

## The National Center for Missing & Exploited Children®

The Nation's Resource Center for Child Protection

The National Center for Missing & Exploited Children's mission is to help prevent child abduction and sexual exploitation; help find missing children; and assist victims of child abduction and sexual exploitation, their families, and the professionals who serve them.



### America's Missing: Broadcast Emergency Response

The AMBER Alert program is a voluntary partnership between law-enforcement agencies, broadcasters, and transportation agencies to activate an urgent bulletin in the most serious child-abduction cases. The goal of an AMBER Alert is to mobilize the entire community to assist in the search for and safe recovery of the child.



Since 1988, QUALCOMM Wireless Business Solutions (QWBS) has provided integrated wireless systems and services to businesses around the world. QWBS delivers the actionable information businesses seek in order to operate at peak performance and improve the quality of life for its customers, their employees and the entire value chain. QUALCOMM's world-class technology infrastructure, customer care and professional services enable QWBS to meet the increasingly complex needs of many industries, such as mobile enterprise, transportation and logistics, construction equipment and healthcare. QWBS' customer focus is based on the knowledge that leveraging technology is critical to creating business insight that helps clients achieve their vision.

**FOR MORE INFORMATION, VISIT**  
[www.qualcomm.com/qwbs](http://www.qualcomm.com/qwbs)  
**OR CALL 1-800-348-7227.**

© 2007 QUALCOMM Incorporated. All rights reserved. QUALCOMM, QUALCOMM Wireless Business Solutions and OmniTRACS are registered trademarks of QUALCOMM Incorporated. Your Business. Unbound. is a trademark of QUALCOMM Incorporated. All other marks are the property of their respective owners. QUALCOMM endeavors to ensure the information in this document is correct and fairly stated, but QUALCOMM is not liable for any errors or omissions. Published information may not be up to date and it is important to confirm current status with QUALCOMM. LCL1008 (6/07)

YOUR BUSINESS. UNBOUND.™



QUALCOMM WIRELESS BUSINESS SOLUTIONS™

## AMBER ALERT HIGHWAY NETWORK

Assisting in the search for  
abducted children, and helping  
bring them home safely.



YOUR BUSINESS. UNBOUND.™



# AMBER ALERT HIGHWAY NETWORK



The mission of the AMBER Alert Highway Network is to help save lives and reunite abducted children with their loved ones. Supported by the American Trucking Associations, the network is the result of collaboration between the National Center for Missing & Exploited Children (NCMEC) and QUALCOMM through which AMBER Alerts are distributed to the trucks of participating carriers within specified geographical areas.

The U.S. Department of Justice reports that more than 260,000 children are abducted every year. The AMBER Alert Highway Network is dedicated to doing everything possible to recover and protect these children.

QUALCOMM's mobile technologies and expertise in location-based services can help support this cause. Coupled with a network of customers that have thousands of trucks on the road every day, these important alerts can be delivered to nearby drivers so they may help in the search for an abducted child.

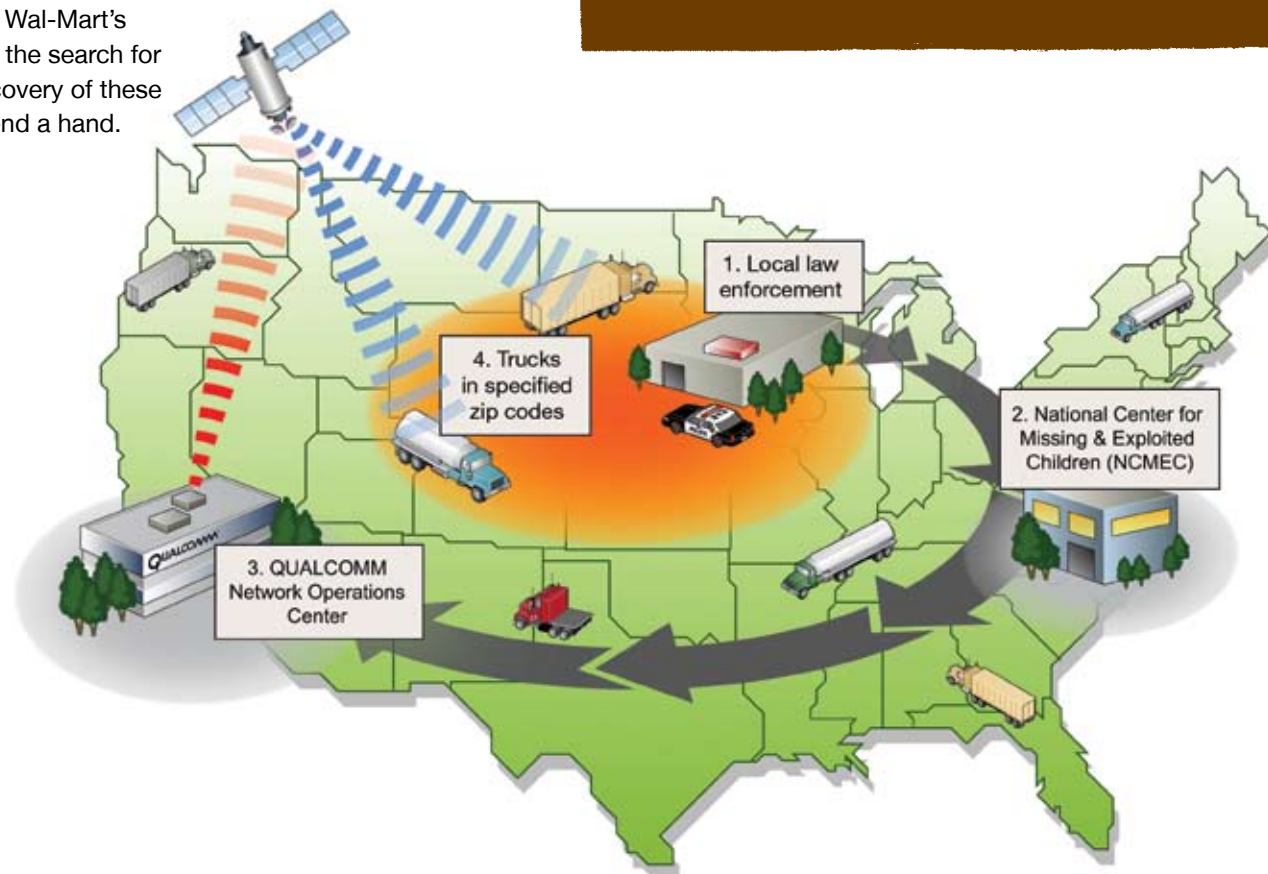
The AMBER Alert Highway Network builds upon the success of Wal-Mart's RoadWatch program with the aim of galvanizing truck drivers in the search for an abducted child. The first few hours are critical to the safe recovery of these young victims, and the trucking industry is uniquely poised to lend a hand.

## Why should your fleet participate?

Here are a few reasons.

Participate and your fleet can:

- Help save a child's life
- Help protect your local community
- Be further recognized as a company that is committed to your community, your customer, and our nation's children
- Increase satisfaction and a sense of purpose among your drivers and other employees



## How can my fleet participate?

Participation in the AMBER Alert Highway Network is open to QUALCOMM customers using the OmniTRACS® mobile communications system. Participation is voluntary and free.

If you would like to join the network, please contact us.

1-800-348-7227

[www.qualcomm.com/qwbs](http://www.qualcomm.com/qwbs)