Northern Kentucky University
College of Informatics

PulsePoint

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College of Informatics at Northern Kentucky University

- Located in Kentucky (USA)
- The College of Informatics (COI) brings together the following disciplines:
  - Business Informatics
  - Communication
  - Computer Science

- [http://informatics.nku.edu](http://informatics.nku.edu)
• CAI is the Center for Applied Informatics, part of the College of Informatics (COI) at Northern Kentucky University (NKU)
• It is the outreach arm of the COI. It draws upon student, staff and faculty expertise from Business Informatics, Computer Science, Communication, and beyond
• Moreover, the CAI features a unique and high-impact managed virtual co-op program, where students perform business innovation and real world problem solving for organizations around the world
• The program emphasizes experiential learning for the students
Brief History of PulsePoint

• In 2009, the San Ramon Valley Fire District wanted a mobile app for public outreach.

• They are located near the Silicon Valley in California.

• Universities in the region did not have a program in place to help the fire district. Software development firms were not affordable.

• Apple knew the CAI had been developing apps for the iPhone - they referred the fire district to the CAI.

• Version 1.0 was created in about 12 months.

• Shortly afterwards, Chief Richard Price had the idea to utilize the GPS on mobile devices to crowd-source CPR alerts. This would ultimately become the PulsePoint app.
PulsePoint

• “PulsePoint” Lifesaving App
  • Originally developed by CAI students for the San Ramon Valley Fire District in California
  • The app is integrated into 911 systems and alerts nearby “citizen heroes” to utilize CPR and AED resources until paramedics arrive in public emergency situations
  • Deployed in over 500 cities
  • Actively saving lives
Benefits of the PulsePoint app to NKU

• Experiential learning for the students
• Won an award in 2011 for the “Best of Kentucky in Technology"
• PulsePoint has been featured on many prominent web sites, newspapers, and television shows.
• Helps promote and influence the COI’s curriculum
  • Android and iOS software development classes are now taught
  • The CAI receives a lot of referrals from the PulsePoint project
• Potential donors to the College hear the PulsePoint story
PulsePoint

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