



NATIONAL NOTIFICATION NETWORK

one call - reaches all



3n Notification System for

Cities & Emergency Responders

"Rapid, accurate communication can make the biggest difference in the first 24 hours following a disaster."

→ BENEFITS of 3n FOR CITIES & RESPONDERS

Tragedies such as the Oklahoma City bombing, 9/11 terrorist attacks, 2003 Blackout, Hurricane Isabella, and raging wildfires in Southern California have garnered national attention. And every year, severe weather, child abductions, prison emergencies and other acts of violence are additional sources of alarm for U.S. cities, its residents and businesses.

As a result, our nation's cities are becoming increasingly aware how even medium-sized disasters can quickly push a community's resources to the limits, and of the need to plan for such events. Disaster management

planning is not just about setting up evacuation shelters and providing emergency supplies, however. Without rapid, coordinated communications, even the best disaster management plan is virtually ineffective.

Yet most cities remain grossly unprepared to communicate effectively in a crisis. Antiquated Cold War-era sirens may not work, and citizens would likely be unclear how to respond if they did work. Telephone trees and Reverse 9-1-1 methods are time-consuming and prove useless when phone networks fail due to system overloads as they did on 9/11. Even the Emergency Alert System (EAS) is ineffective during a power outage, as it was during the 2003 Blackout when most televisions were nonfunctional. Moreover, state and local area EAS participation is purely voluntary. Existing communications methods are clearly unreliable and limited in scope.



3n provides a better way. The 3n Notification System allows cities and first responders to proactively disseminate critical information between agencies, relay emergency instructions to residents and businesses in specific geographic areas, mobilize city workers, and keep city officials abreast of developments in a quick, efficient and reliable manner in order to prevent or limit economic loss, avoid misinformation, and save lives. 3n gives cities and emergency responders the freedom to concentrate on the important task of supporting their community in times of crisis.

→ NATIONAL NOTIFICATION NETWORK (3n)

In emergency situations—when seconds matter—cities and emergency responders need a fast and reliable means of communicating. 3n, an Application Service Provider (ASP), meets this need by dramatically reducing the traditionally long and labor-intensive task of notifying large numbers of people into a simple, reliable and easy to execute process. The 3n Notification System is a proprietary telephony and data communications platform delivered on a subscription basis, offering unparalleled accessibility, reliability, security and scalability in a simple and cost effective manner.

Whether in an emergency or non-emergency situation, 3n subscribers can access the fully hosted ASP-based system and initiate notification simply by making one toll-free call from any landline or cell phone, or by logging on to 3n's secure web site. The 3n system then disseminates critical messages (predefined or created on-the-fly) simultaneously and continuously to thousands of target recipients located in specific geographically mapped areas or organizations within minutes. The 3n Notification System runs through the recipients' prioritized contact paths for all voice and text devices until delivery is made. The sender's process is complete upon receipt of real-time confirmation of message delivery.

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Contact city officials, crisis response teams, and residents in defined geographical areas via multiple voice & text devices... in minutes.



one call - reaches all

HOW QUICKLY CAN YOUR CITY COMMUNICATE?

“One of the big lessons of the September 11th terrorist attacks was the importance of communication.”

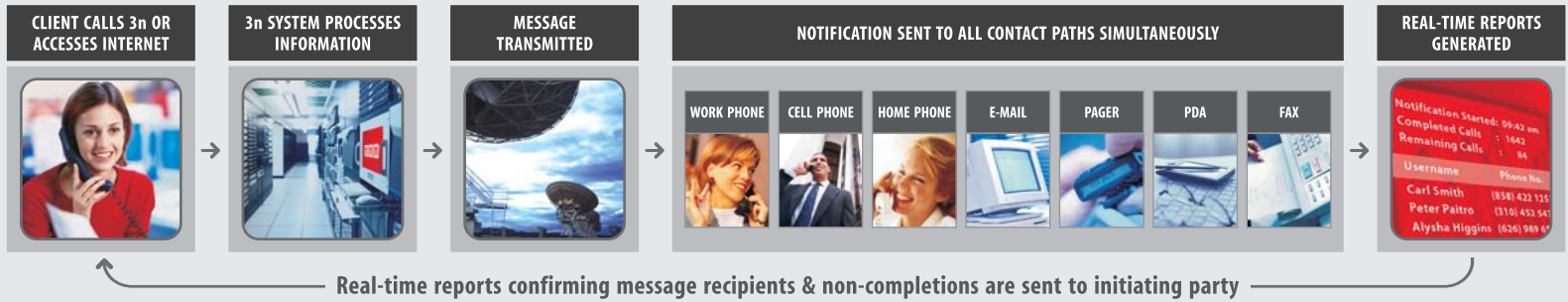
Mayor Don Wesely | Lincoln, Nebraska



“I can't over-emphasize the importance of communication, and how innovative technology can be used to improve vital links between agencies and across jurisdictions.”

Mayor Kerry Donley | Alexandria, Virginia

→ **HOW 3n WORKS**



→ **CITY MUNICIPALITY APPLICATIONS**



Emergency Responders. Improve first responder & public safety organization communications (e.g. Police, Fire, EMS, Red Cross, etc.)



GeoMapping. Target notifications according to geography (e.g. by ZIP codes, physical streets, vicinity around an accident, etc.)



Weather Alerts. Relay critical communications to residents affected by severe weather (e.g. hurricanes, earthquakes, floods, tornadoes, etc.)



Evacuate Residents. Notify buildings, campuses or specific geographic areas when major disasters hit



Terrorism. Alert area residents to changing terrorist threat warning levels from Homeland Security



Blackouts. Send critical notifications even when electricity, landlines and computers are down



Mobilize Employees. Call in additional city workers to meet emergency demand, shut down facilities, reschedule or cancel shifts, etc.



City Government. Deliver town hall meeting announcements, adult learning class info, newsletters & other event information, etc.

→ **EXAMPLE OF 3n USE: SEARCH & RESCUE**

Search & Rescue operations depend on the clear, concise, and accurate exchange of information between multiple people. This includes internal communications, media relations, communication to family & friends of victims, and coordination with other agencies. Particularly critical to each mission is the call-out procedure to populate response teams with appropriate resources. Timely notification and quick response can mean the difference between life and death. Yet currently, many teams dispatch via time-consuming methods such as person-to-person phone calls, telephone trees, or paging systems.



The 3n Notification System easily and effectively pulls together all Search & Rescue communications under the umbrella of a single tool. Response teams can notify on-call and volunteer resources (including any specialized manpower required) within certain geographic areas via a multitude of voice and text devices, until the requisite number of resources have responded. In addition, 3n's real-time reporting feature can provide useful responder and response-time information.

→ **WHY CHOOSE 3n?**

- ✓ Only system with multiple accesses via web interface and live operator and automated voice response system
- ✓ Only system allowing administrators to both manage member data and delegate authority to multiple administrators
- ✓ Only system allowing members to manage own contact information, prioritize contact order, and differentiate between emergencies/ non-emergencies
- ✓ Delivers messages via more devices (landline, wireless phone, pager, SMS, PDA, Blackberry, fax & email) than any other system
- ✓ Only system built on Oracle/Linux platform, ensuring security of data
- ✓ Significantly faster message delivery with ASP model providing access to thousands of phone lines and economies of scale
- ✓ Inexpensive solution with no hardware/software purchase and no fixed costs from maintaining phone lines
- ✓ Real-time reporting of message receipt, non-completions, broadcast history, and member participation
- ✓ Frees key personnel to perform other critical tasks during emergencies
- ✓ Facilitate inter-agency communications with one single, effective, automated solution

Improve communications in your City with the 3n Notification System. For a **FREE demo** and more information, call toll-free **(888) 366-4911**.



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