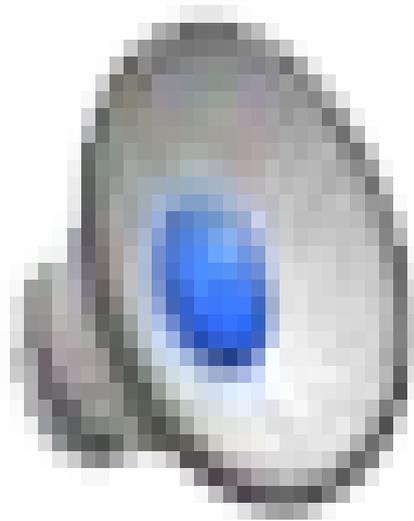




What is IMPACT?



- What: A password protected multi-platform network for CIED professionals that enables sharing/collaboration on lessons learned and training.
 - Admin generated content
 - IMPACT Videos
 - News Articles
 - Community Events
 - Stories for and about Wounded Warriors
 - Crowd sourced content
- Who: CIED Professionals
 - Currently limited to US military personnel





Development Timeline



MAY 2012
IMPACT iPad
app v1
launched

OCT 2012
IMPACT for
web/desktop
released

MAR 2013
Mobile Web



SEP 2012
IMPACT iPad
app v2
released

MAY 2013
native iPhone
and Android
IMPACT apps
released





Native Apps for Handheld



- Just-in-time accessibility
- Push notifications
- Geolocation
- Content creation and immediate sharing

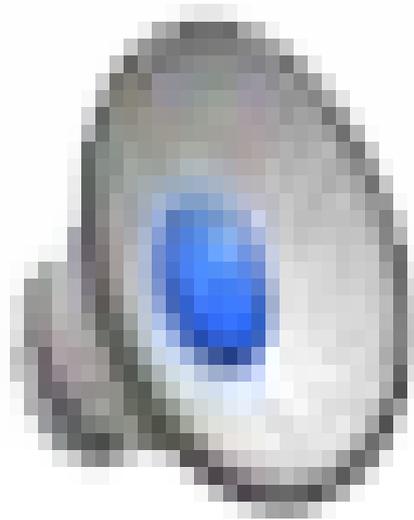




IMPACT Videos



- Format
 - Incident Videos (42 published)
 - Observation Videos
- Expansion of Interviewee Perspective
 - 1st person Wounded Warrior
 - 1st person onsite team member
 - Invisible wound injuries
 - Ground breaking Operational experiences





Value outside of IMPACT



- NAVSCOLEOD
 - Videos shown during training in IED Division
 - CMDMC using videos in his Welcome Brief for each new class
- GATOR has invited S2S to present the app overview during each US Military course
- Army Training Network has requested the use of analysis reports as reference information for senior leadership
- JKnIFE posting analysis reports and sample videos on NIPR page



“Road Show”



- Purpose
 - 1 hour brief to introduce and demo IMPACT as well as gather user feedback
 - Interview and film personnel for Incident Videos
- 2012 Visits
 - Army: Fort Bragg
 - Navy: Little Creek EOD leadership
 - Marine Corps: Camp Lejeune, Camp Pendleton
 - Air Force: Eglin AFB
- 2013 Goals
 - Army: Ft Drum, Ft Carson, Ft Campbell, Ft Leavenworth
 - Marine Corps: Camp Lejeune follow-up and Engineer engagement
 - Air Force: Peterson AFB, Hill AFB
 - Service requested visits

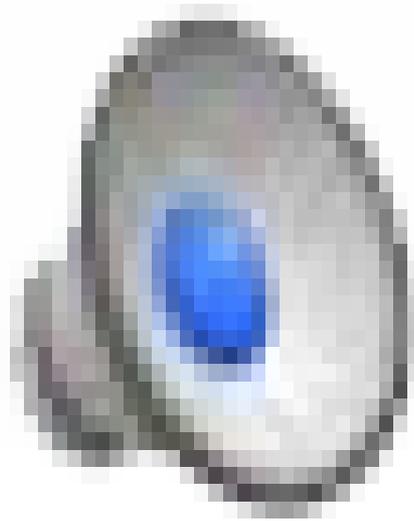


What's Next for IMPACT?



IMPACT will be the go-to mobile source for collaborative Counter-IED training

- User requested Enhancements
 - Asset Management
 - Private Messaging
 - Enhanced Search
 - Portrait Mode for iPad
- Development of IMPACT to maximize C-IED training needs
 - Leadership Case Studies
 - What's driving IMPACT Improvements?
 - Field Studies
 - Analytics
 - New technology research for optimizing apps and micro-social networks
 - Addition of training-centric features





S2S can be found at booth #105

Please stop by. We are staffed to answer your questions, help you register for an IED IMPACT account, and allow for app exploration.
