



EMERGENCY ALERTS



HYPER-ENROLLMENT

**Make Your Emergency Alerts
20-40% More Effective –
Guaranteed**

To reach the most people in the fastest amount of time, you need their contact information. And while some households still have landlines, they're disappearing fast. So you need other ways to connect. **Now**, our **exclusive** Hyper-Enrollment program guarantees you at least 20% more contacts. Here's how it works:

We start with your landline data and data we've compiled. Then we offer a unique toolkit designed for maximum enrollment:

1. Personalized 1-on-1 customized marketing support:

- Strategy, content, graphics.

2. The most ways for residents to enroll:

- The Best Web Form - easy to fill out on any device.
- Call & text sign up, one-click opt-in with browser push notification.
- Written forms for those that prefer them.
- NEW Alexa smart speakers opt-in. Just say: "Alexa, enable Hyper-Reach".

3. Most ways to receive alerts: by voice, text, email, push notification, social media, and Alexa.

The results are guaranteed:

You'll increase your reach by at least 20%, or we'll pay the difference. And, in addition to being guaranteed, the data is yours, regardless of how long you remain a Hyper-Reach client.



855-2NOTIFY
855-266-8439



www.hyper-reach.com



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Hyper-Reach

ALERTSMART™

Send Your Messages to Smart Speakers

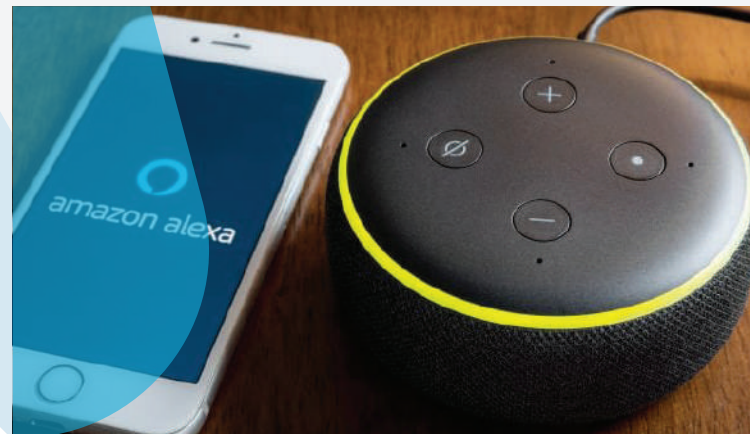


Increase your reach with younger citizens

Smart speakers – such as Amazon’s Alexa – now outnumber home landlines; and they’re growing fast. Market research shows that more than 100 million households – more than 80% of the US – will have at least one smart speaker over the next few years. They’re showing up everywhere, even in cars! And only Hyper-Reach delivers messages through this fast-growing technology. Here’s how it works:

1. Citizens say “Alexa, enable Hyper-Reach” to activate the skill on their Alexa devices.
2. Citizens are selected for alerts based on their Alexa profile addresses.
3. When sent, the message activates an alert tone and yellow flashes on their Alexa unit.
4. The message is played when the citizen asks for it.

With the loss of home landlines, your biggest challenge is reaching Millennials and other younger citizens. With Hyper-Reach, you’re demonstrating your commitment to keep up with the latest technology and meet your citizens with the technology they use today.



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FEATURES OVERVIEW

Easy. Secure. Reliable.

Hyper-Reach®: a purpose-built, emergency mass notification system to give public safety, emergency communicators and public leaders the power to create and send messages quickly and easily. Features industry-leading ease of use, the largest number of delivery methods and immediate feedback and reporting.

- **Extreme reliability & scalability:** Cloud services mean 99.99+% uptime and unrivaled capacity.
- **Web, Phone and Text Community Sign-up:** More ways to let citizens register by web, phone, text or, just say: "Alexa, enable Hyper-Reach".
- **Hyper-Reach Mapping:** The fastest, easiest, most intuitive mapping tool.
- **Automated Weather Alerts:** Instant, customized alerts using National Weather Service data.
- **The largest array of delivery options:** Send messages by voice, text, email, IPAWS, RSS, CAP and more. Now with push notification and Alexa!
- **Language Support:** Automatic translation in almost any language.
- **ImageReach™:** Pictures & files for max impact.
- **RecordTime™:** Save time by recording messages directly in the app.
- **IPAWS/WEA:** Reach all mobile phones, as well as EAS & other outlets. Fully compliant with all of FEMA's IPAWS standards!
- **Local Caller ID:** Your alerts look like local calls from your office.
- **Premium SMS Text:** With full redundancy for the fastest, most reliable delivery.
- **Status Callbacks:** Citizens can call for the latest status.
- **Message templates** help write consistent, quality messages faster!
- **PerfectAnswer™:** Makes your message sound more natural, for maximum delivery.
- **One-Click Citizen Sign-up:** Increase registrations by 10X with a simple prompt on your website.
- **Tiered Login:** Privileges to manage multiple departments and sub accounts.
- **Text to speech** with Amazon Polly technology that sounds like a real human.
- **Mobile Smartphone Apps:** One app for agencies to send alerts and another for citizens to receive.
- **Instant Conference:** Immediate team conference calls.
- Easily manage and use **Dynamic Contact Lists.** Change contacts & update lists automatically.
- **EventReach™:** Send alerts to citizens who text a code to receive event/topic related notifications.





HYPER-REACH LAUNCH APP

Create and send messages easily from your phone, tablet or other mobile device.

The Hyper-Reach Launch mobile app enables Hyper-Reach customers to quickly, easily and securely create and send emergency alerts and other messages from their phone, tablet or other mobile device. Features industry-leading ease of use, the largest number of delivery methods and immediate feedback and reporting.

Hyper-Reach Launch:

1. Highly intuitive user interface optimized for mobile device screens.
2. Reach ten, ten thousand or ten million people quickly and easily.
3. Sends messages by phone, text, e-mail, social media, IPAWS, push notifications, Amazon Alexa smart speakers and more.
4. Messages can contain voice, text and images.
5. Create messages quickly with stored templates and areas, or from scratch.
6. Full support for IPAWS.
7. Supports multiple languages, including English, Spanish and others as required.
8. Works with iOS and Android devices.



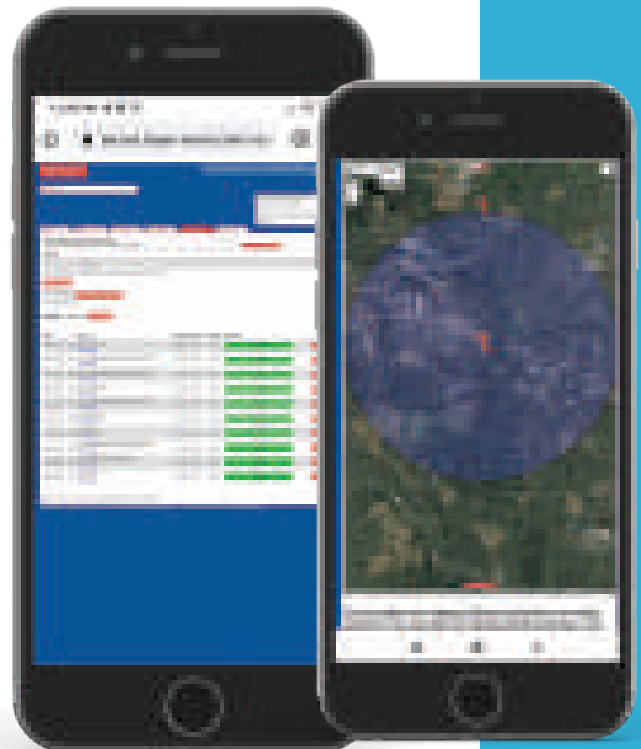
MOBILE CALLING: THE NEXT GENERATION

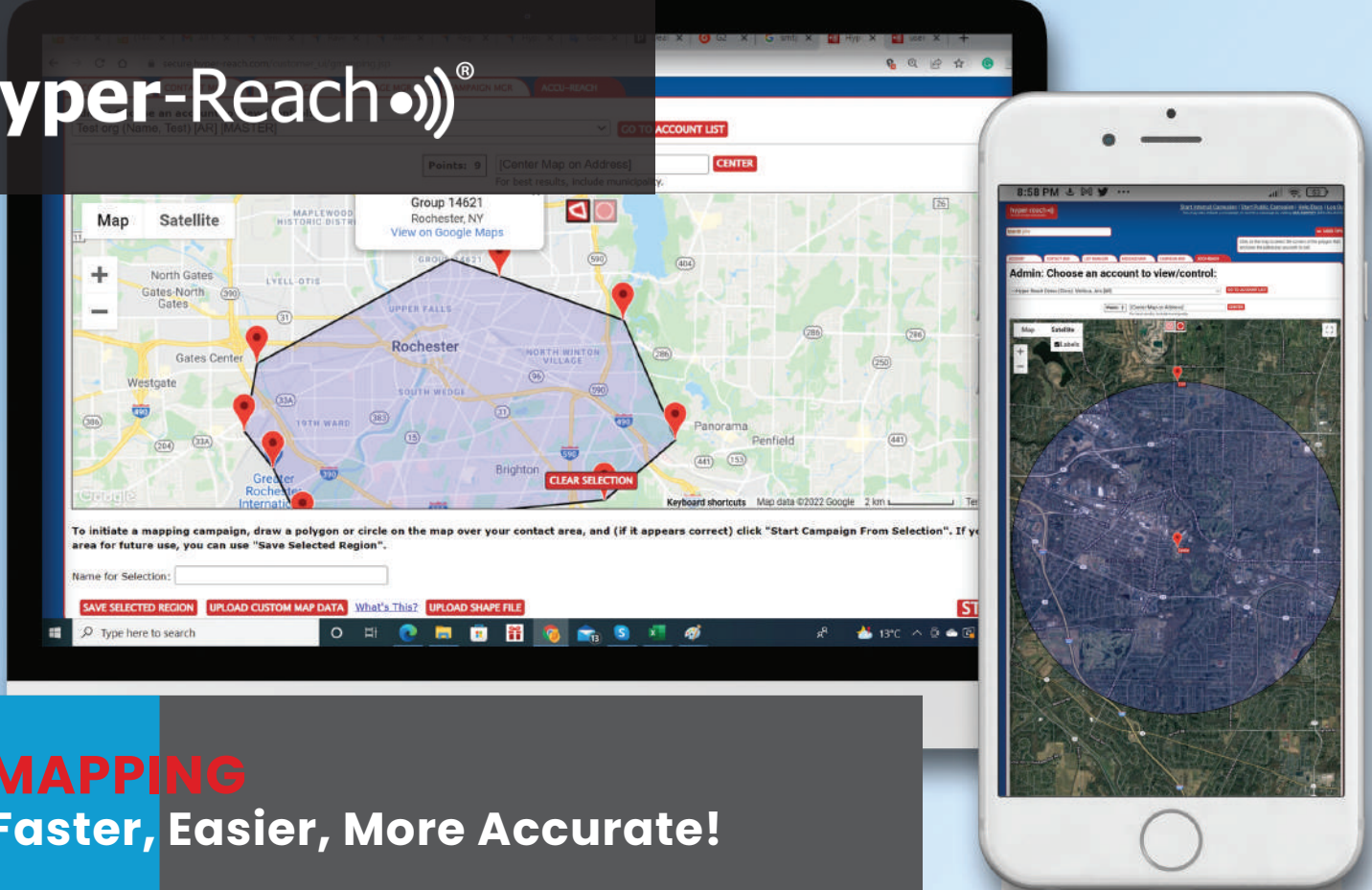
**Harness the power of
mobile technology to get
your message out fast**

- Mobile-based app for creating and sending messages.
- Smartphone app for citizens to receive and manage messages.
- IPAWS/WEA for message delivery to all mobile phones.*
- Comprehensive outreach strategy to get phones registered and apps downloaded.
- More enrollments than your current system - guaranteed.

** WEA equipped phones only*

**More citizens have mobile
phones than landlines.
Can you reach them?**





MAPPING Faster, Easier, More Accurate!

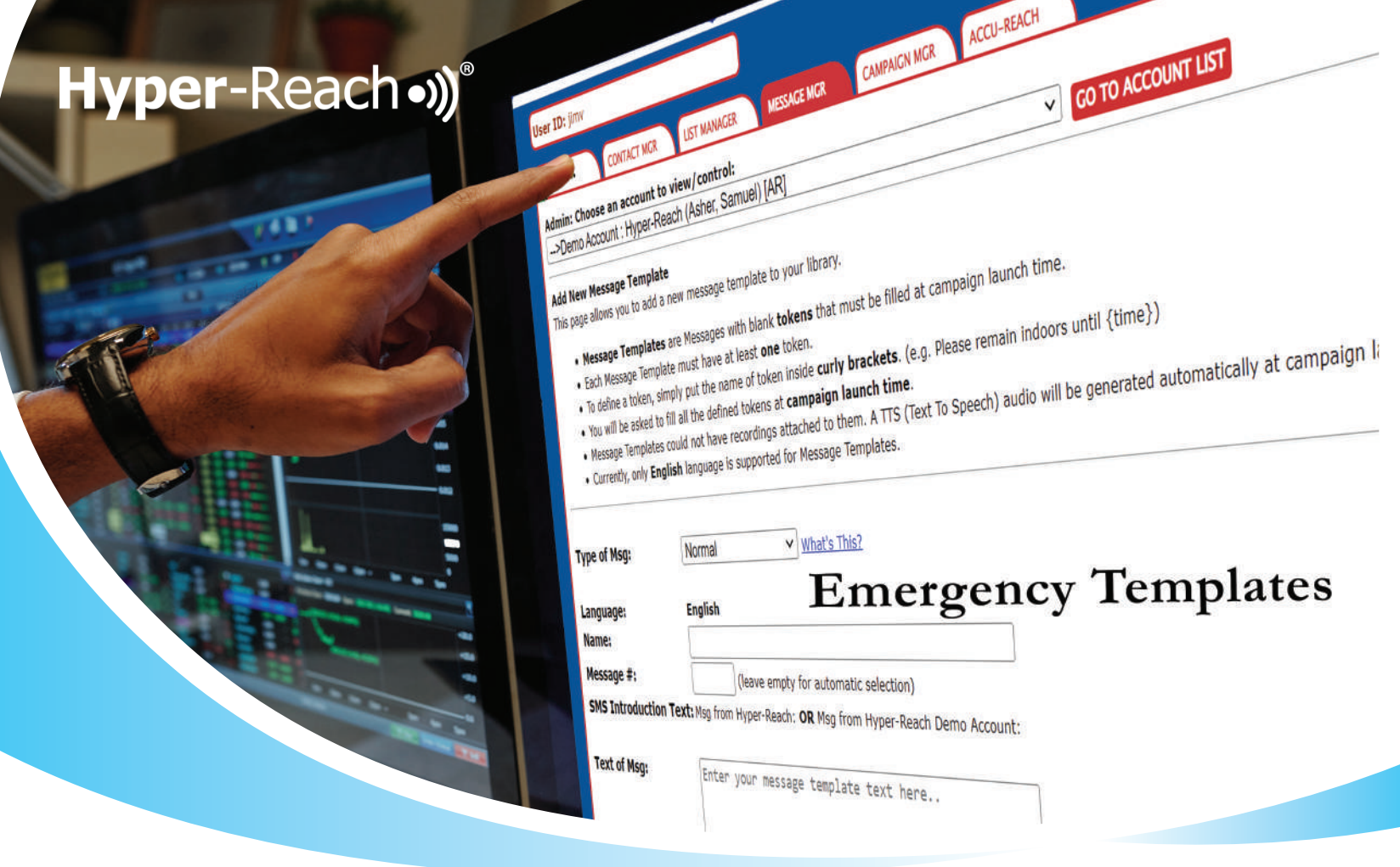
Hyper-Reach offers the easiest mapping selection tool of any emergency alert system anywhere. And now it's more accurate, more efficient and yes, even more user-friendly. First, we started with Google Maps, because of its universal ease of use, enormous investment in maps, and amazing uptime (over 99.99+%).

Then, we built in user-friendly features like exclusion of designated addresses, direct integration with your 9-1-1 ANI/ALI data, 3rd-party lists and community enrollment data, cloned campaigns, and full web access with no specialized hardware or software needed.

But that's not all. Because we insist on a 95+% geo-coding match rate to your 9-1-1 and other data, we effectively add streets that other sources (Google, ESRI, etc.) may not have. The result is not only more accuracy, but the ability to reach more people than other vendors, using the very same contact list.

- Exploded view and pinpoint locations easily, even with misspellings and typos.
- Zoom in and out to see the area in context. Find streets, intersections and buildings.
- Get a satellite view of your target area.
- Save pre-designated shapes at the press of a button (sectors, zones, police beats).
- Upload custom boundary files, such as KML and Shapefiles.
- Search address points with exploded view.





MESSAGE TEMPLATES

Get the right words out faster, more effectively!

Hyper-Reach Message Templates enable message originators to create clear, consistent messages quickly and easily.

With Message Templates, any alert originator can meet best practice standards without excessive training

Hyper-Reach Message Templates:

1. Create and save templates for any message scenario: from boil water to nuclear attack.
2. Customized fields allow unlimited flexibility in message creation.
3. Each field creates its own prompt for information to fill in.
4. Create unlimited template variations if required.
5. Edit templates as needs change.
6. Preview window shows exactly what the finished message will look and sound like.
7. Message Manager library makes templates easy to retrieve and use.



SWITCHING IS EASY

Less training, more contacts



Hyper-Reach

START

Switching to Hyper-Reach is fast, easy and will make your system up to 40% more effective.

More and Better Data:

1. We'll provide the best 3rd party data, so you can have an effective system right away.
2. We'll also import any of your existing data.
3. We'll correct and geo-code at least 95% of your data, so you'll reach more people.
4. We'll get you more citizens sign-ups. We guarantee it!

Faster, Easier Training:

1. Our system is so easy and intuitive, many people master it in just one session.
2. Our initial training is easier than your refresher training. Most people don't need more than an hour.
3. Quick, online training tools to get new staff up to speed, even without formal training.

More reach, less time:

With more contacts, you'll get your message out to more of your community, making your message more effective. In fact with sign up rates with up to 30%, combined with 911 and 3rd party telephone data, you'll reach many more people - guaranteed. And because our system is so easy, your staff will be ready to use it sooner and with more confidence.



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COMMUNICATION SAVES LIVES

Let Our Clients Tell You

We have used this product for over a year. Hyper-Reach works every time you need it.

**William Barrett, 911/EMA Director,
Marion, IL**

I am very pleased with Hyper-Reach. Compared to others this is simple to use, can be done from anywhere on your smart-phone. Customer Service is great. They are there 24/7.

**Matthew Bierman, EMA Director,
Washington County, IL**

I don't just feel like Hyper-Reach cares about my community, they make me feel like they are a part of my community by the service they provide. Great people, wonderful product to work with!

**Jason York, EMA Director,
Bath County, KY**

Hyper-Reach software is very easy to implement and use. It allows us to reach our community in times of disaster or other serious events that might be taking place. It exceeds our expectations and the staff is very responsive and checks in on us often to ensure that the product is doing what it is supposed to be doing.

**Justin C., 911 Director,
Jefferson County, TN**

Absolutely wonderful I highly recommend them to anyone in need of this type system.

**Perry D., EMA Director,
Cleveland County, NC**

One of the best features of this software is its user friendly. The support staff is always timely in their responses to any of my questions regarding the software. I really appreciate the periodic check in emails from the Hyper-Reach staff, it makes you feel important as a client.

**Norma Laboy, Executive Administrative
Assistant, Portage, IN**

I have not found anything so far that I do not like about this system. Customer service is awesome as well. We appreciate our relationship with our Hyper-Reach representatives. ... our county loves how easy it is to launch a message. I can do it from my phone while out in the field.

**Pamela Vaughn, EMA Director,
Chattooga County, GA**

We have used Hyper-Reach for almost 10 years and have no intentions of changing. It works, we can afford it and the citizens really like it.

**Rick Anderson, 911 Coordinator,
Stevens County, WA**

The cost of the product was very appealing, however, the ease of use was the biggest seller. Customer Service was also a great experience. The company wants to make sure that the product meets our expectations.

**Justin C., 911 Executive Director,
Jefferson County, TN**





Hyper-Reach®

DYNAMIC LIST MANAGER

Powerful, Painless Contact Management.

Hyper-Reach Dynamic List Manager allows you to create totally customized contact lists that meet your specific needs. With Dynamic List Manager, you decide how to categorize your contacts, assign them attributes, and create lists that adjust automatically as staff changes.

Hyper-Reach Dynamic List Manager:

1. Create contact attributes based on your needs: titles, departments, expertise, work shifts, team assignments, etc.
2. Use any type of information that's useful: location, training, skills and more.
3. Define the type of data that fits each attribute as you require: from free-form text to single checkboxes.
4. Assign an unlimited number of attributes to each person in your database.
5. Add contacts from opt-in forms or upload as needed.
6. Create and save filters to provide on-demand contact lists.
7. List results update automatically as contacts are added, deleted or updated.



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IPAWS



**Compliant with all current
IPAWS standards!**

Hyper-Reach

**IPAWS: WIRELESS
EMERGENCY
ALERTS
AND MORE**

**A Whole New Era
in Emergency
Notification**

IPAWS (Integrated Public Alert and Warning System) lets authorized agencies send emergency alerts using broadcasts to cellphones. Even people just passing through get alerted – no sign up needed.

Hyper-Reach has been IPAWS-certified since December 2012 and has the **highest percentage** of customers **authorized as alerting authorities**.

Our IPAWS solution is **fully compliant with the latest IPAWS features** and fully integrated with the rest of our system, allowing you to include IPAWS/WEA delivery with just a few extra keystrokes – no need for a separate alert.

And now you can access IPAWS to send live & monthly test alerts through our mobile app.

- No sign up required, no data to collect.
- Now with 360-character messages.
- Send messages in English and Spanish.
- No minutes to buy or run out.
- Enhances your notification methods.
- Access non-residents traveling through your area.
- Reach people where they are, not just at their homes.
- Include hyper-links to provide more info.
- Now more accurate targeting of geographic areas.
- Can be used as a stand-alone solution.

IPAWS from Hyper-Reach is affordable for every community. Isn't that worth the lives and property you could save?

We'll help you get authorized!



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IMAGE REACH™:

Use the Power of Images To Give Your Message More Impact!

To reach people in the most effective way, you need to add pictures, maps, video and other media whenever they are available. Now with our exclusive Image Reach feature, you can quickly add images and other files along with extended text to your emergency alerts.

Here's how it works:

1. You create your normal emergency or community alert.
2. You upload the picture file.
3. We create a unique URL that's included in your message.
4. When your recipient gets the message - even voice messages, they click on or go to the link and see the image you sent.

Images not only help explain, they add credibility. Because a picture is worth a 1,000 words, you've increased the power of your message by many times. And since people share messages with images more often - on social media and email - you'll reach more people.

More message, more people, more effectively. That's reach!



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