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Leader. News Release

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FOR IMMEDIATE RELEASE

Leader Technologies a vital participant in 'Terrorex 04 Threat Simulation Exercise' hosted by the Departments of Homeland Security and Defense

LeaderPhone, Leader2Leader products proved very effective in coordinating emergency communications traffic among many agencies at once

LAS VEGAS (Jan. 15, 2004) -- **Leader Technologies, Inc**., a business communications software developer, provided key software and services to the "Terrorex 04 Threat Simulation Exercise" Jan. 7-11, sponsored by the Government Emerging Technology Alliance[1], a partner to the U.S. Departments of Homeland Security and Defense and the Boeing Industrial Consortium for Homeland Security.[2]

The conference attracted 750 high-level executives and security experts from commerce, industry, education and government, including Boeing, Lockheed Martin, Raytheon, General Dynamics, SAIC, Northrup Grumman, EDS, Cisco, Oracle, MCI, AT&T, Unisys, universities, Departments of Defense, Interior and Energy, FBI, CIA, NSA, DEA, U.S. military and National Guards, state and local police, emergency and fire agencies.

The software, including **LeaderPhone®** and **Leader2Leader®**, provided audio communications and allowed agencies involved to collaborate online to react and respond to terrorist threat simulations, said Leader Chairman Mike McKibben. Some of the "crises" the conference attendees dealt with included attacks on Washington D.C., the Alaska pipeline, a nuclear power plant and other targets.

"During the exercise, it was clear that people can get overwhelmed when faced with the chaos following a terrorist attack. Our normal communication systems get overloaded in such crises," McKibben noted. "Lack of timely, accurate information adds to the confusion and causes misinformation to fly. This confusion can result in delays and more lives lost. **LeaderPhone®**'s software was used for "on the fly" teleconferencing and as a "Reverse 911" alert dissemination system. Driven from a central command, it was an effective way to keep people more focused and on track." **LeaderPhone®** allowed central command to send key information via phone broadcasts to response groups, keeping everyone informed about what was going on across multiple agencies.

Leader2Leader®, an online collaboration space, allowed everyone to stay on top of the "big picture" during the simulation, he added. Documents, voicemail, notes and faxes could be examined, shared and stored by the agencies involved. "The fact that it is web-based meant everyone could get the information they needed from wherever they were," McKibben said.

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[1] http://www.federalevents.com/govcon
[2] http://www.boeing.com/ids/homeland_security/flash.html

"Leader came in with very pertinent technology," said Carl Solomon, who heads Boeing's Industrial Consortium for Homeland Security. "When we said, 'Let the simulation begin,' it was awesome to see all of the cell phones go off at the same time. Great demonstration of the technology."

Shawn Smith, CEO of Emergency Visions, a software and consulting services company, said that a number of participants "were literally clamoring to get access to **Leader2Leader®**." "It worked like a charm", he noted. Leader's suite of products serve as the foundation for the AlertVision™ component of the Homeland Security solution offered by Emergency Visions.

Leader's positive showing at the simulation has raised interest among agencies that must prepare themselves for terrorist threats, said Russell Keat, a principal of the Boeing Homeland Security Consortium. Keat, a White House advisor, is perhaps best known as the man who rescued the U.S. flag from the ruins of the World Trade Center on 9/11, wrote the simulations for the conference. "After 9/11, we went looking for companies that had command and operating vision in this sector," he said. "We wanted products and teams that would help us achieve our goals. We liked it that Leader could so easily be combined with other products. There's a ton of possibilities for Leader Technologies."

Leader's products fit in with an advanced instant messaging product provided by Groove Networks, and system architecture developed by Sol Logic, Keat noted. "In the future, we'd like to have the combined technologies of Leader, Emergency Visions, Groove and Sol Logic provide the linkage to put out the traffic necessary to run these important simulations."

About Leader Technologies

Leader Technologies, Inc., based in Columbus, OH, has developed an overall enterprise-class communications platform that unifies all forms of digital and analog interaction, including teleconferencing, email, voice mail, file sharing, web conferencing and video. **Leader2Leader®, Leader WebDemo™** and **Leader Smart Camera™** comprise a powerful collaboration software suite that will dramatically improve productivity and reduce costs by giving businesses more control over their communications, leadership, strategy, knowledge management and intellectual capital. To learn more, visit www.leader.com.

LeaderPhone® Teleconferencing Service enables work teams from both large and small businesses to set up conference calls themselves at much less cost using its patent-pending web-based conference-calling platform. The service overcomes the limitations of legacy conferencing systems while combining many of the features desired by businesses that rely on conference calling. For more information about **LeaderPhone®**, visit www.leaderphone.com.

Applied to the mission of Homeland Security, Leader's products and services provide (1) Event Prediction, (2) Alert Dissemination, (3) Event Collaboration and (4) Video Collaboration.

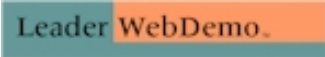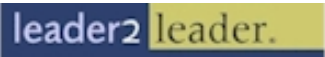For more information, contact John Frees at 614-939-1674 or Mike McKibben at 614-890-1986.

# # #

Click Here for **Alert Visions™** / **Leader2Leader®** White Paper (PDF)

1/7/03 - Currently being repositioned at the conference.

Terrorex 04 Threat Simulation Exercise Portal

Event Prediction
- surveillance & detection
- auto-scene/pattern recognition
- DoD-grade encrpytion
- deploy globally/monitor locally
- all camera types supported
- trend analysis

Alert Dissemination
- multi-device alert notification
  (email, fax, PDA, pager, cell)
- teleconferencing
- pre-recorded messages
- "on the fly" voice broadcasting
- chain of command notification

Event Collaboration
- unified messaging
- instant messaging
- teleconferencing
- web / video conferencing
- file / document sharing
- information libraries

Video Collaboration
- real time control room views
- video conferencing
- application sharing
- white boarding
- IP telephony
- co-browsing

Click Here (single view)
For Leader Smart Camera™ snapshot sample only.

Click Here (series of views)
For Leader Smart Camera™ events where onboard logic has triggered an event in the Control Room.

Leader Smart Camera™ Platform developed with Lawrence Livermore National Laboratory - University of California - U.S. Dept. of Energy.

Dial-in No.
(877) 278-8686
Meet Me PIN:
*****

Refer to the **Terrorex Phone Collaboration Card** you received at registration for your PIN.

SIMULATION INSTRUCTIONS

Each Community Participant has a conference call PIN unique to the community you were assigned. Use that PIN to conference your Community team members at anytime. That PIN is printed on the plastic card with the blue stripe you received at registration.

The Community Leaders have a separate PIN to be able to conference the leaders together (the plastic card with the red stripe at the top).

Quick Conference Tip:
1. Dial the 877 number
2. Key your PIN
3. Key *1 on your keypad
4. Dial another person's number
5. They will join upon answering
6. If you get their voice mail, key *3 to drop that line.
7. Repeat steps 3-6 to add others.

Traditional Conferencing Steps:
Everyone dials the 877 number and PIN.

The instructions above are for the dial in features. The **Alert Dissemination** capabilities of the system will be demonstrated as a part of the Terrorex 04 Simulation.

Login URL: **Click Here**
User ID: *********
Password: *********

SIMULATION INSTRUCTIONS

Refer to the **Terrorex Phone Collaboration Card** you received at registration for your UserID and Password.

Only the designated Terrorex Community leader has the **UserID** and **Password** for your Community. **If you need assistance logging in, telephone the Control Room at 614-496-5442.**

A Leader2Leader® session is set to time out after being idle for 15 minutes.

Click here for a sample view of the video conferencing showing the Terrorex Control Room.

Click here for Leader WebDemo® brochure (PDF)

Leader WebDemo™ allows you to connect to people globally from your PC to share presentations, documents, applications and desktop video.

Click here for LLNL Abstract (PDF). Click here for Alert Vision™ brochure.

Click here for LeaderPhone® brochure (PDF). Click here for the LeaderPhone® website.

Click here for Leader2Leader® White Paper (PDF). Click here for Leader2Leader® website.

Click here for Leader WebDemo® website.

Sponsors & Credits

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EmergencyVisions

Lawrence Livermore National Laboratory
Leader Smart Camera™ platform developed in research partnership with LLNL

Contact Leader Technologies Incorporated:
Sean McLellan - Corporate Accounts - - 921 Eastwind Drive, Suite 118 - Westerville OH 43081 - (614) 890-1986 VOICE - (614) 864-7922 FAX - sales@leader.com

Contact Emergency Visions, Inc.:
Mark Blount - Vice President, Marketing & Business Development - - 2110 Spring Hill Court - Smyrna GA 30080 - (770) 436-2474 VOICE - (770) 436-2145 FAX - sales@emergencyvisions.com

Terrorex 04 Simulation Collaboration Card Features
View this instruction online at www.leader.com/terrorex

Alert Dissemination
The LeaderPhone® teleconferencing dial-in and PIN unique to your assigned Community.

Video Collaboration
Leader WebDemo™ Video views of the Terrorex 04 Community Rooms:
- Leadership
- Preparedness
- Awareness
- Response & Recovery

The Terrorex 04 Simulation "Community" to which you are assigned

Terrorex 04 Simulation Portal

Event Prediction
Leader Smart Camera™ Snapshots of the Control Room

Event Collaboration
Leader2Leader® Login information, initially given to the leaders for each Community.

Teleconferencing Features
LeaderPhone® services you can access from your telephone.

Terrorex Simulation Collaboration Card
Simulation Community: Fire and Rescue Departments – West Coast
Powered by Leader. with EmergencyVisions.

Dial-in No: **(877) 278-8686** Meet Me PIN=**123456**
Simulation Exercise Launch Portal: http://www.leader.com/terrorex
Command Center Snapshots: http://www.leader.com/snapshot
Terrorex Situation Room Videos: http://webdemo-leader.com/live-asp Type your **Name** when prompted
Documents, Collaboration, Find: (Community Leader only initially) http://L2L.leader.com UserID=loginname Password=*****

Meet Me Instructions: *0=Get Operator *1=Add Participant *2=Increase Volume *3=Drop Last Participant Added *4=Start/Stop Record *6=Transfer Host Control *7=Mute Yourself *8=Decrease Volume *9=Unmute/Request Host Attention ** Options

LeaderPhone® Teleconferencing Free Promotion Features
Go to www.leaderphone.com for full details about LeaderPhone® - **9.5 cents per minute**

Free LeaderPhone® Trial Period for Terrorex 04 Participants

This PIN number is unique to this card.

Use this toll free 877 number and the PIN and start making LeaderPhone® conference calls immediately.

TERROR•EX 2004 *FreePromotion*

LeaderPhone. Teleconferencing
Homeland Security | Voice Collaboration

90 Minutes Free
1. Dial the 877 #
2. Key the PIN
3. Talk

Contact: support@leaderphone.com
www.leaderphone.com

Dial-in number: **(877) 278-8686**
Single PIN
Meet Me: **456534** *Distribute* this Single PIN Meet Me to call participants

LeaderPhone® Terrorex 04 Phone Collaboration promotional minutes are cumulative (e.g., 3 people x 10 min. = 30 min)

After the 90 FREE minutes, see the Activation Instructions on the back.
UserID: free-demo-876555 Password: 456534

Instructions: *0=Get Operator   *7=Mute Yourself
^4=Record Start/Stop   *1=Add Participant   *8=Decrease Volume
(Disabled for Promotion) *2=Increase Volume   *9=Unmute / Request Host Attention
                       *3=Drop Last Participant *=Options Menu

90 Free Teleconferencing Minutes on the Alert Dissemination and Event Collaboration Platform used in this Conference.

LeaderPhone® Power Web Features can be accessed once you activate your account

Teleconferencing Features
LeaderPhone® services you can access from your telephone.

To activate your PIN after the 90 free minutes, follow these instructions.

All calls are 9.5 cents per minute per participant. No hidden charges.

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Leader2Leader® Event Collaboration Control Console
Go to www.leader.com for more details about Leader2Leader®

Color-coded Workflow – The currently selected choices are highlighted and generally flow from left to right. Maintains the big picture.

News – Once you click and read it, it no longer displays, but remains in the archives

One-Touch™ Actions – All actions on your data are initiated from the buttons in this upper right section.

One-Touch™ Features – The choices here change depending upon which One-Touch tool is clicked and highlighted to its left

Folders & Files – Simply click to view-download

Digital Leaderboards® to which you have some level of view permission (Guest, Member, Host)

Leader One-Touch™ Comm Tool Selected ® In this example, the **Files** tool

Leader2Leader® User Tips:

1. We welcome your suggestions for changes, new features, problems experienced at support@leader.com

2. While at the Terrorex 94 Conference, feel free at any time to call **Sean McLellan, Leader Corporate Accounts**, on his cell phone at **(425) 894-5571** or **smclellan@leader.com** for support or to discuss your needs.

3. If navigation seems stalled, try flushing the cache and cookies on your browser.

4. Don't use the Back button on your browser. Click on the desired button in Leader2Leader® itself. Back button support will be included in the production release. When in doubt, usually `List` is the right button to click to get back to the beginning of any tool. Alternatively, clicking on a Leaderboard® or a Leader One-Touch™ tool brings you back to the top.
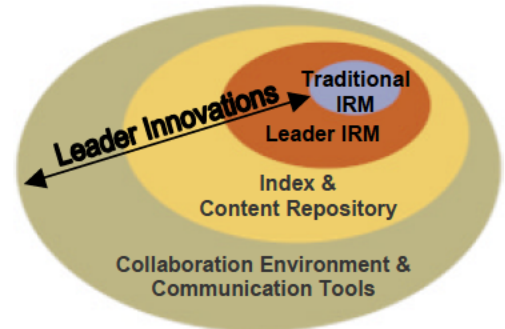
Leaderboard Example: `Intelligence Community Resources`
Leader One-Touch Tool Example: `Files`

Leader2Leader® Homeland Security Information Rights Management Platform

Information Rights Management (IRM) organizes access permissions to the data and the network. An IRM Platform enables authorized individuals to actually collaborate as well.

Traditional "rights management" involves network access, permissions, authentication, and encryption. IRM extends this concept to the information being shared among stakeholders — in other words, who should be granted access to a given piece of information and under what conditions. At its most basic level IRM defines who gets access to the information on a given topic. However, real life circumstances are never this simple. Stakeholder groups come in all sizes. Members of stakeholder groups change frequently thus requiring constant directory updating. Stakeholders use a myriad of communication media. Leaders need the flexibility to open up or lock down information sharing granularly as the circumstances dictate. Further, Leaders need to organize that information so that it becomes "intellectual capital" for later benefit. The Leader2Leader® Information Rights Management Platform is designed to extend IRM with embedded browser-based communication features that actually facilitate information sharing and collaboration across information silos.

Leader Innovations → Traditional IRM / Leader IRM / Index & Content Repository / Collaboration Environment & Communication Tools

> "I was first on the scene at Ground Zero. I didn't even know for eight days that the Pentagon had been attacked… We need to greatly improve our alert communications. What we have now failed us on 9/11." — Russ Keat, Security Consultant. Found the United States Flag at Ground Zero

Homeland Security Information Network

The Department of Homeland Security (DHS) announced the launch of the Homeland Security Information Network (HSIN) in February 2004 as the umbrella under which DHS organizations will work together. The new system will be based upon the Joint Regional Information Exchange System (JRIES) and currently uses widely available commercial products like Microsoft SharePoint, SQL Server, Groove Networks and K2 Enterprise web crawlers.

HSIN has currently adopted the U.S. Army's "swarming" approach to information sharing. The concept is solid: quickly get the information to the person who needs it. However, information security is jeopardized in the process. Swarming works best within a trusted network. By nature swarming cannot adequately address issues involving need-to-know, organizational culture, statutory requirements, civil liberties and user acceptance as information is shared across jurisdictional boundaries.

DHS-sponsored Terrorex 2004, Las Vegas, January 7-11, 2004

Several information-sharing models were put to the test in January 2004 at The Department of Homeland Security-sponsored "Terrorex 2004 Threat Simulation" in Las Vegas. Leader's collaboration technology was used alongside Groove. Lessons learned from Terrorex included the realization that Groove offered a tactical, "fat client" approach while Leader offered a dual tactical-strategic solution using secure "thin client" web access. Leader's technology provided the ability to maintain a strategic "big picture" of unfolding events while simultaneously providing tactical voice alerts to select groups on a need-to-know basis.

Leader's technology employs commercially available, scalable web technology and provides a viable alternative to DHS for how to solve the problems of cross-jurisdictional information sharing. Leader's technology is offered in a "platform-independent"

language (Java) that can be run on any computer operating system supplied by IBM, Sun, HP, Dell, Apple, Linux, UNIX or Microsoft. By contrast, Groove and SharePoint can only run on Microsoft Windows. The swarming approach can be accommodated within the Leader environment, but unlike swarming, Leader's approach also empowers policy makers to decide and control the what's, who's, how's and when's based upon their individual responsibilities and authority levels. Leader's belief is that requiring data owners to open up their networks to "crawlers" makes networks too susceptible to security breaches. Leader believes that the better approach is to empower the data owners with the ability to manage the access rights, and then let the system accommodate individual views of that information dynamically, all without releasing a myriad of crawlers into the wild.

9/11 Commission Report

Quoting several relevant portions of the *9/11 Commission Report* (p. 418, soft cover):

> "The current system is structured on an old mainframe, or hub-and-spoke, concept. In this older approach, each agency has its own database. Agency users send information to the database and then can retrieve it from the database."

> "A decentralized network model, the concept behind much of the information revolution, shares data horizontally too. Agencies would still have their own databases, but those databases would be searchable across agency lines. In this system, secrets are protected through the design of the network and an 'information rights management' approach that controls access to the data, not access to the whole network."

Leader's Team Tackled The Most Elusive Problems in Information Rights Management

Leader Technologies formed a technology "dream team" starting in 1997 to address the most elusive problems in large-scale collaborative environments. This effort yielded numerous patentable inventions

that are now commercially available and designed to aid in protecting our nation from threats both foreign and domestic.

U.S. Department of Energy, Lawrence Livermore National Laboratory CRADA

During these efforts Leader Technologies teamed with the U.S. Department of Energy – Lawrence Livermore National Laboratory to build a "security shield" prototype that included video security. To quote from Livermore's project report: "This effort resulted in a wired security shield for communication, storing, retrieving, collaborating and analyzing signals and human intelligence input that can be rapidly deployed." (CRADA No. TC-2030-01) Leader2Leader® provides an industrial-strength communications environment that will facilitate Prevention, Analysis, Coping & Recovery – critical elements of signals and human intelligence continuum required to protect our homeland. The platform can be implemented locally, regionally, nationally and internationally in both subscription and premise-based service arrangements depending upon the functionality required. Further, the system is capable of managing complex "many-to-many" sets of rights and permissions governing access to data on a need-to-know basis.

For more information, contact at:

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Capability provided by LEADER TECHNOLOGIES, Columbus, Ohio (NOTE: this article has been censored from the original with the names of technology contributors removed.)

Las Vegas war games

Jan 23, 2004

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To get things started, more than 100 cell phones went off almost simultaneously during a conference session, alerting key participants that an airplane had struck a nuclear reactor ? the initial scripted scenario. The conference participants split into teams or took assignments ranging from news reporters to top government. In the command center, "officials," actually a blend of real-life local, state and federal officials, viewed computer-generated maps and video feeds from dozens of sources and tracked intelligence information. Real-time monitoring cameras fed images from Washington streets and major local venues. Everyone was able to interconnect with appropriate contacts ostensibly around the country, although actually just down the hotel corridor in other meeting room clusters. During the exercise, many participants reverted to non-tech behaviors. "They chose not to use the technology we provided, because it was easier for them to go to conventional ways," Solomon said. "For example, we had video conference technology across all the simulation locations, but just as in real life, [the participants] chose to go find" the appropriate source in person. The exercise included some terrifying twists. There was a simulated bomb factory in a hotel suite. By interrogating the "terrorists" there, participants tracked down that site and stopped some of the attacks by combining information from federal, state and local offices, Solomon said. The unclassified exercise, structured as an information-sharing project, demonstrated that the "only way to succeed was to combine federal and state agencies," Solomon said. It was intended to encourage officials to "step outside familiar boxes to see how they can use" the tools and connections, he said.

Among the lessons learned was the inherent finger-pointing in such

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situations. "The tools are only as useful as the events they can be applied to," said Ken Clayton, a computer subject matter expert at Boeing who also helped design and manage the Terrorex 04 project. "We need creative thinkers who can put these tools to use."

Christian Dunn, marketing director of National Conference Services Inc., the Columbia, Md., trade show firm that organized the program (http://www.FederalEvents.com), said the organization plans to do the exercise again, though he didn't specify a date.

Gary Arlen is president of Arlen Communications Inc., a Bethesda, Md., research firm. His e-mail address is GaryArlen@columnist.com

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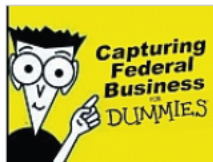
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