

Impact to Motorists and the Public if IMAMS Were Deployed Nationwide

Equipping America's **3.5+ million semi-trucks and trailers** with IMAMS would fundamentally transform public-safety communication on the road. It would create the largest, most mobile, and most visible alert-distribution network ever deployed in the United States. The result: faster recoveries, safer roadways, and stronger community protection.

1. Dramatically Faster Recovery of Missing Children

Today, AMBER Alerts primarily rely on:

- Smartphone notifications
- Highway overhead signs (limited in number and locations)
- Social media shares and news broadcasts

These channels work—but they still leave gaps, especially in rural areas, along freight corridors, and during high-speed abductions.

IMAMS closes those gaps.

With AMBER Alerts displayed on millions of moving trucks:

- Alerts would travel **in real time along the exact roads abductors use**.
- Motorists would see high-visibility, rear-facing alerts directly in their line of sight.
- Truckers themselves—often first to observe suspicious vehicles—become “rolling watchtowers.”

This could **cut response times from minutes to seconds** and potentially increase safe child-recovery rates beyond anything possible today.

2. Nation's First Mobile Safety-Alert Grid

Every semi-truck becomes:

- A **moving digital billboard** for urgent safety alerts
- A **node in a national emergency-warning network**
- A **public-safety asset**, not just a freight vehicle

This creates a **mobile warning system** that can instantly communicate:

- AMBER Alerts
- Silver Alerts
- Weather emergencies
- Wrong-way driver warnings

- Hazard notifications (road closures, natural disasters, etc.)

Current systems are stationary. IMAMS makes the alert network **dynamic and omnipresent**.

3. Increased Situational Awareness for All Motorists

Rear-mounted dynamic LED messaging reduces drivers' cognitive load by giving them:

- Clear instructions
- Real-time visual warnings
- Actionable safety guidance

On highways where reaction time is measured in milliseconds, IMAMS helps prevent:

- Rear-end collisions
- Secondary accidents during emergencies
- Confusion in fast-changing conditions

Motorists gain **more predictability, more information, and more reaction time**.

4. Significant Life-Saving Potential

Even conservative modeling shows the potential for:

- **Thousands of lives saved per decade**
- **Hundreds of thousands of injuries prevented**
- **Massive reduction in the social and economic cost of crashes**

The trucking industry already moves **72% of America's freight**. With IMAMS, it would also move **critical safety information** with the same ubiquity.

5. Elevated Public Trust in the Trucking Industry

For the first time, truck fleets can contribute visibly and directly to:

- Child-recovery missions
- Public-safety initiatives
- Community protection

This transforms the public image of trucking from “large, intimidating vehicles” into **active partners in public safety**, strengthening industry reputation and goodwill.

6. Enhanced National Emergency Resilience

In events where power, cell networks, or digital infrastructure are disrupted (storms, wildfires, blackouts), IMAMS provides:

- A **self-sustaining alert network**
- Mobile nodes that operate regardless of local infrastructure failures
- High visibility even when traditional systems go offline

This adds a new layer of resilience to national emergency response.

In Summary

If every semi-truck and trailer in America carried IMAMS, the nation would gain:

- **The world's largest mobile alert network**
- **Faster AMBER Alert response and more children safely recovered**
- **Safer roads through real-time messaging and hazard alerts**
- **Greater emergency preparedness and national resilience**
- **A stronger partnership between the trucking industry and the public**

This is not just a trucking innovation—it's a **public-safety revolution** capable of saving lives every single day.
