



## Omni-Content Messaging & Collaboration

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First of its kind:  
2-way Mass Alert and Notification  
Sharing Multimedia & Geofenced Content

# beamAlert Overview



A Unified Messaging and Notification Service  
That Communicates Emergency and Other Critical Content.  
Near-Zero Latency – Dynamic Sharing of Actionable Data.

## First of its Kind

- ✓ **2-way mass alert and notification** service that allows citizens to respond with real-time, critical information;
- ✓ **Shares live streaming** of video, geo-tech, text, vital sensor and multimedia content – location and time stamped;
- ✓ Managed by a unique **machine learning and geofencing** technology on secure cloud.

# beamAlert Features



- Allows Citizens to report their status and other critical content
- Uses unique machine learning to filter IOT data
- Integrates with other messaging services to make them richer
- Adds 2-way communication capability, including:
  - SMS, Voice and email
  - FEMA IPAWS (Integrated Public Alert and Warning System)
- Quickly configured features in hours
- Requires no setup (radio antennas) or additional IT infrastructure
- Simple and intuitive user interface with minimal training
- Supports mobile iOS and Android, landline and web browsers
- Multi-language support and operates locally, regionally, nationally or globally

# beamAlert – Messaging and Notification



- Simple Admin to:
  - Disseminate messages
  - Manage responses
- Grouping People:
  - Within a geofence
  - Based on specific qualifications and custom attributes
- Analytics on message usage and citizen responses



# Notifications - People and Machines

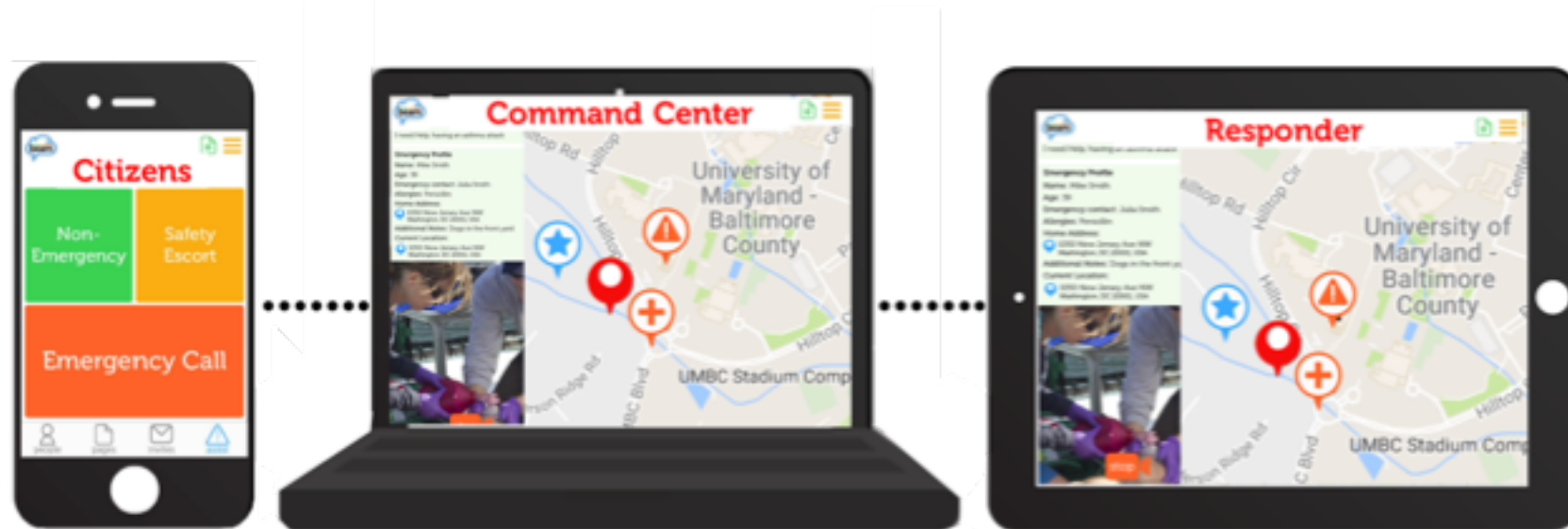


- Public Safety Agencies can manage data
  - Can initiate mass notifications using web portal or any mobile device
  - Manage alerts and content from People and Machines
  - Integrated alert, dispatching and response communication
- Citizens can respond to add “eyes on” from the field
  - Can share urgent events with PSAP and other public safety agencies
  - Agencies can use the content and instantly initiate a qualified alert
  - See Something. Beam Something.
- Machines can contribute and communicate
  - Can initiate an alert to PSAP or other public safety agencies
  - “Noisy” content can be processed and filtered into a qualified alarm
  - A dynamic chat room broadcasts live sensor data

# Live Monitoring and Dynamic Updates



- Citizens can report their status and other urgent conditions
  - Via simple 3-button, one-touch app (**Green**, **Amber** and **Red**)
  - Use any smartphone for video, location and text
  - 3-button format can be customized
- Establish live 2-way communication for citizens + responders



# Summary - Why beamAlert?



- Existing emergency response, communication and situational awareness services have not kept pace with advancements in broadband mobile technology. **beamAlert does.**
- **Leverages Internet of Everything** to drastically impact public safety.
- **Not limited to text** like most mass alert and notification systems.
- Provides clear means for **citizens to respond** back with critical content regarding their status and changing conditions.
- Provides a **manageable solution for all critical content** and **secure, instant distribution** to the field and decision-makers.

