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Guidance Launches EmergencyLink.com & Accompanying Mobile Applications

Information Architecture, Visual & Technical Design, Development and Hosting Services Provided to Create the 24-hour Emergency Response Website and Apps

MARINA DEL REY, Calif. (June 18, 2012) – Guidance, a web, mobile and social commerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today the launch of EmergencyLink.com and its associated mobile applications. EmergencyLink is a 24-hour emergency service that provides access to important information to share with law enforcement, medical staff, family and/or friends during a crisis, and offers a call center to aid users as well.

Guidance developed the EmergencyLink website on the Drupal 6 platform and harnessed the power of social media by integrating Facebook and Twitter publishing tools to foster viral marketing. The accompanying mobile apps were built for use on the iOS, Android OS and Blackberry OS platforms and are currently available for free in all major app markets including iTunes, Android Market, Amazon Appstore for Android and Blackberry App World.

“When developing EmergencyLink, I wanted it to be easy to use and secure,” said Michael Soenen, Chairman and CEO of EmergencyLink LLC. “Guidance’s creative and technology expertise achieved that and more. Their user experience and visual design solutions made our site and apps intuitive and uncomplicated.”

To ensure ease of use, Guidance focused on the details of the user experience and developed an intuitive design through the use of icons. Guidance additionally provided branding, identity design, and visual design for the website and mobile apps.

“Sharing confidential medical, insurance and financial information is a lot to ask of anyone,” continued Soenen. “Guidance’s technical design and development safeguards our users’ personal information. They have implemented many of the same protection measures used by national banks and other financial institutions.”

EmergencyLink uses state-of-the-art technology and industry best practices for data encryption during transit to and from the EmergencyLink service, as well as while stored within system. The EmergencyLink network is constantly monitored and undergoes frequent threat assessments to ensure data protection. The multiple Internet backbone connections provide routing redundancy and high-performance connectivity.

“During a crisis, details are the last thing that you’re worried about,” said Jason Meugniot, Founder and CEO of Guidance. “We sought to give users peace of mind by developing EmergencyLink to automatically sync and track critical information so it’s always at hand.”

EmergencyLink users not only can refer to their information remotely, but they can also manage it from their mobile device as well. Any changes made to their contacts and important records on the mobile app are reflected almost immediately on the website and vice versa.

About Guidance

Guidance designs, builds, maintains and hosts highly customized commerce solutions for today's leading retailers, boosting brand loyalty, traffic and conversion. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social commerce.

Brands such as Bank of America, Behr, Burlington Coat Factory, Coffee Bean & Tea Leaf, Foot Locker, Honda, Hyundai, Intel, Mars, Nike, Oakley, Relax the Back, TOMS Shoes, Walt Disney and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

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