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**Adapting to  
Changing Times:**  
Then and Now within the  
Telecommunications and  
Broadcasting Sectors.



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# ADAPTING to Changing Times

Then & Now within the Telecommunications and Broadcasting Sectors in T&T

*"TATT is proud of its role played to date in ensuring that Trinidad and Tobago has kept pace with global developments, adhering to industry standards and best practice whilst meeting the burgeoning and rapidly evolving demand from service providers and consumers." Mr. Selby Wilson, Chairman, Board of Directors of TATT stated in TATT's 2014 Annual Report.*

Over the last decade, the telecommunications and broadcasting landscape internationally has seen progressive change. Information and Communication Technology (ICT) development has fundamentally shifted the way in which we communicate, moving us from a world where having a fixed telephone was the main form of communication, to a mobile-first centric world.

Adapting to these changes, the Telecommunications Authority of Trinidad and Tobago (TATT) has steadfastly pursued legislative and strategic policy development, modernisation of sector infrastructure, service and standards improvements, coupled with robust regulatory oversight to ensure significant market development in the sector whilst driving innovation and sustainability.

**Steady Growth**

As a result, the telecommunications and broadcasting sectors have enjoyed steady growth, moving from an estimated US\$357 million in gross revenues generated in 2004 to an estimated US\$881.5 million in 2014.

In 2004 there were approximately 924,059 mobile subscriptions and by the end of 2013 that figure increased to a whopping 1.94 million. Mobile Internet came on the scene in 2007 with just over

10,700 subscriptions moving speedily to 450,624 as at December 2013.

The trend continued into 2014 with preliminary data gathered for TATT's Annual Market Report 2014: The telecommunications and broadcasting sectors, show that as at December 2014, mobile Internet subscriptions rose to 570,000 from 450,624 as at December 2013, and mobile voice subscription increased to 1,980,000 from 1,943,873 as at December 2013. This has resulted in the recent World Economic Forum's, Global Information Technology Report 2015, ranking Trinidad and Tobago at number thirty one (31) out of one hundred and forty-three (143) countries for mobile telephone subscriptions.

**Growth to continue**

It is anticipated that this rate of growth will continue over the next few years due to increased network enhancements by providers, innovative bundle packages of data and services on offer and increased use of smart devices. Communication is no longer constrained by distance and time. Having affordable and easy access to Internet and mobile services has fostered the cultural shift to connected living where with a keystroke we communicate with anyone, anywhere during the conduct our daily lives.

Chairman Wilson stressed, "we remain committed to facilitating further growth, access and innovation in the telecommunications and broadcasting sectors. We continue to forge ahead with a consumer oriented focus and consultative approach that will be beneficial to the people of Trinidad and Tobago."



## Then and Now

A look at some of the changes that have occurred within the telecommunications and broadcasting sectors within the last decade.

Since TATT began operations over 10 years ago, this organisation has striven to ensure that the local telecommunications and broadcasting sectors have kept abreast with the latest technologies and innovations.

From then to now, these sectors continued to develop rapidly with the advancement of wireless networking, high speed data services and voice communications over the Internet.



Spectrum Monitoring System (SMS)

TATT recently acquired a new Spectrum Monitoring System (SMS) in order to effectively and efficiently perform its function as the manager of this country's spectrum resource. The system is comprised of two (2) mobile monitoring vehicles and three (3) fixed monitoring stations. The fixed stations at Mt. Hope Medical Sciences Complex and Sevilla were upgraded to the new system, whilst very soon a third station in Tobago will be completed. TATT invested in the SMS to monitor radio frequencies, in order to manage spectrum use and locate unauthorised users. The new SMS replaces the old system that was established in 2007. The new SMS can monitor between 20 MHz to 8000 MHz spectrum ranges, whereas the old system was only able to monitor up to 3000 MHz. The new SMS also includes additional features and functionalities, such as improved capacity to accurately locate transmitters.



From 3G to 4G



Internet Exchange Point (IXP)

TATT facilitated the implementation of an Internet Exchange Point (IXP) as part of its mandate to encourage infrastructural development in the local ICT sector. The IXP provides a meeting point for all local Internet Service Providers (ISPs) to exchange internet traffic originating and terminating within Trinidad and Tobago. The new local IXP brings the following benefits to local internet users:

1. Reduced latency i.e. the internet traffic does not have to go out to foreign internet exchange points and then be routed back to its local destination, which lengthens the transaction time.
2. Improved response times for internet browsing.
3. Increased the security of information being sent, as once internet traffic leaves local shores, there is always an associated security risk.
4. Encourages the development of local hosting facilities.

From March 2015, all seven local ISPs commenced exchanging internet traffic on the IXP. Traffic statistics can be viewed at [www.ixp.tt/statistics/](http://www.ixp.tt/statistics/).

Welcome to the big buzzword "smart" which is all about incorporating the internet with converged information and communication technologies. "Smart" television was created to meet growing consumer demand as some television broadcasters have turned to transmitting programmes over the internet. Consequently televisions, with the required capacity, allow users to view and interact with providers of on-demand internet streaming media, watch movies and listen to online radio stations just to name a few of the entertainment and education options.



Smart TV

Handset Devices

During the last ten years mobile handsets have evolved from "basic" - capable of only voice calling and text messaging, to "smart" mobile devices, which have the following capabilities:

- Take high definition pictures
- Send or receive e-mail
- Surf the internet for news, stock quotes etc.
- Play games
- Run mobile applications ("apps")
- Watch television
- Integrate other devices such as PDAs, MP3 players and GPS receivers.

"Feature" handsets are those that provide only some of the "Smart" capabilities.



# INSIGHTS: Review of the Telecommunications & Broadcasting Sectors

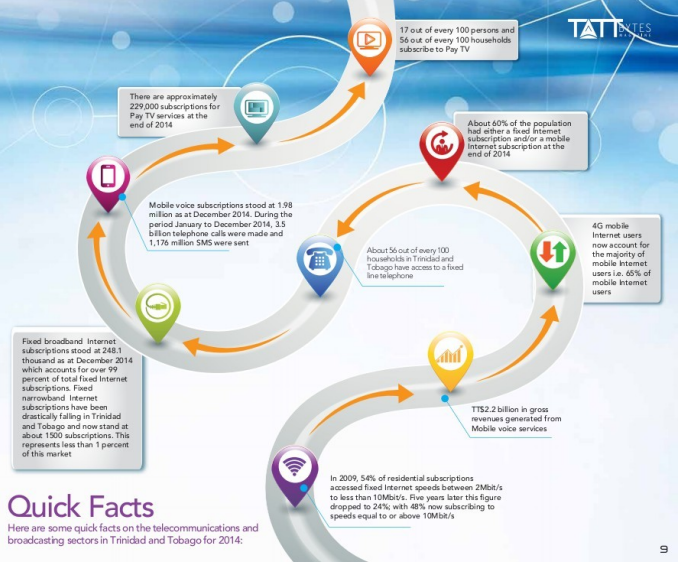
*"There has been tremendous progress in the local ICT sector..."*  
- Mr Cris Seecheran, CEO, TATT



Statistics on the telecommunications and broadcasting sectors have been impressive, with the number of subscriptions increasing several times over the last 10 years. This has been echoed by TATT's CEO, Mr Cris Seecheran who said "there has been tremendous progress in the local ICT sector, as exemplified by growth in the mobile telephony market, where levels of subscriptions increased from 530,000 subscribers in 2004 to 1,980,000 in 2014". Further to this, shortly before the introduction of an enhanced mobile internet service, active mobile internet broadband users stood at 29,145 as at June 2012. Two years later, the number of users increased to a record 369,000 at the end of 2014.

**Mr Cris Seecheran**  
Chief Executive Officer  
Telecommunications Authority of Trinidad and Tobago

Indeed mobile access in Trinidad and Tobago has certainly become ubiquitous, with the number of mobile subscriptions currently exceeding the local population. While uptake in other subscriptions such as Fixed Internet and Subscription Television may not be as pervasive as mobile services in Trinidad and Tobago, these still show tremendous promise with steady growth being observed in the past years. Notably, the fixed internet market has grown from a position of narrow-band only access, to a market where residential customers now enjoy speeds up to 100Mbps.



## Quick Facts

Here are some quick facts on the telecommunications and broadcasting sectors in Trinidad and Tobago for 2014:

# RADIO AND TELEVISION TALK SHOWS

Maintaining moral, ethical and legal conduct

*"What is news? What is it that an intelligent public should care to hear about?"*  
*Charles Dudley Warner, September 1881*



At TATT's 20th ICT Open Forum titled "Radio and television talk shows - Maintaining moral, ethical and legal conduct" Mr. Selby Wilson, Chairman of the Board of TATT noted, these reflections of Dudley Warner are still relevant today and apply to the broadcast media equally. He said that press (now media) criticism is an old and honourable exercise and the two questions: what is news and what is it that an intelligent public should care to know, create a framework around which media ethics can be built.

Wilson reminded the audience he had previously warned that the greatest threats to freedom of media expression are journalists acting irresponsibly and not adhering to quality standards. He made it clear he was in support of freedom of the press but noted "it should be exercised in a responsible manner" adding that freedom "is neither absolute nor unbridled."

He pointed out that Trinidad and Tobago enjoys a truly open broadcasting sector where customers have choice. However, with this proliferation of broadcasting channels, TATT observed an "increasing deterioration" in broadcasting quality. The chairman said, in his opinion, broadcast executives are not insisting on standards and acceptable broadcast behaviour rooted in ethical principles.

Mr. Wilson suggested the best approach in striving to overcome these challenging issues, is

to create a framework drawn from the Society of Professional Journalists' Code of Ethics. This framework, for broadcast media, is built upon the four guiding principles of ethical journalism:

1. Seek Truth and Report on It
2. Minimise Harm
3. Act Independently
4. Be Accountable and Transparent

Ms. Nivea Ramsundar, TATT's Corporate Secretary and one of the presenters at the forum noted "the role of the broadcaster and moderator in the format of a 'talk show' is a difficult one, given that the programme is live. As such, moderators and broadcasters need to be aware of the critical issues and have ready tools at hand to assist in the performance of their duties."

She advised keen attention needs to be paid to matters of accuracy, privacy and the treatment of

sensitive themes like bereavement, sex and violence. Ramsundar also emphasised the importance of the treatment and handling of call-in programmes and censorship.

In addressing the legal authorisation process to broadcast in Trinidad and Tobago, Ms. Ramsundar indicated that a Concession must first be obtained. The Concession, she said, provides broadcasters with guidelines in Condition D8, which requires adherence to a Broadcasting Code.

She explained that the draft Broadcasting Code is currently being considered by the Cabinet. In its absence, Concession Condition D9 continues to provide guidance as to the effective limitations that broadcasters are to recognise in transmitting and broadcasting content.

Mr. Daren Lee Sing, President of the Trinidad and Tobago Publishers and Broadcasters Association, who also presented, stressed that "regulations must be from, of, and by the media and if there is to be censorship, it must only come from the media house."

"To do otherwise", he pointed out "is to countenance state control of the media, which has no place in a democratic society and to even think state censorship is to impose the invisible hand of dictatorship."

In presenting possible solutions Mr. Lee Sing said the media's response must mean increased internal responsibilities. He suggested, "programme directors must begin to work, monitoring their on-air programming 24/7."

He said "presenters and callers must be introduced to a new discipline where respect for

the laws governing slander and libel are rigidly adhered to, failing which, the affected person has early redress before the Media Complaints Council, and in the event that fails, before the Courts."

From the presentations, questions by the audience and responses, it was clear there was agreement that further consideration and deliberation needs to be pursued to the benefit of all relevant stakeholders, including broadcasters and most of all the viewing and listening public.



## TATT Targets Enhanced Consumer Focus In A Demand Driven Market

Consumer demand has created exponential growth in the global information and communication technologies (ICT) market over the past few decades.

New technologies and services are rapidly emerging as consumers seek more and efficient ways of doing business, conducting research, seeking solutions to sustainable development projects in wealth producing sectors, along with satisfying the need to communicate and be entertained.

Mobile broadband has been identified by the International Telecommunications Union (ITU) as the fastest growing technology in human history.

In a recent release the ITU stated that the number of mobile phone subscriptions now exceeds the world's total population of around seven billion, whilst active mobile broadband subscriptions exceed 2.1 billion—three times higher than the 700 million wireless broadband connections worldwide.

Figures on Trinidad and Tobago's ICT sector released by the Telecommunications Authority of Trinidad and Tobago (TATT) in its annual and quarterly reports on the telecommunications and broadcasting sectors similarly indicate that the pace of growth continues to surge. In the mobile telephony market the levels of subscriptions increased from 530,000 subscribers in 2004 to

1,780,000 subscribers as at December 2014 – a mere ten year period.

In fact, this country's telecommunications and broadcasting sectors generated an estimated TT\$5.63 billion in 2014, an increase of 19 percent over the previous year. This equates to approximately 31 percent of Trinidad and Tobago's Gross Domestic Product (GDP).

**Industry Growth & Consumer Delight**  
TATT aims to develop a healthy equilibrium between Industry Growth and Consumer Delight. TATT, as the organisation responsible for developing the country's telecommunications and broadcasting sectors, has focused its development strategies over this planning cycle on strengthening its legislative and other regulatory instruments to drive greater consumer focus in a market that has been traditionally driven by demand.

**Building investor confidence**  
The organisation therefore aims to:  
1) create a mutually beneficial environment for consumers, providers and future investors.  
2) develop a healthy equilibrium between industry growth and consumer delight.

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Such an environment will increase investor confidence thereby providing a platform for greater investment in the use of ICTs to their fullest potential, as the country pursues its developmental goals.

**2014/2015 Financial Year**  
By the end of the current financial year 2014/2015, TATT should have new Consumer Quality of Service Standards Regulations (CQoS) out for public consultation.

These new CQoS regulations aim at strengthening consumer protection mechanisms in the local telecommunications and broadcasting sectors. They will ensure users of all abilities are better protected and become increasingly empowered, through both technical and consumer service-oriented benchmarks.

These new regulations will mandate greater compliance and provide TATT with enforcement flexibility.

**CQoS and what it means**  
The CQoS is designed to safeguard consumers' interests and should ensure consumers have a right to the following:

1. Access to essential telecommunications and broadcast services;
2. Access to the information required to make informed consumption decisions;
3. Personal privacy which is respected and protected;
4. Minimum standards for consumer-related service quality;
5. Protection from unfair and anti-competitive business practices;
6. Effective and efficient complaint recognition, handling and resolution;
7. Information which creates an awareness of relevant consumer obligations.

Once the process of consultation is complete, it is anticipated that the new regulations will be taken to and passed in Parliament.

The regulations focus on the following areas:

- Consumers' Right of Access
- Quality of Service
- Customer Charter and Related Matters
- Consumer Obligations
- Compliance with Quality of Service Standards

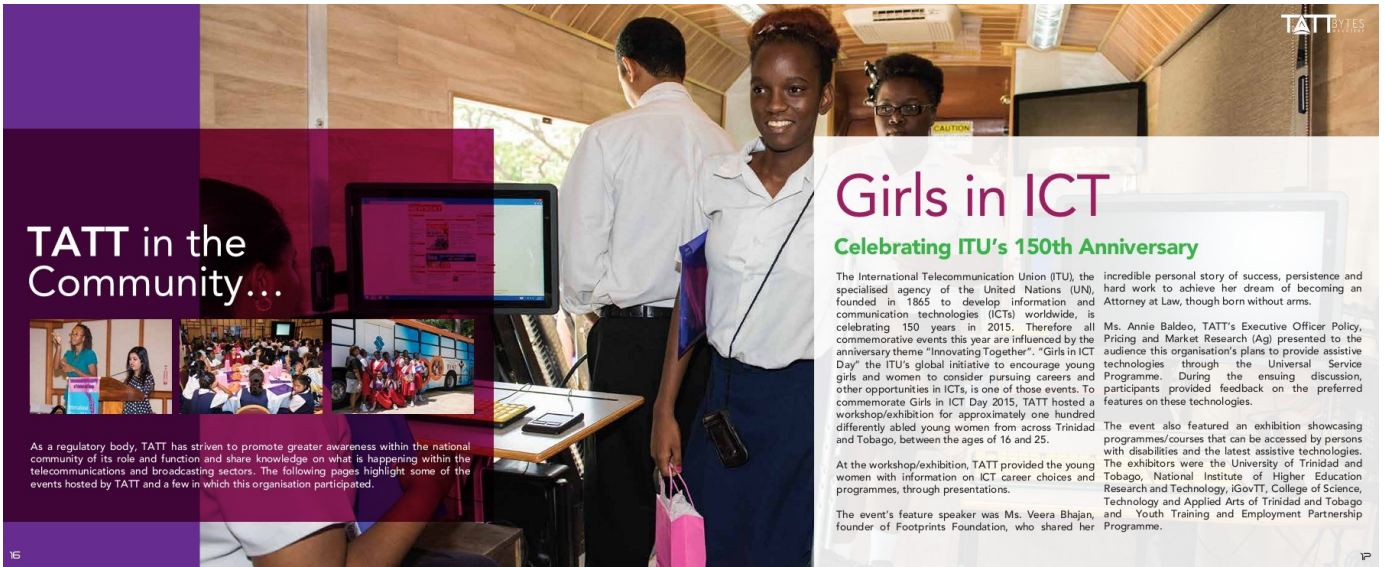
**New Consumer Quality of Service Standards Regulations** is just one of the initiatives TATT is implementing towards sustainable consumer protection within the context of its mandate.

While significant focus is being placed on consumer protection legislation, TATT is also mindful of the need for its stakeholders to become further empowered and has therefore identified stakeholder advocacy as one of three major areas of focus for this 2013/2016 Strategic Plan cycle. The two other pillars that will impact significantly on consumers are sector transformation (a major

component of which is the Legislative agenda) and institutional strengthening to allow TATT to be better able to ensure regulatory compliance within the sector.

The initiative combines a number of components including an aggressive education drive aimed at further empowering TATT's stakeholders.





# TATT in the Community...



As a regulatory body, TATT has striven to promote greater awareness within the national community of its role and function and share knowledge on what is happening within the telecommunications and broadcasting sectors. The following pages highlight some of the events hosted by TATT and a few in which this organisation participated.

## Girls in ICT

### Celebrating ITU's 150th Anniversary

The International Telecommunication Union (ITU), the specialised agency of the United Nations (UN), founded in 1865 to develop information and communication technologies (ICTs) worldwide, is celebrating 150 years in 2015. Therefore all commemorative events this year are influenced by the anniversary theme "Innovating Together". "Girls in ICT Day" the ITU's global initiative to encourage young girls and women to consider pursuing careers and other opportunities in ICTs, is one of those events. To commemorate Girls in ICT Day 2015, TATT hosted a workshop/exhibition for approximately one hundred differently abled young women from across Trinidad and Tobago, between the ages of 16 and 25.

incredible personal story of success, persistence and hard work to achieve her dream of becoming an Attorney at Law, though born without arms.

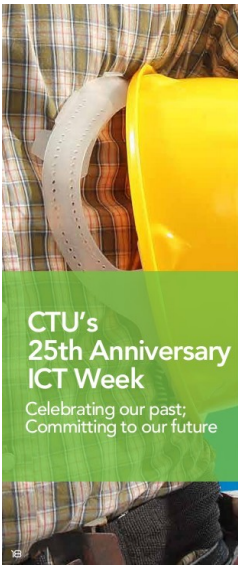
Ms. Annie Baldeo, TATT's Executive Officer Policy, Pricing and Market Research (Ag) presented to the audience this organisation's plans to provide assistive technologies through the Universal Service Programme. During the ensuing discussion, participants provided feedback on the preferred features on these technologies.

The event also featured an exhibition showcasing programmes/courses that can be accessed by persons with disabilities and the latest assistive technologies.

At the workshop/exhibition, TATT provided the young women with information on ICT career choices and programmes, through presentations.

The exhibitors were the University of Trinidad and Tobago, National Institute of Higher Education Research and Technology, iGovTT, College of Science, Technology and Applied Arts of Trinidad and Tobago and Youth Training and Employment Partnership Programme.

The event's feature speaker was Ms. Veera Bhajan, founder of Footprints Foundation, who shared her



### CTU's 25th Anniversary ICT Week

Celebrating our past; Committing to our future

This Caribbean Telecommunications Union (CTU) is an intergovernmental organisation that contributes significantly to the development of the telecommunications sector within the Caribbean region. TATT participated in CTU's 25th Anniversary ICT Week themed "Celebrating our past, Committing to our future" at the HYATT Regency Trinidad. This event was aimed at highlighting the tremendous potential of ICTs to transform every sphere of endeavour and to present practical solutions for fostering ICT-enabled Caribbean Development.

Key local and regional ICT personnel participated in panel discussions and delivered presentations to an eclectic gathering of visitors from the region. These visitors were also provided with the opportunity to view exhibits mounted by various local organisations including TATT, iGovTT and NIHERST.

At this event, companies presented data sets created by their organisations with the aim of allowing developers to create applications to make the data sets more user-friendly.

TATT presented two data sets at the event. One was related to the Digital Divide Survey and the other, radio frequency radiation (RFR) measurements.

Ms. Annie Baldeo, Executive Officer Policy, Planning and Market Economics (Ag.) at TATT presented on this organisation's 2013 Digital Divide Survey Report. The digital divide is the gap that exists between those persons who have access to ICTs and those who do not.

The report outlined the extent of the gap that exists in Trinidad and in Tobago on the national and community levels.

Of great interest at the event was a presentation on the open data set related to TATT's RFR measurement programme, for cellular sites throughout the country. This presentation was delivered by Mr. Isaf Ali, Telecommunications Engineer (TATT).

Participants were provided with an opportunity to learn about the RFR standard and how RFR testing is conducted on the 663 operational cellular sites throughout the country, to ensure providers of telecommunications services abide by the interim maximum permissible exposure (MPE) limits.

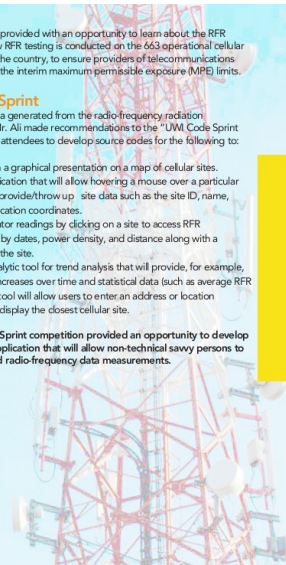
#### UWI Code Sprint

Using the raw data generated from the radio frequency radiation measurements, Mr. Ali made recommendations to the "UWI Code Sprint Competition" for attendees to develop source codes for the following to:

1. Digitally design a graphical presentation on a map of cellular sites.
2. Create an application that will allow hovering a mouse over a particular cellular site, to provide/throw up site data such as the site ID, name, address, and location coordinates.
3. Facilitate indicator readings by clicking on a site to access RFR measurements by dates, power density, and distance along with a photograph of the site.
4. Develop an analytic tool for trend analysis that will provide, for example, RFR emission increases over time and statistical data (such as average RFR readings). The tool will allow users to enter an address or location coordinates to display the closest cellular site.

The UWI's Code Sprint competition provided an opportunity to develop a user-friendly application that will allow non-technical savvy persons to easily understand radio-frequency data measurements.

The interim limit for RFR was recommended after TATT conducted a comparative analysis of the Federal Communications Commission (FCC) and the International Commission on Non-Ionising Radiation Protection (ICNIRP) standards to determine the final choice of standards to be adopted in Trinidad and Tobago. Mr. Ali in his presentation outlined future considerations on how the data measurement for RFR can be utilised.



# Cyber Safety Awareness

What happens on-line stays on-line

Remember the famous line "What happens in Las Vegas, Stays in Las Vegas?" Well it is also true for any your on-line activity. Your digital footprint remains online long after you have forgotten it or you believe you have deleted it.

The Internet is part of our daily lives. The online world enables many things such as, providing wonderful opportunities to access information, communication between individuals and entertainment. However, no one can ignore the massive inherent safety implications such as cyber intrusions, cyber bullying and fraud just to name a few.

Given the interconnectivity of the online world, cyber space security has become critical, particularly in light of potential threats to information and financial systems.

The Telecommunications Authority of Trinidad and Tobago (TATT), as part of its consumer protection mandate, has conducted a number of initiatives since 2009 to educate parents and children to online threats and equip them with practical strategies to protect their charges from cybercrimes and other related cyber issues.

In 2014 TATT went a step further and signed a Memorandum of Agreement (MOA) with the University of the West Indies (The UWI) for a year-long Cyber Safety Awareness Project called "Cyber Safe TT". The project's primary objective is to improve the safety of children in Trinidad and Tobago by

educating both children and their parents of the risks associated with the inappropriate use of Information and Communication Technologies (ICTs), including the Internet.

The project was launched in July 2014 and to date approximately thirty four cyber safety presentations have been made to students, parents and teachers across Trinidad and Tobago.

To kick-start 2015 TATT in collaboration with UWI hosted a one-day Cyber Safety Awareness workshop in Tobago for 200 secondary school students accompanied by teachers. A seminar was also held for 20 primary school teachers.

The Cyber Safety Awareness programme is designed to engage and educate on the cyber threats prevalent against identity and privacy. Therefore, participants gained knowledge on cyber-safety and the risks associated with the inappropriate use of ICTs as well as the value of owning their online/digital footprint.

For more information on Cyber Safety Awareness, you can simply log on to the official website <http://www.cybersafett.com/>.



# TechBox – Local Apps

Welcome to TechBox – the place where TATT’s technical staff share current IT trends, technical tips, techniques and top-of-mind issues.

**Local App #1**  
**TriniBerry Cinema**  
 Platforms: Blackberry, Android, iOS and Windows

"TriniBerry Cinema" is not just a replacement drama guide for those provided by our daily newspapers. This app not only provides the schedule for blockbuster movies currently being shown in the new O2 Cinema across Trinidad and Tobago, but also for any movie currently being shown.

This app helps users identify the times and theatres where choice movies are being shown, as well as the next available time, even if the start time is within the hour.

The app also provides plot summaries and movie ratings. This makes "TriniBerry Cinema" a "one stop app" for movie buffs as well as planners of last minute movie times.

"TriniBerry Cinema" can be downloaded from: <http://www.triniberry.com/d/apps.aspx>

**Local App #2**  
**Digital Pan**  
 Platforms: Blackberry, Android, iOS and Windows

"The Digital Pan App" is the only steelpan app that is officially and exclusively endorsed by the world governing body for the steelpan – Pan Triniago. "Digital Business LTD, Digital Pan, as the name suggests is an app that allows smartphone users instant access to ten (10) types of pans in the steel pan family, including the tenor, double tenor, six bass and three cellos.

The app gives users the opportunity to virtually "play" the instrument" and experience the rich and diverse sounds of the national instrument of Trinidad and Tobago, the only percussive instrument created in the 20th Century.

For the more adventurous, the app also allows users to record the music they have played. The Digital Pan App" can be downloaded from: <http://www.digitalpanapp.com/site/index-1.html>

**Local App #3**  
**T&T Doubles Vendor Directory**  
 Platforms: Blackberry, Android

"T&T Doubles Vendor Directory" is a repository of doubles vendors throughout Trinidad and Tobago. For the sake of our foreign readers, "doubles" is a favourite street food in Trinidad and Tobago. It is often described two pieces of fried bread, filled with curried chick peas and local condiments.

This app has over 800 vendors in its database that continues to grow, as users are able to add new vendors, using the app. The app tells users the location of vendors, their availability for breakfast, lunch or dinner and allows for the rating and review of doubles on offer from the various vendors.

"T&T Doubles Vendor Directory" can be downloaded from <http://triniberry.com/d/apps.aspx#doubles>

**Local App #4**  
**FIRST**  
 Platforms: Android and iOS

"FIRST" is a local search platform for local vendors and products. It allows local businesses to create a digital storefront, thereby allowing users to search and discover vendors and their products. Businesses can post deals and discounts for users interested in bargain shopping. An added plus is that locations of businesses are shown on a map, and the app provides turn by turn directions to any selected business.

This feature is available as the "FIRST" app is linked to the social navigation app WAZE. Looking for a restaurant or shopping for a product? Search local using FIRST!

"FIRST" can be downloaded from <http://first.com/pages/mobile>

**Local App #5**  
**Phone a Taxi**  
 Platforms: Android and iOS

The "Phone a Taxi" app was developed by Angustura with the intention of encouraging responsible behaviour by persons who consume alcoholic beverages. This app allows users to contact the nearest taxi dispatch service to their locations, using two taps.

Another feature of this app is the alcohol consumption chart and calculator that can be used to estimate a person's blood alcohol content limit. This app is available for download on mobile device's app store.

**Local App #6**  
**Disaster Ready**  
 Platforms: Android and iOS

Office of Disaster Preparedness and Management for Trinidad and Tobago's (ODPM) "Disaster Ready App" provides disaster preparedness information including checklist, emergency contacts, alerts and a shelter locator feature, to assist citizens in the event of a natural disaster.

ODPM went one step further and included an international feature which allows nationals travelling abroad easy access to emergency numbers for the country to which they are travelling through its global emergency numbers feature. Download available at your device's app store.

### Other Notable Local Apps Include:

- InT Habi! Guide- Specialised guide to all habal foods of Trinidad and Tobago;
- HotT Food Events- Events tracking app as part of the TriniBerry suite;
- Trinidad & Tobago Ferry- Inter-Island Ferry Schedule for Trinidad and Tobago app.

