

STEEL FIRE EQUIPMENT

Integrated Fire
Safety Solutions

STEEL FIRE EQUIPMENT

Intellectual Property

- Patent applications filed Sept. 13th, 2004
- Patents Pending in Canada and U.S.A.
- Software development started Dec. 2002. Application now has 61 man-months of development work.
- Microsoft Certified Partner, code management using “best practices”

eZfireplan

eZfireplan© is designed as a **productivity enhancement** and **data management** tool for firms in the fire services and life safety systems market. Our fire safety planning software and maintenance modules can reduce your costs and provide a value added service which will lead to increased revenues and customer retention.

eZfireplan

The **eZfireplan**© software application can also be built into an “**Enterprise Portal**”.

Branded with your firm’s logo and graphics eZfireplan will design and host a web portal for your company providing the following extra features and benefits:

- All fire plans, reports and printed documents carry your logo and colours,
- You can now modify the plan content and forms to meet your firm’s needs,
- Provide seamless access for your customers,
- Increase visibility and value to your customer,
- Enhance your firms professional appearance,
- Custom report generation can be included.

eZfireplan

An integrated WEB enabled application available for consultants and fire service providers to develop custom fire safety plans and evacuation drawings.

- Interactive fire planning and data management tool
- Targets the growing need for Security & Disaster Recovery solutions.
- Includes emergency preparation, drills, and emergency response planning.
- Drives maintenance through reports & record keeping modules.



Features

- Improves management and coordination of multiple sites and plans
- Customizable as to the content and format you want
- Based on building location, the fire plan can be in the format required by that particular Municipal fire department
- Integrate Hazmat, WHIMIS or other forms you require
- Import AUTOCAD drawings or use the built in drawing tool to develop floor plans



Features cont'd

- Can be submitted electronically to participating fire departments
- Always have an up to date fire plan as key data can be updated at any time
- Easily updated for inclusion of information on employees who are handicapped or require special assistance as required by the Ontario Fire Code
- Provides all records retention as required under Provincial Fire Codes

Sample Input Screen

ezfireplan.com

messages reference building info user profile home logout

← back next →

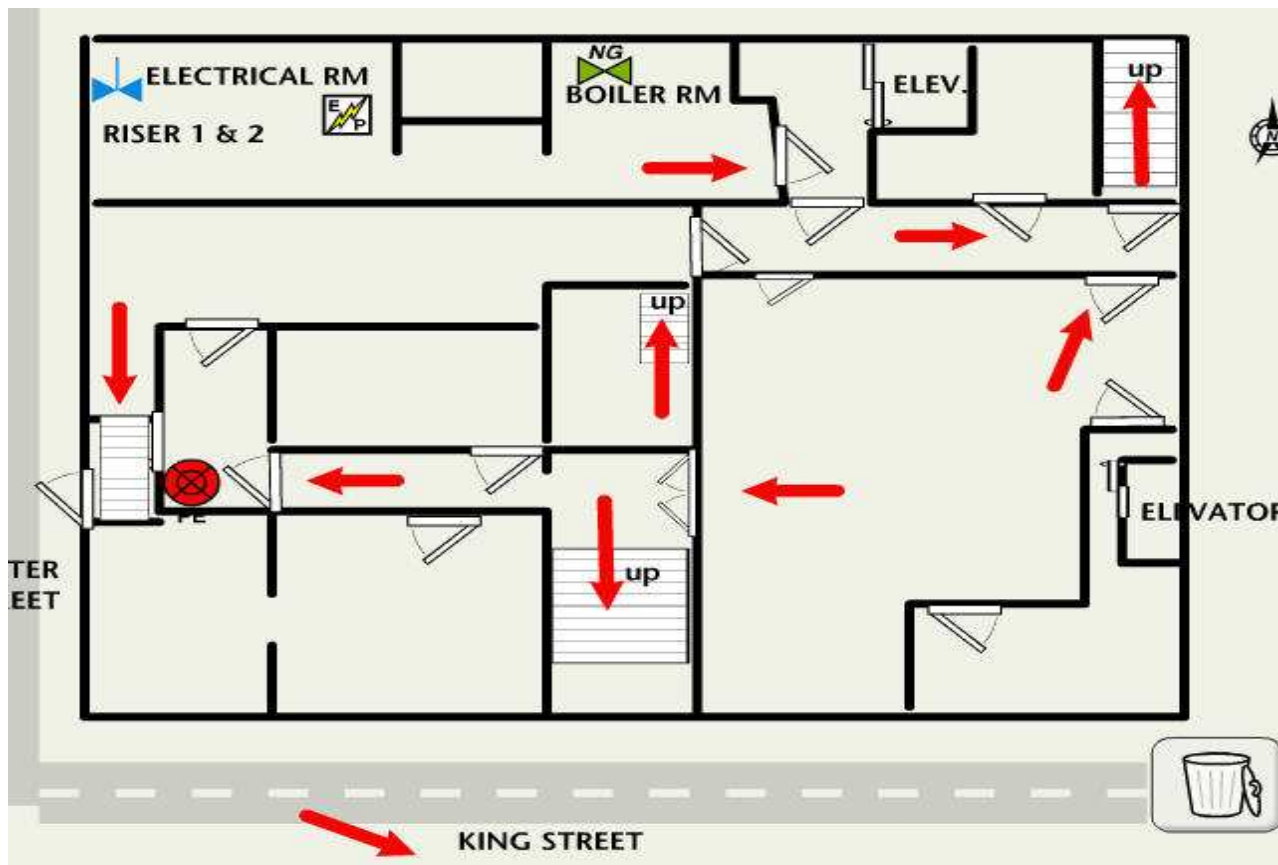
eZfireplan Wizard: Building Construcion

Building Size

Enter information on this buildings floors and height (metres) .

Above Grade:	<input type="text" value="9"/>	# of Stories	Below Grade:	<input type="text" value="1"/>	# of Stories
Height of:	<input type="text" value="3"/>	Typical Storey		<input type="text" value="4"/>	Typical Storey
	<input type="text" value="3"/>	1 st Storey	Other Information:	<input type="text"/>	
	<input type="text" value="3"/>	2 nd Storey	Partcal Stories:		
	<input type="text" value="3"/>	Other Stories	Penthouse:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Total Height:	<input type="text" value="27"/>	(average of 4 sides)			

Sample Commercial Drawing



Return on Investment

- Reduce costs of developing a Fire Plan
- Increase margins on maintenance services
- Improved one-stop-shop capability
- An integrated system to store and maintain all documents
- Add-on sale opportunities (e.g. evacuation drawings, code deficiencies identified by site walk through)
- System able to communicate directly to participating Fire Departments

Return on Investment

- eZfireplan helps you attract new customers, retain existing customers and allows you to provide a “value added” service.

This leads to **INCREASED REVENUE & PROFITS**

- No Risk-

- You sell the plan at a mark-up from the discount price list
- Pay only on a per use basis
- Set-up for first time users is quick and easy and can be done entirely over the Internet
- No software is installed on your computer or network

The Process

- Complete the on-line set-up
- We will provide on-line training in the use of the system
- Refer to on-line User manual at any time
- With your first customer you begin to experience the value of our one source storage, management and retrieval of the entire fire safety plan life cycle
- We will help you customize the plan and insert forms which you may already be using.

The Partnership



- You are the fire safety experts!
- We provide:
 - TOOLS TO IMPROVE YOUR BUSINESS
 - All data storage, hardware infrastructure and IT support
 - Lead referral
 - Access to North America's first integrated internet based fire safety solution

Requirements

- Internet access and Internet Explorer browser version 5 or higher
- Adobe Reader[®], Macromedia Flash (free downloads)
- Liability or Errors and Omissions Insurance
 - talk to your insurance provider to determine if necessary



Corporate Branding

Features and Benefits of Corporate Branding

- We design and host a web portal for your company
- All fire plans and reports carry your logo and colours
- Plan layout, design and forms are yours alone
- Provides seamless access for your customers
- Increase visibility and value to your customer
- Enhance your firms professional appearance
- Custom report generation



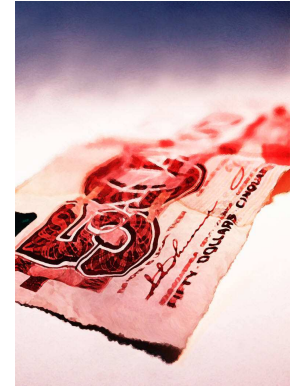
Corporate Branding cont'd

The screenshot shows the website header with the RS Steel Fire Equipment Ltd. logo. Below the header is a navigation menu with the following items:

- Commercial
 - Registration
 - Login
- Residential
 - Registration
 - Login

The main content area features a section titled "Fire Plans Save Lives!" with the sub-heading "Find Out How Easy it Is To Create A Fire Plan". The text reads: "RS Steel and Fire Equipment Limited can help you create a fire plan for your **Business, Multi Tenant Building, Office**. Many commercial buildings are required by the Ontario Fire Code to have a fire safety plan and there are many ways to meet these requirements. RS Steel and Fire Equipment Limited now offers you a convenient and simple way to create fire safety plans that will meet the requirements of your local fire department using only your internet browser." It also includes contact information: "Click on the Commercial menu item located on the left to display more information about registering and creating your fireplan.. If you have any questions regarding fire safety plans, please contact us at 1(905)564-1500 or [Send us an email](#)." A link at the bottom says: "[Creating a fireplan is quick and easy. Learn how.](#)"

Add-on Sales Opportunities



- Laminate or frame the evacuation drawings and charge the customer for the service
- Create training programs based on the information in the plan (e.g. evacuation procedures)
- Drive system inspection and maintenance reporting
- Provide employee “home fire plan” as a promotional tool our value-added service to the customer.

Roles and Responsibilities

1st Sentinel Technologies

- Troubleshoot technical questions and make custom modifications to your plan(s) as required (charges may apply)
- Continuously develop new and improved functionality
- Educate Fire Departments as to the benefits of the product
- Collateral marketing support

STEEL FIRE

- National Marketer and Distributor of eZfireplan
- Provide basic customer support help for product questions
- Invoice fire safety plans
- Provide on-line software update information

Getting started

1. Access the fire plan on-line software through the Fire Plan link at www.steelfire.com
2. Call Steel Fire for initial account set-up (1x). An email confirmation will be sent.
3. Create Fire Plan(s)
 - Ability to develop, modify and print “DRAFT ONLY” copies prior to accepting the Completed Plan
 - Invoices will be dated from the date that you select to print the Completed Plan with 30 day terms.

Other Products

eZsentry – Available Now

eZeditManager – Coming Soon

eZCADbuilder – Coming Soon

eZsentry

- A customizable interface to display key, pre-defined information on a specific building either at one site or distributed sites,
- Automatic paging to key personnel via your customers email enabled paging system (such as Blackberry©),
- Current and dynamic emergency procedures can be automatically displayed for security personnel, again triggered by location and type of emergency,
- Incident log report detailing customized information will be emailed to Senior Management
- A Management Interface to set up procedures, add/delete users and set up emails for reports.

eZeditManager

- Appears as a simple WORD^c toolbar
 - 5 or 6 fonts, bolding, underline, indents, font size & colour
- WYSIWYG (what you see is what you get)

eZCADbuilder

- Independent of AutoCAD version
- Can be opened and viewed by individuals without AutoCAD software
- On-line collaboration and mark up ability