



## **New Urgent Notification Technology Speeding Up Critical Communication In Emergencies**

*National Notification Network's automated urgent notification system would have enabled organizations to notify thousands of people within minutes during last week's widespread blackouts.*

GLENDALE, CA (PRWEB) August 20, 2003 -- National Notification Network (3n), today announced its new automated notification system is speeding up the way corporate, municipal, government and educational organizations communicate in emergencies. The 3n system assures organizations an efficient and reliable means of disseminating accurate information to thousands of people within minutes, eliminating the kind of speculation, miscommunication and uncertainty that prevailed during the widespread blackouts that affected as many as 50 million people nationwide last week.

3n's subscribing customers can access the fully hosted ASP based system in times of crisis, and initiate notification from virtually anywhere, at anytime, via a single toll-free call or 3n's Web interface. Once activated, the system disseminates critical information to thousands of target recipients within minutes, via their work phone, home phone, cell phone, pager, PDA, Blackberry, fax or email. When successful contact has been confirmed, real-time reports of message receipts are available.

Unique to 3n's system, subscribing customers can independently enter, update, maintain and prioritize all of their contact information via individual password protected, encrypted, Web accessible accounts at any time. 3n's system also provides users the ability to create custom lists, allowing them to send messages to different call lists separately or simultaneously.

"With the threat of events like 9/11, the Columbine tragedy, natural disasters and most recently the widespread blackouts, organizations are increasingly realizing the importance of being able to communicate to large groups of people in a quick, efficient and reliable manner in order to protect lives, prevent or limit loss, and avoid misinformation. 3n effectively fulfills this market need," said Cinta Putra, CEO of National Notification Network.

Putra added, "The widespread inability of companies, government organizations, city agencies and schools across the country to contact people in a timely manner last week could have been easily avoided with 3n's automated notification system. Had our system been employed, notification would have taken minutes, not hours."

### **"One call reaches all"**

"The impact of this new notification system on business continuity and contingency planning cannot be understated," said Patrick Stuver, Vice President of Technology for 3n. "Utilizing the latest technology in Computer Telephony Integration, 3n's proprietary system is one of the most integrated and technologically advanced notification systems available on the market today. Our system is maintained in multiple co-location facilities that are geographically separated with redundant, scalable systems-- every component of the system's infrastructure has been designed to be there when you need it the most -- in an emergency."

"We've been flooded with calls in the aftermath of the blackouts," said James Keene, Vice President of Sales for 3n. "Much of the country currently relies on telephone trees, the purchase of advertising time, or the Emergency Alert System to get the word out via radio and television. But telephone trees are unreliable and notoriously slow, advertising is considered a non-essential service during emergencies, and the alert system is a purely voluntary, loosely organized system that's extremely slow and practically useless in a power failure. Organizations call us because they are looking for an alternative that addresses and overcomes these challenges."

**Key benefits of the 3n system:**

- Notification can be initiated without availability of electricity, land lines or computers
- Simple, reliable, and cost effective way to notify thousands within minutes instead of hours
- Off-site system with redundant call-out locations ensures security and access to data
- Total automation of all emergency and non-emergency notification procedures with verification
- Frees key personnel to perform other critical tasks during emergencies
- Easy operation for multiple contact groups with built-in security features
- Allows instant communication and updates to families, employees, customers, ensuring peace of mind during crises
- Inexpensive solution for mass communication as fully hosted ASP requires no hardware or software purchase

**About 3n**

National Notification Network (3n) is a privately-held company based in the Los Angeles area in Glendale, California. Recognized as an effective tool in both emergency and non-emergency situations alike, 3n's innovative and powerful proprietary automated notification system is the most advanced, efficient and easy to use notification system in the market today. For more information about 3n, log on to: [www.3nonline.com](http://www.3nonline.com) or call toll-free (888) 366-4911.

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