



## Bulzi Selected for National COVID-19 Exposure Notification System

*Air Force selection of Bulzi for development of COVID-19 exposure notification system opens the doors to first National solution to mitigate the spread of the disease.*



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***“Bulzi’s COVID-19 notification system would provide nationwide coverage”***

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**Newport Beach, CA, September 17, 2020 (PRWeb)** -- Bulzi LLC, a geospatial intelligence services company, announced today that it was selectable for a Direct-to-Phase-II (D2P2) Small Business Innovation Research (SBIR) award for the development of an Exposure Notification System (ENS) that would help combat the spread of COVID-19. The United States Air Force (USAF) selected Bulzi through its AFWERX innovation program as a part of the 20.R cycle which was focused on identifying a broad range of potential COVID solutions.

Bulzi’s proposed ENS solution is based on a privacy-preserving system co-developed by Apple and Google. The Bulzi solution would allow consumers to be quickly notified if they were exposed to a person who has contracted COVID-19, including a person who they may not know directly. See this [link](#) for more information on Google’s ENS solution, and this [link](#) for Apple’s.

“The ability to rapidly isolate COVID-19 or other biological threats is critically important,” said Brent McKay, Chief Executive Officer of Bulzi. “ENS solutions have the potential to provide a dramatic impact on combatting the spread of the COVID-19 virus, but only if consumers adopt the technology at scale. This SBIR project would overcome the current scale problems by allowing national reach rather than being limited to state-by-state solutions.”

Conversion of the SBIR selection into a funded development contract will require participation from another government agency as a part of a “Cross Agency Award” structure. Bulzi is currently exploring partnerships with other public and private agencies to launch the project.

### **About the AFWERX SBIR Program**

The Air Force Research Laboratory (AFRL) and AFWERX have partnered to streamline the Small Business Innovation Research (SBIR) process in an attempt to speed up the experience, broaden the pool of potential applicants, and decrease bureaucratic overhead related to harnessing commercial technology innovations for Air Force mission needs. Beginning with SBIR cycle 18.2, the Air Force has been offering 'Special' SBIR topics that are faster, leaner, and open to a broader range of innovations.

### **About Bulzi (Pronounced “Bull’s-Eye”)**

Bulzi LLC is a leader in the geospatial intelligence industry, leveraging Internet-of-Things (IoT) and Geolocation data to help manage people and things in areas of interest. Headquartered in Newport Beach, California, the company pioneered the use of mobile phone signal data for measuring audiences in the commercial outdoor advertising market. It is now applying its expertise to improve situational awareness for government agencies and private facilities.

For more information on Bulzi:

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