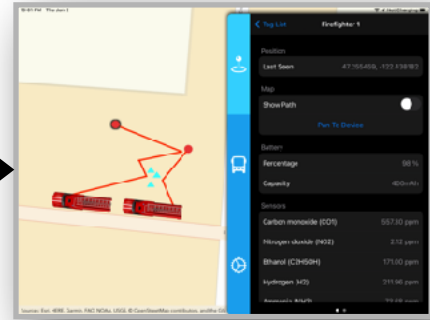# FIREFLY for Fireground Operations

FIREFLY is an on-demand accountability and situational awareness system created specifically for fireground response operations, designed with input and feedback from firefighters, Incident Commanders, and Fire Chiefs. FIREFLY capabilities are packaged in FIREFLY Device Kits and FIREFLY Platform subscription plans.

Fireground Location & Analytics Hub

FIREFLY Device

FIREFLY iOS/ArcGIS App

FIREFLY handles situational awareness and accountability challenges encountered during, and after, fireground response operations.

Situational Awareness Enhancements

- **Navigate dangerous, unknown spaces**
- **Maintain location awareness in GPS-denied areas**
- **Communicate real-time, on-scene information**
- **Adapt to continually-changing conditions**
- **Respond quickly and accurately to Mayday scenarios**

Accountability Enhancements

- **Operational accountability on the scene**
- **Personnel accountability**
- **Equipment accountability**
- **Post-operational assessment and analysis**
- **Monitoring and accountability of hazardous environmental factors (with CANAIRY)**

All of our products are designed and manufactured in the USA.

About FIREFLY for Fireground Operations

FIREFLY provides a dynamically deployable location accountability system, designed to accurately track on-scene firefighters during fireground response operations. FIREFLY enables unprecedented visibility into firefighter locations within buildings for safety and data-driven allocation of personnel, all without relying on cellular service. We give Incident Commanders an easy-to-use visual display to see where all responders are located, as well as evolving conditions across the fireground. Integrated analytics and alerts enable Incident Commanders and Safety Officers to respond quickly and accurately, using real-time information.

FIREFLY is easy-to-use and integrates into existing protocols; firefighters simply activate their devices using a pull-pin. Devices can be further equipped with additional CANAIRY sensors to detect gases, pressure, temperature, CO, humidity, VOCs, and carcinogens. This sensor data is rendered by the FIREFLY Command Tablet, providing an unprecedented real-time view of the rapidly changing on-scene conditions and enhancing operational accountability by providing a record of exposure by incident.

But FIREFLY does more than capture data. We've integrated advanced machine learning and analytics to augment Incident Commanders' decision making - reducing data overload during critical situations. FIREFLY analytics range from fire spread prediction to identifying safe egress paths and can be customized to department needs. Moreover, our analytics enable ongoing assessment and characterization of each firefighter's exposure risk during structural fire response operations, which is retained to form an exposure record over time. These advanced analytic pipelines are integrated into simple to use visualizations to enable informed decision making both on and off the fireground.

Fire Subscription Plans & FIREFLY Kits

FIREFLY Subscription Plans

	Basic	Pro
Personnel Accountability	✅	✅
Fireground Map		✅
Real-Time Tracking		✅

FIREFLY Kits include*:

- **FIREFLY Devices**
- **Fireground Accountability Location & Analytics Hub Software**
- **FIREFLY Fireground iOS/ArcGIS App**

*Actual FIREFLY Kit contents vary based on kit type.

About Us

Namatad Inc. creates easy-to-use technology that connects people, promotes safety, and enables data-driven decision making. Founded out of the IPA research lab at the University of Washington, Namatad, Inc. is agile, forward-thinking, and dedicated to its mission to inform, connect, and protect those who protect us all.