



Dispatching to IPAWS from HipLink®



SEND ALERTS DIRECTLY THROUGH HIPLINK TO IPAWS AND IMPROVE ALERT AND WARNING CAPABILITIES BY ALLOWING AUTHORITIES TO DELIVER ALERTS SIMULTANEOUSLY THROUGH MULTIPLE COMMUNICATION DEVICES

HipLink for Integrated Public Alert and Warning System (IPAWS) service enables authorized officials to send secure, critical communication from a single portal to multiple communication pathways, including the Emergency Alert System (EAS), Wireless Emergency Alert (WEA), National Weather Service (NWEM), COG to COG and Public Feeds. The HipLink solution features full support and comprehensive user training.

The Integrated Public Alert and Warning System (IPAWS) allows federal, state, territorial, and local authorities to send critical public alerts and warning information.

IPAWS is funded and organized by the Federal Emergency Management Agency (FEMA), an agency of the Department of Homeland Security.

IPAWS is a modernization and integration of the nation's alert and warning infrastructure.

IPAWS does not replace existing methods of mass notification, but instead offers new capabilities.

Although free, IPAWS access must be procured independently through an organization with a compatible mass notification software, such as HipLink.

IPAWS enables authorities to send alerts from a single portal to multiple communication pathways such as the

Emergency Alert System (EAS), Wireless Emergency Alerts (WEA)- formerly known as the Commercial Mobile Alert System (CMAS), and NOAA Weather Radio.

A federal, state, local, tribal or territorial alerting organization that is authorized to use IPAWS is designated as a Collaborative Operating Group (COG). A COG may have members from multiple organizations (e.g. regional aid) with each individual member account administered through its software system.

IPAWS can only be accessed through software such as HipLink that meets IPAWS system requirements. To become approved, organizations must complete a Memorandum of Agreement and apply for public alerting permissions with FEMA, select an IPAWS compatible software provider and complete web-

based training.

HipLink has teamed up with FEMA as an IPAWS compliant CAP Alert Origination Tool to offer one of the most comprehensive public notification systems available in the marketplace today.

IPAWS dispatch is a licensed feature in HipLink 5.0.

KEY FEATURES & BENEFITS

- Fully Web-based API for Universal Access
- Intergrated Workflow with No Need for Additional Applications
- Quick & Easy Emergency Notifications
- Geographic Targeting by Registered Address
- Message Delivery to Landlines
- Message Delivery to Non CMAS Supported Devices (eg. Pagers, Radios, etc.)
- SMS Message Delivery
- SIP Text Delivery
- Fax Message Delivery
- Transmission of Messages for 3rd Party Systems, Building Fire Arms
- Delivery to Plasma Screens and Alarm Beacons

HIPLINK IPAWS PANELS**IPAWS Configuration Panel**

- Set-Up Profile(s)
- Set-Up Targeted COGs
- Determine Message Delivery Mechanisms (e.g. CMAS, EAS)

IPAWS Send Panel

- Define CAP Alert ID & Sender Name
- Target COG Destination
- Designate Alert Scope (Public, Private, Restricted, etc.)
- Designate FIPS Code, Zip Code, GIS Coordinates, SAME Code, etc.
- Control Alert Category and Event Type
- Dictate Alert Severity, Urgency and Certainty
- Create Alert Messages that is sent to all IPAWS Agencies, including CMAS
- Describe Long Alert Messages that require Secondary Information
- Instruct which Targeted Population to Alert

“Our cutting-edge platform excels at providing a centralized communication system that connects diverse elements within the customers’ infrastructure, including manual, homegrown and various carrier interfaces, on a single platform.” ”

— Pamela LaPine
CEO and President, HipLink Software



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