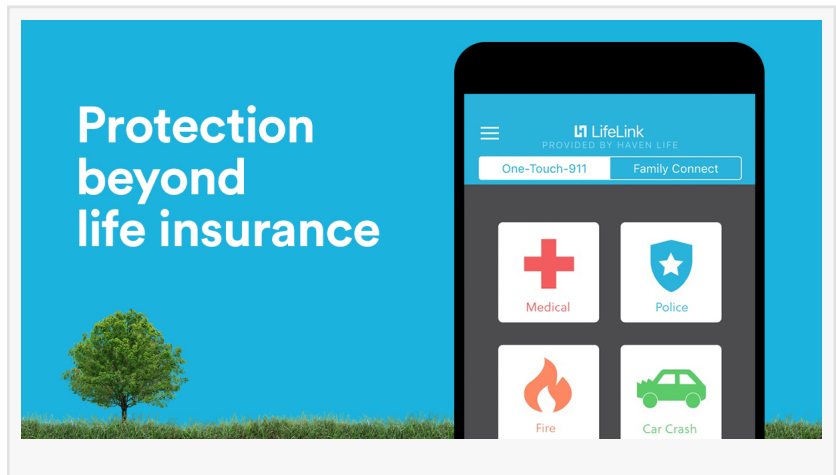


Haven Life Launches Emergency Services App, LifeLink, to Provide Protection Beyond Life Insurance

The free-to-all LifeLink smartphone app connects you and your loved ones instantly and accurately to 9-1-1 dispatch services no matter where you are.

NEW YORK, NEW YORK, USA, November 1, 2017 /EINPresswire.com/ -- Some apps are amusing. Some are addictive. Some are distracting. But few are potentially life saving. This one is. Today, life insurance startup [Haven Life](#) announces the availability of [LifeLink](#) - a free-to-all mobile app* that, with the touch of a button, connects users with 9-1-1 and instantly shares an accurate location.



While emergency response teams do an incredible job saving lives, the reality is they are limited in their location-service technology because of an infrastructure that was established for landlines.

The FCC estimates that more than 70% of 9-1-1 calls come from mobile phones, most of which can't be precisely located. Available on iOS and Android devices, Haven Life's LifeLink, which is powered by RapidSOS' award-winning technology platform, addresses a safety concern that many Americans and their families face.

"As a husband and father of two, I can attest that family is everything," said Yaron Ben-Zvi, CEO and Co-Founder of Haven Life. "Since launching Haven Life, we've sought out ways to make life less hard outside of just financial protection. LifeLink is a transformative app that protects us, our partners, our children, our parents - anyone we love - no matter where we are."

Along with one-touch 9-1-1 dialing, LifeLink users can call emergency services on behalf of a loved one, transmitting their location and other relevant information directly to the dispatch center closest to them. With the Family Connect feature, users can share their location, see family members' real-time locations and easily and discreetly ask for help. And, in situations where users are unable to speak, text messages can be used to communicate with 9-1-1.

The LifeLink app uses cloud telecommunications and data analytics to connect users to emergency dispatchers over multiple channels (including WiFi, LTE, 4G, 3G, 2G), helping reach 9-1-1 in situations with challenging connectivity or limited bandwidth.

"Haven Life's dedication to using technology to enhance the safety, security, and wellness of their community is directly aligned with RapidSOS' mission of harnessing the power of technology to save

lives," said RapidSOS CEO Michael Martin. "We are thrilled to partner with their team to offer life-saving technology to more families than ever before."

Haven Life's LifeLink isn't just for your phone, it's for your peace of mind. [Download it today](#).

*Haven Life's LifeLink app is free for one year for users of iOS and Android devices. After the first year, users who want to continue the service will have to pay a fee for an individual or family plan. Typically, app provider RapidSOS charges a monthly fee of about \$5 for a family plan and \$3 for an individual plan.

ABOUT HAVEN LIFE

Haven Life Insurance Agency, LLC is a life insurance startup, backed by MassMutual, that offers a simple online experience for buying high-quality and affordable term life insurance. Driven by a mission to make life less hard, we're transforming the typically time-consuming and confusing process of buying life insurance into one that's easier, faster and just plain better.

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