

ATHOC NET-CENTRIC EMERGENCY MASS NOTIFICATION — PARTNER SOLUTION: EVIGILO PUBLIC-FACING CITIZEN ALERTING USING CELL BROADCASTING

CHALLENGE

In the event of an emergency, the rapid notification of those in harm’s way provides the best possibility of saving lives and protecting infrastructure. Emergency situations can range from criminal acts to fires, accidents, or extreme weather. It’s an enormous challenge to rapidly alert millions of geographically dispersed individuals through multiple communication channels while delivering relevant information and instructions.

SOLUTION OVERVIEW

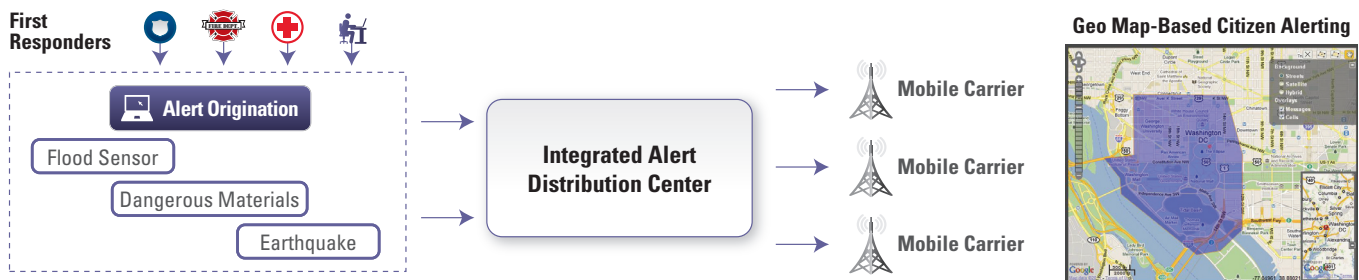
AtHoc IWSAlerts™ is a commercial off-the-shelf (COTS) solution that leverages the IP network to alert hundreds of thousands to millions of people in minutes across all IP-enabled devices. The AtHoc emergency mass notification system provides a single web-based console that unifies multiple alerting channels to deliver rapid notifications, including audio/visual alerts to computers, telephones (landline, cell, VoIP), PDAs, BlackBerry devices, digital display boards, TV, radio, PA systems, sirens, and more. The solution supports outbound mass notifications as well as real-time inbound alert response tracking, aggregation and reporting across all alerting channels.

eVigilo Alert Aggregator IADC technology extends the AtHoc enterprise-class mass notification system to include mass notification using cell-broadcasting technology for public-facing citizen alerting. The eVigilo Integrated Alert Distribution Center (IADC) gives national, state and local government authorities the ability for controlled, location-based emergency alerting to first responders and large populations in seconds. This unique technology taps into existing cell phone features for cell broadcasting the emergency message in times of crisis when mobile networks become saturated and jammed due to high call volume. Use of cell broadcasting technology requires cooperation from cellular carriers and related government regulations.

The AtHoc solution combined with eVigilo cell broadcasting technology provides the most reliable and effective net-centric emergency mass notification system that enables government authorities to quickly communicate a consistent alert across multiple channels to all personnel, first responders, senior leaders and surrounding communities to help ensure a safe and effective response.

CUSTOMER BENEFITS

- Reach millions of cell phones within a defined geo-targeted area , consistently and reliably in seconds
- Faster, safer, and more cost-effective citizen alerting in times of an emergency
- Enhanced system efficiency allows connection with geographically dispersed personnel and citizens in less time
- Enable compliance with regulatory requirements for life safety and emergency response
- In line with DHS/FEMA CMAS Initiative



During an emergency event, multiple factors and scenarios need to be brought into consideration, enabling a successful and smooth information transition to the public. This may include fully automatic message transmission based on given sensors as well as manual message transmission. Predefined and improvised messages and zones co-exist as well as multi-language support ensures that nonnative speakers and visitors will have access to the same vital information as the locals.

eVigilo: For more information on eVigilo call 415.992.7068, info@evigilo.net or visit www.eVigilo.net

AtHoc: For more information on AtHoc call 888-GO-ATHOC or visit www.athoc.com