

# Fire and Rescue team gain critical lifeline with Nokia smartphones and Ovi Maps

Case Study: Nokia smartphones, handsets and Ovi Maps

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## Hampshire Fire and Rescue Service

### Company:

Hampshire Fire and Rescue Service

### Primary business:

Public emergency services

### Professional overview:

UK/International Fire and Rescue Service

### Number of employees:

1,935 (810 full-time firefighters, 755 retained firefighters and 370 support staff)

### Flagship office:

Hampshire, England

### Website:

[www.hantsfire.gov.uk](http://www.hantsfire.gov.uk)

## Customer challenge

- Hampshire Fire and Rescue Service required a reliable, cost-effective mobile solution to keep track of every team member's GPS positioning, for safety and accountability purposes.

## Products

- Nokia C6 smartphones for team leaders – large screen clarity to view maps and directions, qwerty keypad for rapid and detailed communication with all rescuers
- Nokia E52 mobile handsets for rescue workers – light and durable handsets that are easy to use and ideal for rescue missions
- Nokia C7 smartphones for USAR Advisers – touchscreen capabilities, high-speed processor for multitasking, handles variety of near-field communication (NFC) tag reading apps for rapid exchange of information
- Ovi Maps with free navigation for Nokia smartphones – clear, effective mapping in over 70 countries

## Business results

- Team leaders can track the live GPS positioning of up to 12 colleagues at once
- Rescue teams now supplied with critical information, including best routes to emergencies, in a third less time
- Various teams mobilised efficiently with SMS, MMS, LoneResQ app and Ovi Maps
- Each team member supplied with a smartphone or handset suited for their specific need
- USAR Rescue Teams can communicate and view maps on international missions without changing smartphones

*"Giving rescuers the exact GPS location of the incident saves precious minutes. Rescuers are texted the address of the emergency from Fire Control. They can then copy and paste the address directly into Ovi Maps and find the best route instantly."*

– Keith Bellamy, Deputy Section Leader, Hampshire Fire and Rescue Service

## Fire and Rescue teams boost response times at home and abroad

Saving lives is a daily part of the job for the Hampshire Fire and Rescue Service. "Our firefighters may be cutting a ring off a small child's finger one moment and then finding themselves flying a helicopter to a ship on fire somewhere off the coast," says Alan House, Hampshire Fire and Rescue Service's Deputy Chief Fire Officer.

Keeping clear lines of communication open between the team of almost 2,000 people is of critical importance. Each minute is imperative when getting teams to accident locations but, in late 2009, vital time was being wasted in deployments. "With no affordable solution available on the market, we were having to call or SMS individuals one-by-one to check on their location and safety," says Deputy Chief House. "This was time-consuming and costly."

### Handsets and smartphones ideal for each job

The Hampshire Fire and Rescue Service worked with its telecommunications provider, O2, to construct an integrated solution, using a combination of Nokia smartphones and handsets, Ovi Maps with free navigation and location app LoneResQ (from Nokia partner, Rapid Innovations).

The various Rescue Service teams received the Nokia handsets and smartphones that best suited their differing needs. For example, the rescuers who are first on site received the Nokia E52. "The rescue workers love the Nokia E52s," says Deputy Section Leader, Keith Bellamy, "they're simple, highly durable devices with long battery life, making them ideal for rescue missions."

Deputy Bellamy and the other team leaders use Nokia C6 smartphones. Features include a large, sliding touch screen display for maps and directions and a qwerty keypad for high levels of communication with all rescuers. The multitasking capabilities also suit the managerial requirements of the team leaders, according to Deputy Bellamy.

### Keeping close track of numerous teams in extreme conditions

The devices all run Ovi Maps and LoneResQ, so team leaders can track the live GPS positioning of up to 12 colleagues – individuals just need to keep their phones switched on with the apps running in the background.

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Once on site, if a team member is in trouble and needs urgent assistance, they just need to press the designated LoneResQ Emergency Code Red button on their screens. This automatically sends their exact GPS location to their manager and opens up a direct line of communication between them.

The technology has proven to be highly cost-effective. With free navigation with Ovi Maps and a low monthly cost for the LoneResQ app (plus no additional required hardware), the only equipment the team members need is their Nokia smartphone.

## A cost-effective solution that works at home and abroad

As well as fighting every type of fire, the Hampshire Fire and Rescue Service handles many other types of general humanitarian assistance and rescue missions, including road traffic accidents, hazardous material incidents and the results of adverse weather. While this day-to-day work involves looking after the county of Hampshire, the department also forms part of the UK's International Search and Rescue (UKISAR) team. As a result, firefighters are often sent overseas on very short notice to help with some of the world's most serious disasters, joining forces with search and rescue teams around the world.

The USAR Advisers who head up international deployments need to use their smartphones for business management and to keep track of teams internationally. They are now getting the Nokia C7 with touchscreen capability and a high-speed processor for multitasking. Its near-field communication (NFC) capabilities also help them exchange information rapidly.

"As a team leader, it's vital for me to know the remote GPS location of each team member, both in the UK and at international incidents around the world, so the fact that Ovi Maps works in 70 countries is essential," says Deputy Bellamy. "With our system, if communications are lost with anyone, I'm aware of their last location and I know which colleague can reach them in the fastest time."

The A-GPS also enables the advisers to track all the 12 team members on their Nokia smartphones rather than having to be at the central office. It's particularly invaluable for teams abroad in unfamiliar territory or when working alone in private properties where unknown dangers may lie.

### Real advantages in real rescue missions

Critically, the team is able to work closely even when some rescuers are deployed half way around the world. Most recently, nine members of the Hampshire team were despatched to Christchurch, New Zealand to support international rescue efforts following the 6.3-magnitude earthquake in February 2011. Using GPS and Nokia's smartphone technology, every movement was tracked and monitored by the control centre back in the UK. "The system provided us with invaluable real-time data that enabled the management team back at base to make informed decisions," says Deputy Bellamy. "That in turn helped us to deploy the team as effectively and as safely as possible."

"Whilst there we used Ovi Maps to navigate around the city and locate the buildings that we were tasked with searching. Throughout the deployment it was extremely useful having a device that was able to be used to take written notes and voice memos. Being able to use Skype over a Wi-Fi connection enabled team members to stay in contact with their families whilst away, at no cost. Prior to returning to the UK I used the device to edit the spreadsheet used to calculate the weight and volume of our equipment. It was then a simple matter of transferring it to a USB memory stick, using the USB on the Go Adapter, for the air cargo handlers."