

MassAlert® is an advanced software program for the overall control and monitoring of ATI emergency notification system. It is a highly interoperable application that seamlessly integrates with distributed data collections, sensing devices, and existing emergency communication systems, to reach everyone in the shortest time utilizing a wide variety of notification channels including sirens, paging systems, social networks, emails, text, and phone calls.

MassAlert® supports high-reliability and fault-tolerant deployment scenarios, ensuring high-availability during man-made or natural disasters. It utilizes a highly scalable architecture that can support any notification system scale from large nation-wide mass notification system to an individual city or building. MassAlert® provides our clients with the capabilities to customize a specific robust solution that meets their needs.

Its client-server architecture is based on leading-edge technologies that allows access through a desktop, the web or a mobile application. It provides a intuitive easy to use graphical user interface with multiple interactive maps that allows the system operator to easily monitor and control the entire system, being a 1-siren system or a large distributed system with thousands of sirens that are geographically dispersed.

MassAlert® employs a layered security strategy that involves combining several security controls to form a comprehensive multi-layered defense against cybersecurity threats. Layered security provides inherent redundancy; If one layer of security fails, another layer keeps the system and its data secure.



## KEY FEATURES

- Single point of activation for entire emergency Mass Notification System
- Multiple easy to use, intuitive user interfaces: web application, desktop application and mobile application (support both android & iOS)
- Up to 63 configurable emergency scenarios or preconfigured alerts
- Configurable shortcuts for most frequently used scenarios/alerts
- Interactive and real-time maps with live status information; multiple maps or multiple maps sub-views can be displayed on multiple physical screens<sup>§</sup>
- Customized and personalized user experience<sup>§</sup>
- Full reporting and system status monitoring
- Severe weather alerting: automatically activates the system in case of weather warnings issued by the National Weather Service for designated areas
- Text To Speech (TTS): instant mass notification audio alerts from text-based alerts
- Event-driven automatic mass notifications; events can be generated by sensors, fire systems, panic buttons, and other applications/systems
- Scheduled mass notifications; a built-in scheduler can be used to send non-emergency mass notifications on a time-based schedule that is user-configurable
- Flexible integration and interoperability: sending and receiving notification messages to and from other existing applications/systems\*
- Automatic fail over handling: if the primary MassAlert® is down, one of the secondary MassAlert® will automatically take over all its responsibilities including sending event-driven and scheduled alerts
- Role-based access control ensuring that only authorized users can access the system
- Highly scalable and reliable solution
- CAP (Common Alerting Protocol) Compliant\*
- IPAWS compliant\*
- Minimal training required

<sup>§</sup> Only in web and desktop MassAlert® client  
<sup>\*</sup> Additional software modules may be required