HipLink Mass Notification Data Sheet

EMERGENCY MASS NOTIFICATION TO ANY DEVICE THROUGH A POWERFUL WEB INTERFACE

The effectiveness of emergency response can be broken down into a single factor — the ability to receive and act timely to new information. Emergency dispatch centers need to be able to coordinate the proper response to a variety of situations.

HipLink is wireless messaging software that provides organizations the ability to send targeted, geographic-based notifications to residents or businesses in a selected area within minutes. For those citizens who don't have a home phone or require alternative ways to be reached, HipLink has a powerful Web Sign-up Module that can be used stand-alone or with the GIS selection tools.

MASS NOTIFICATION OPTIONS

HipLink, with its easy to use desktop alerting tools and embedded GIS application, enables you to execute your plans to:

- Generate immediate alerts for any size group in an affected geography based on selected parameters
- Use multiple phone lists: 911 database, White pages, opt-in numbers, cell phones and VoIP
- Support for text, voice or both
- Service Delivery Options include: Fully hosted, On-site premise solution or Hybrid

GIS MODULE FEATURES

The HipLink citizen notification module offers an easy-to-use, fully integrated solution to ESRI ArcIMS or ArcGIS dynamic maps and GIS data for mass notification based on geography.

Using our interface with ESRI maps and database of geographical information, HipLink extracts data and matches it with corresponding phone numbers and then send voice or text messages to the public.

The solution enables a User to target specific areas defined on the map, by zip code, by specifying a point on the map, a polygon or a radius. The process identifies the group to notify and automatically generates the call list.

WEB SIGN-UP MODULE FEATURES

The HipLink Web Sign-up Module allows an organization to enable citizens over the Web to self-register themselves for alerts to cell phones, pagers, VoIP numbers and even unlisted numbers.

Via the organization's website, citizens can link their information to an address in the county or city's GIS system.

The module can also gather demographic data so you can send messages first to those who may need more time to react and as an option, the organization can have informational topics that their citizens can select for timely updates.

MESSAGE CREATION OPTIONS

- Voice messages can be created in several ways
- User can dynamically record a message
- Load a pre-recorded message
- Type in a message for automatic text-to-speech conversion
- Select a pre-defined template
- Text messages are automatically delivered directly from your system to a person's cell phone, pager or email — no special carrier connections are required

The message created is then delivered to all phone numbers and text devices identified in the call list with progress status and complete reports available.

HOW IT WORKS

HipLink has been integrated with GIS applications that enable users to send notifications to those in a defined geographic region.

Using a browser-based send screen for defining and sending messages based on a specific geographic location. The screen is embedded in the ESRI ArcIMS or ArcGIS application to allow the user to select a region. The send screen also contains a point-and-click Interface that allows the user to click a button, create a sound file and send out the message. The sound files can be can be pre-recorded in advance, saved for quick retrieval and delivery.

Users follow a simple, intuitive three-step process:

1) Pull-up a detailed map and choose an area of interest by:
   - Drawing a free-form polygon
   - Specifying a range of zip codes
   - Specifying a point such as an address

The selection triggers HipLink to retrieve the relevant address list information from the GIS database, match the addresses to the proper phones numbers and opt-in data and pass it for delivery.

2) Create the message, by:
   - Typing a text message to be electronically converted to voice
   - Dynamically recording a sound file
   - Selecting a pre-existing recording that's already saved

3) Send the message electronically to the call list and HipLink does the rest — automatically sending the message and generating a complete report of the received status of each call. HipLink can either use your own internal voice transmission facility or send the alert through our voice broadcast center.

HIPLINK DEPLOYED BY STANISLAUS COUNTY, CA FOR COMPREHENSIVE EMERGENCY NOTIFICATION

Stanislaus County is using HipLink's core technology as a wireless messaging solution to coordinate first responders during or in advance of critical events. HipLink can send messages to any wireless device by groups, and to entire departments or agencies across the County based on possible event scenarios, to establish real-time communication. A further essential requirement of HipLink from the County a mass notification capability to the public using the ESRI GIS database already deployed in the County.

"Coordinated communication is the key to efficiently prepare for and respond to emergency events at all levels. HipLink provides us with a very powerful tool for getting critical information out to effected portions of our communities in a timely fashion. This timely sharing of information can help us to mitigate the effects of a critical incident or disaster and potentially save lives," noted Lt. Darrell Freitas of the Stanislaus County Office of Emergency Services.

"HipLink is ideal for us because it's a two-fold solution. We can use it as a professional communication tool in all of the agencies that may be involved in response to a disaster, and we can use it to send mass notification to the public."

HipLink

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