

Powerful Wireless Applications for Today's Public Safety Sector

HipLink uses the latest in communication technology to quickly notify citizen populations as well as mobilize first responders. With complete fail-over and redundancy, HipLink ensures critical message delivery all the time ... every time.

In preparing for the unpredictable, among other things, you need to have a system to alert first responders – and the citizenry. In emergencies that range from isolated incidents to statewide disasters, millions of lives can be at stake and you're responsible for instantaneous response to everything from terrorist attacks to forest fires to wind storms and to outbreaks of infectious diseases.

How well are you really equipped to notify the exact set of people within minutes of becoming aware of an emergency - large or small? In particular, how well has your organization prepared for effective communications to commercial phones and pagers? And how quickly can you alert large groups of endangered citizens?

HipLink lets you send alerts and notifications under a single umbrella to the widest possible range of devices. This includes phones, pagers, fax machines, email, PDA's, home phones etc - all complimenting your current dispatch system. HipLink helps organizations use the most effective methods to get wireless messages out to any commercial device via SMS text or voice while leveraging your existing systems.

Ideal for law enforcement, fire departments, EMS, utilities and emergency dispatch centers expanding your reach beyond email or TAP dial-up. Send messages using all of the best, fastest protocols available and integrate directly with your system for highly reliable, wireless paging with advanced message filtering and grouping features.



Usage Options:

HipLink for Mass Citizen Notification

- › Reverse 911 System
- › Easy to use Web-based interface
- › Integrated with ESRI GIS applications
- › Within minutes, send targeted citizen notification to residents or businesses in any geography
- › Based on dispatcher defined parameters or shape files
- › Voice equipment can be in-house or hosted in our broadcast center

HipLink for First Responders

- › **Mobilize** with as little delay and confusion as possible
- › **All Devices** alerts and notifications to the widest possible range of devices: phones, pagers, fax machines, email, PDAs, etc.
- › **Interoperability** Secure communication with outside agencies, organizations or stakeholders
- › **Switch communication** protocols or networks, in cases where a disaster knocks out a key element
- › **Two-way messaging**, ensuring alerts are received, confirmed and responders can request help if needed

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... Preparing for the Unpredictable

“Coordinated communication is the key to efficiently prepare for and respond to emergency events at all levels. HipLinkXS 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.

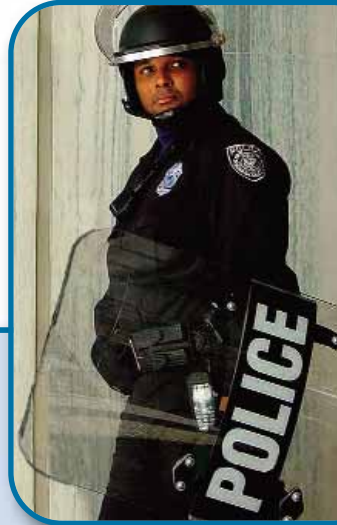
“HipLinkXS is ideal for us because it's a two-fold solution. We can use it as a professional communication tool in all of the agencies that may be involved in response to a disaster, and we can use it to send mass notification to the public.”

Important features:

- **Easy Access** ~ fully web-based for universal access
- **Advanced Protocol Support** ~ native protocols with no dependence on email
- **Voice and IVR** ~ full functionality for delivery to any phone line with text-to-speech technology
- **Two-way Messaging** ~ empowers mobile responders to confirm messages, request additional information or personnel, check the status of equipment and facilities, from anywhere, any time
- **Powerful Grouping** ~ can mobilize any size group instantly. On-duty, Escalation, or Rotation groups to members based on filtering criteria
- **Departmental** permission policies are easily defined
- **Escalation** ~ escalates messages or alerts messages to a defined group of users automatically until they are acknowledged and received
- **Embedded GIS** ~ an easy to use, integration to ESRI's ArcIMS maps and GIS data for Mass Notification based on geography. The solution enables a user to target specific areas defined on the map, by zip code, or by specifying a point on the map and a notification radius and notifies everyone in the geographic lookup
- **Message Templates** ~ simplify the delivery of standard messages, by pre-defining them as templates and send lengthy, complex messages within seconds
- **Reporting & Logging** ~ status of critical message delivery to the Carrier and to the Receiver are recorded by the system and reflected in robust reporting facility

Benefits

- Easy to use web-based interface you can access anywhere
- Send messages to large groups of people all at once
- Unlimited permission levels for increased security
- Supports all text and voice capable wireless devices and all major carriers
- People with more than one wireless device can receive messages on any, or all
- Track all messages and monitor delivery
- Escalation ensures messages are never missed
- Employees can update their own information
- Easy to install and runs on any operating system



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