

Trapped by Fire

What Would You Do?



The Situation

Wind shifts. Flames race toward you.

No road. No car. No escape.

Every year, thousands are caught in wildfires. Some survive. Others don't.

When Escape Isn't an Option

Essential Survival Strategies

- ♦ **Seek Water**

Submerge fully, breathe through a wet cloth, avoid inhaling smoke.

 *Water shields from intense heat.*

- ♦ **Dig In**

Dig a shallow soil pit, lie flat, and cover with non-synthetic material.

 *Soil insulates against radiant heat.*

- ♦ **Use Burned Ground**

Move into already-burnt areas. Fires don't return.

 *Hot but survivable.*

- ♦ **Grassfire Gamble**

If no choice: run through the flame front into burnt ground.


 *Risky — but sometimes life-saving.*

Ground Rules

"Move Smart. Not Fast."



- **Don't** run blindly — fires move faster than you.
- **Walk** into the wind (if safe), move downslope if fire is above.
- **Avoid** canyons, dry vegetation, and overhead branches.
- **Watch** for smoke, glow, or smell — early signs.
- **Call for help** immediately.
- Most deaths are from **inhaling smoke**, not flames.

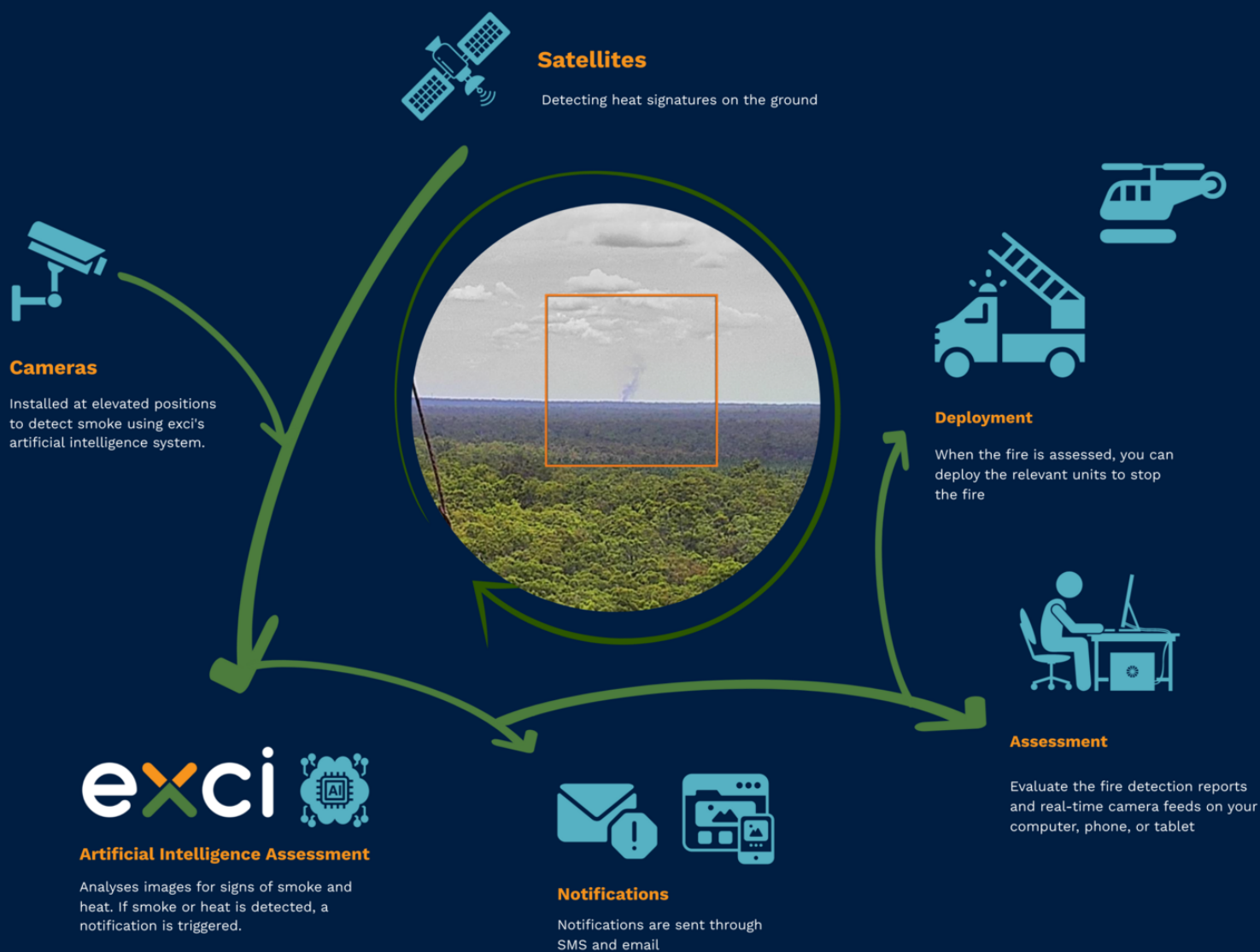


Understanding Fire Behaviour

- **Wind** pushes fire forward fast.
- **Slope** makes fire climb quicker.
- **Fuel** (grass, shrubs, trees) drives fire's heat and intensity.

 *Know the signs. Move smarter.*

Early Detection Saves Lives



When Every Minute Counts!

Knowing survival strategies is vital.

But with **exci's AI wildfire detection**, you gain precious minutes **before** fire traps you.

- exci's AI **detects fires in minutes** from camera and satellite images
- **Immediate real-time alerts** for rapid emergency response
- **Tracks fire movement** for safer evacuations
- Helps **guide people to safety**
- Proudly **Australian-made and owned**

Act Early. Stay Safe!

 In a Bushfire, Every Minute Counts!

exci's early warning system **detects fires within minutes**, giving you the **critical time needed to escape safely**.

Check out our website  www.exci.ai