Geo Alert Solution

Purpose of Alerts

To deliver messages to warn populations at risk of **imminent threats** with the goal of **maximizing the probability** that people take protective actions and **minimizing their delay** in taking those actions.

Defined by the National Academy of Science Engineering and Medicine

Emergency Alert and Warning Systems

Current Knowledge and Methods

Alerting Systems Today:

- AM/FM Radio, Digital, Analog, Cable and Satellite TV
- SMS – delivered over Commercial Mobile Networks
- Internet Services – Web Browsers, Widgets, Web Sites and Social Media
- Emergency Telephony Network – calls to landlines
- Sirens
- Digital Signage

The above methods were conceived and developed years ago and before Smart Phones entered the market. The above methods do not take advantage of the capabilities of a Smart Phone.

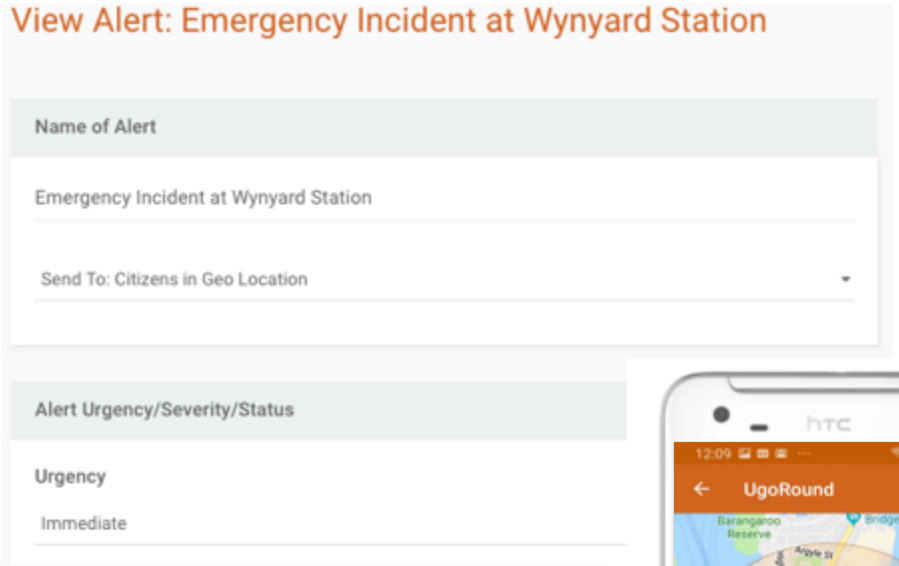
Desired Properties of an Alert System

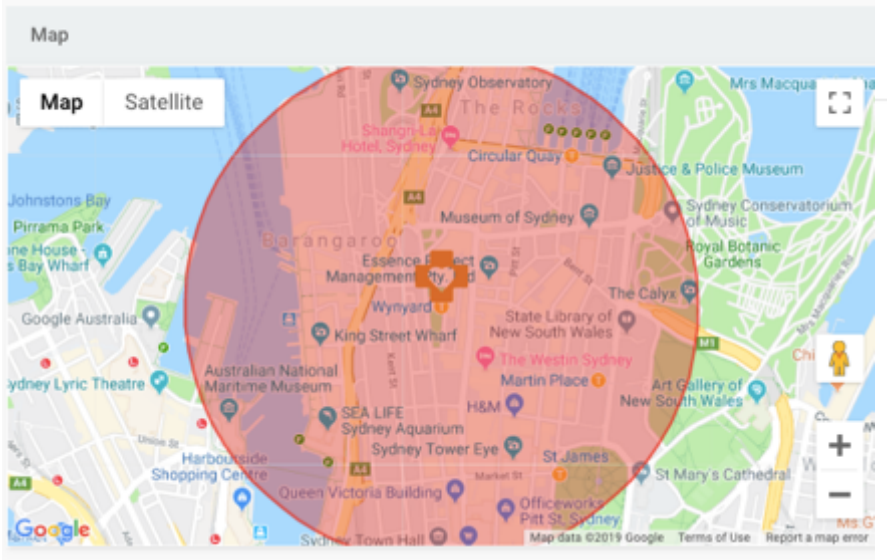
- **Only reach people at risk** or have other interest in the hazard
- **Communicate impact and recommend protective actions** that people can understand and reasonably take, with guidance tailored to the circumstances of each alert recipient
- **Reflect changing information needs** as an event unfolds
- **Be respected and trusted** by the public, emergency managers, other public officials and the media
- Be **suitable for all hazards** and effective in reaching all **at-risk populations**
- Work well alongside **government** and **private information** sources
- Allow for the **collecting of feedback** from the alerted population to determine the effectiveness of the alert and give emergency mangers better **situational awareness** during the event.

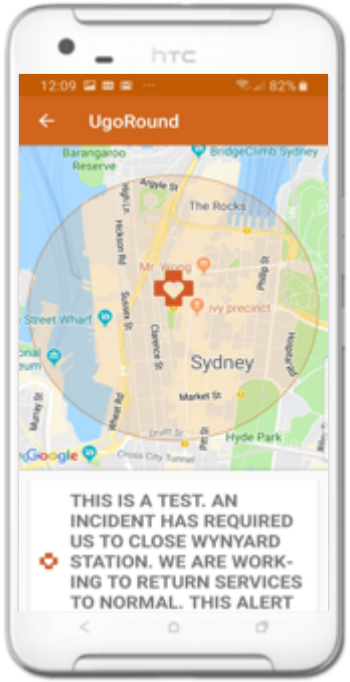
Defined by the National Academy of Science Engineering and Medicine

UgoRound Community Alert Platform

- Designed exclusively for Authoritative Alert Originators
- No Hardware required - all Web Based
- Mobile App is available on iOS and Android
- Citizens download anonymously and DO NOT register/sign up
- Manage situations throughout the life cycle
- Use UgoRound for any type of Community Alerts
- Send UgoRound Alerts to WARN and INFORM







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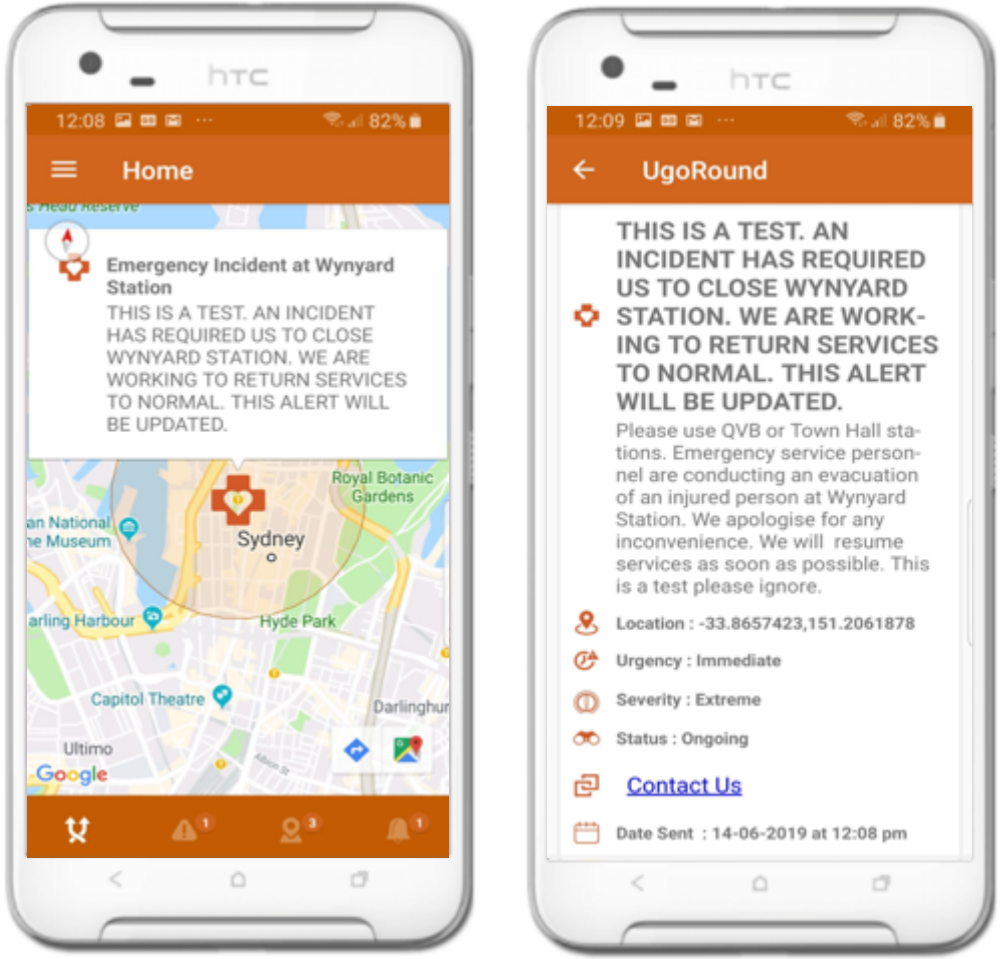
Send a Geo Alert

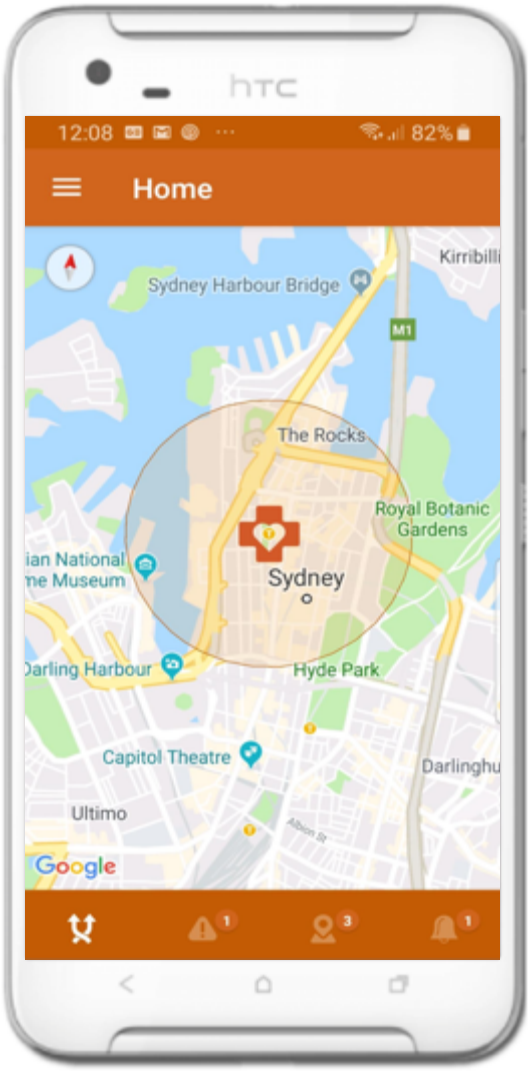
A UgoRound Geo Alert is sent to a defined Geofence. Only people inside or approaching the fence will receive the alert.

- Create a Geofence anywhere on the map
- Hyper relevant alerts are triggered based on the anonymous recipients location
- Alerts can be updated unlimited times



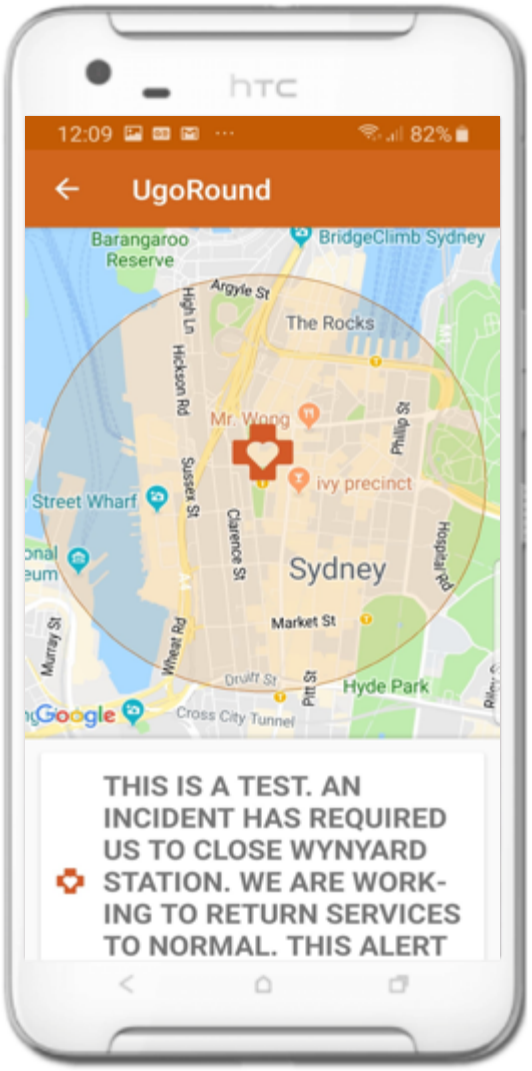
Example of a Geo Alert

1



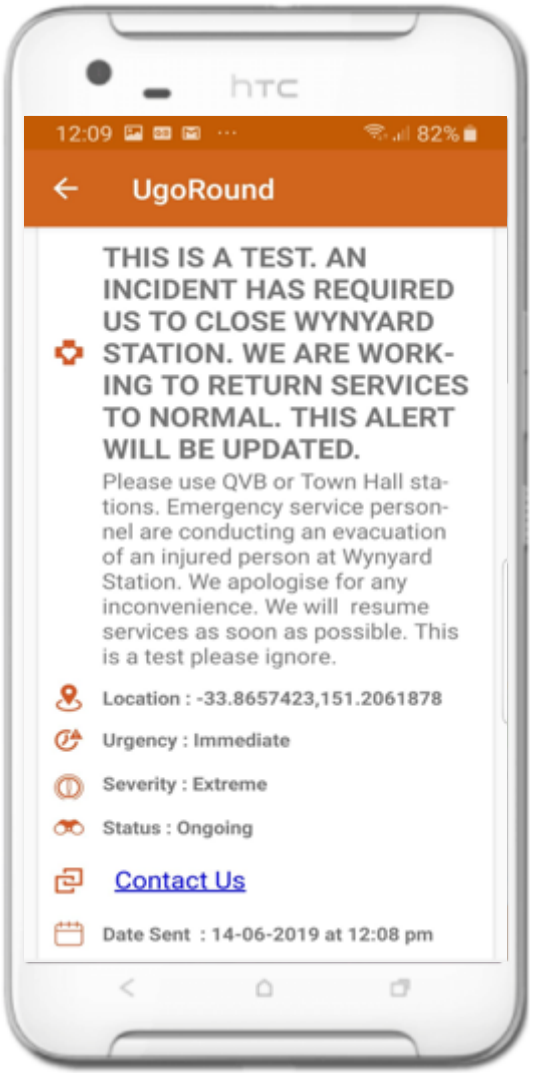
Alerts are classified: Warnings, Incidents or Notifications

2



Alert together with Geo location is displayed

3



User can scroll to see all important information

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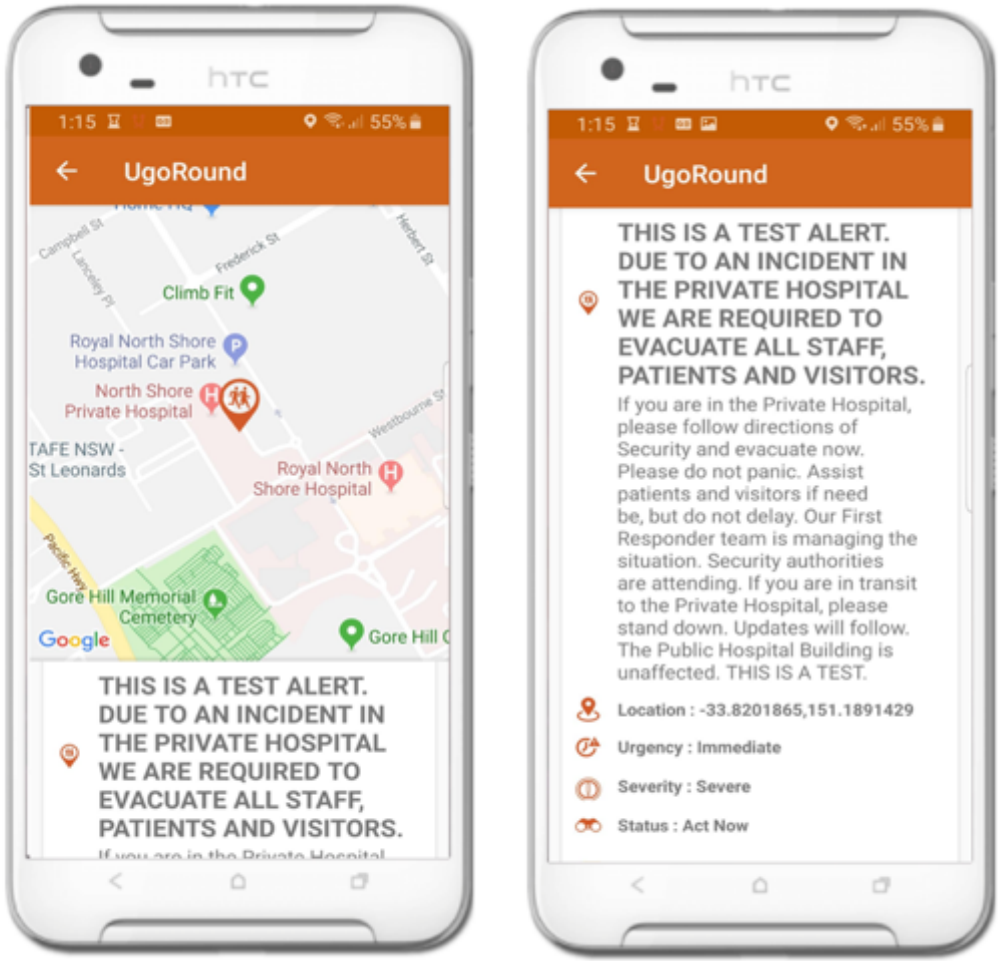
Send a First to Know Alert

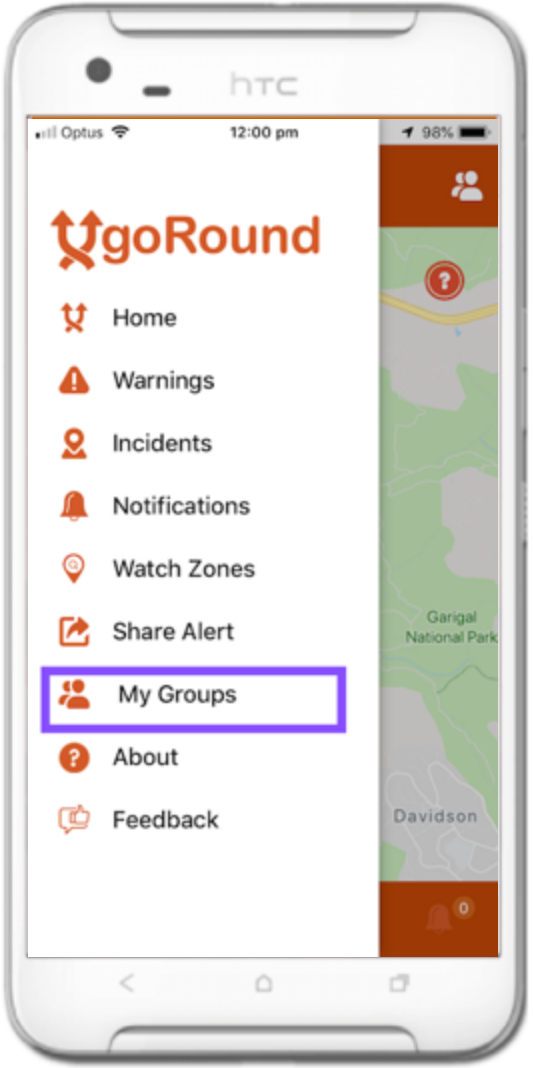
A UgoRound First to Know Alert is sent to a First to Know Group. This is a Group that should be the *First to Know* if something happens.

- Public First to Know Groups - Members join anonymously with a single tap
- Private First to Know Groups - Members join anonymously with a unique join code
- Members can join from anywhere in the World
- Alerts sent will be received by members anywhere in the World



Join a First to Know Group (No Code Required)

1



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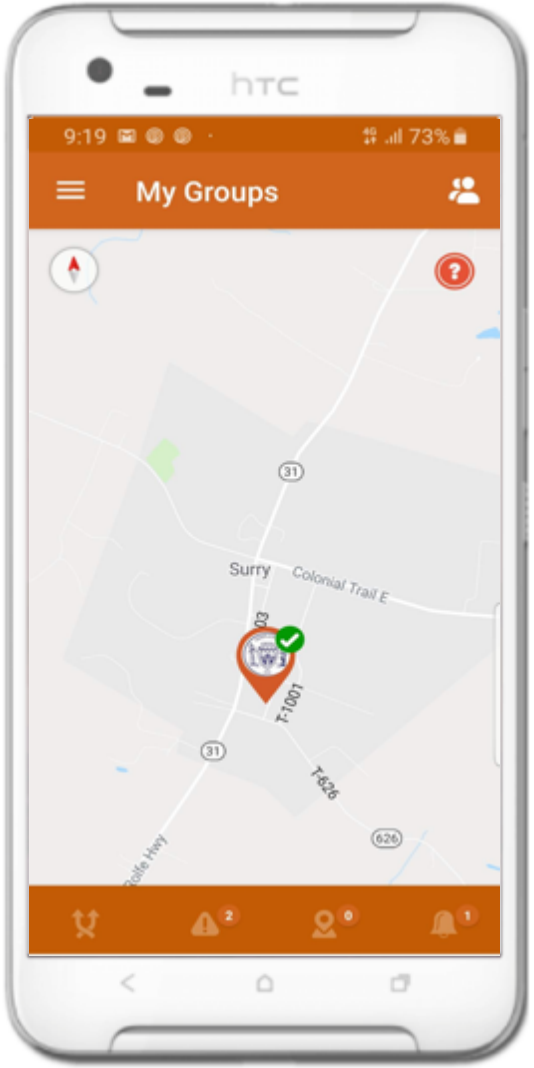
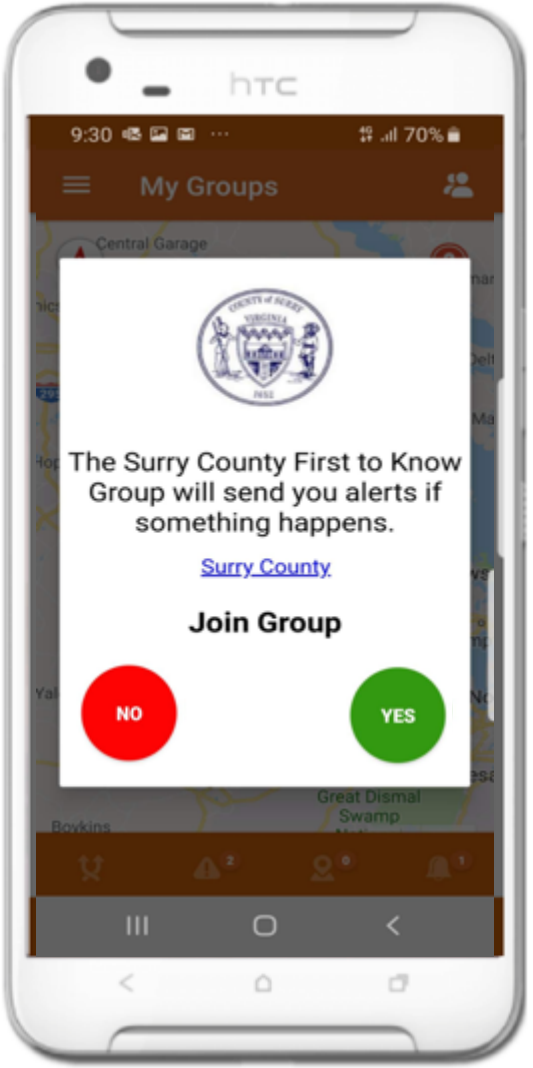


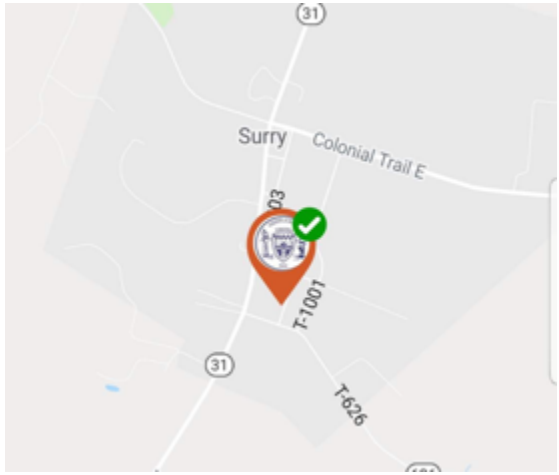
Find Group on map
and Tap to join Group

3



Group info will display

4



Green check shows joined Group

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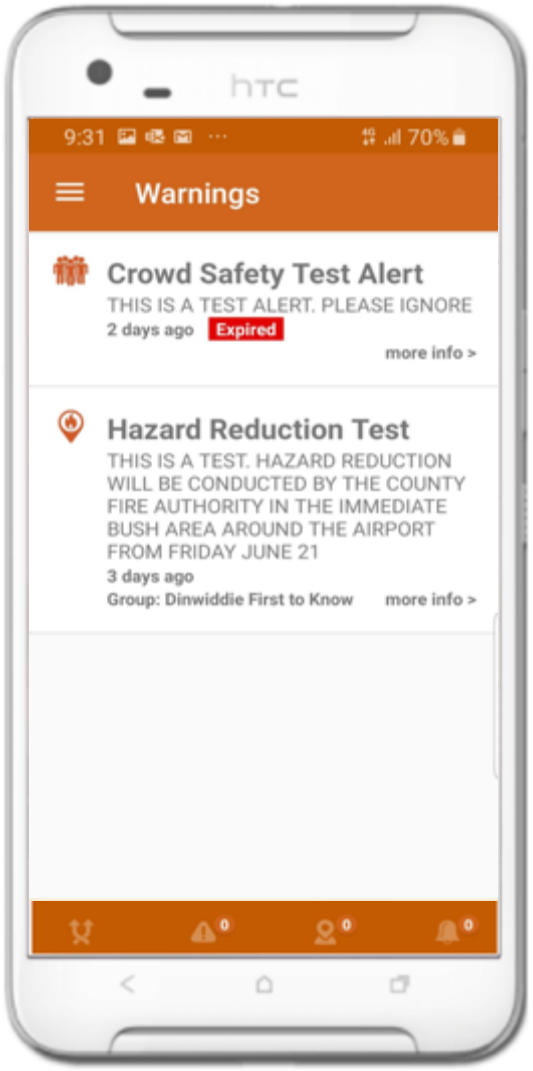
Example of a First to Know Alert

1



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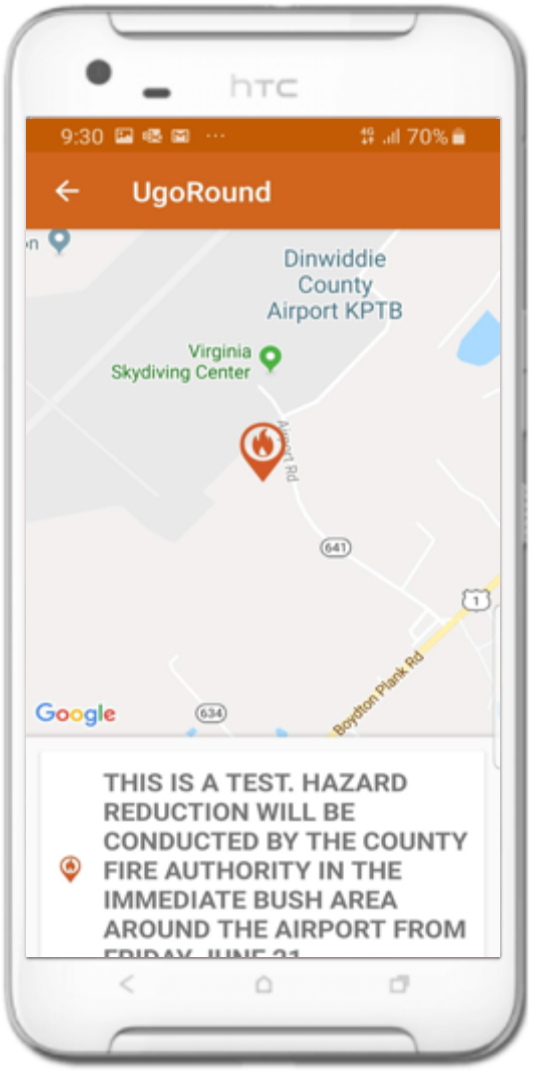

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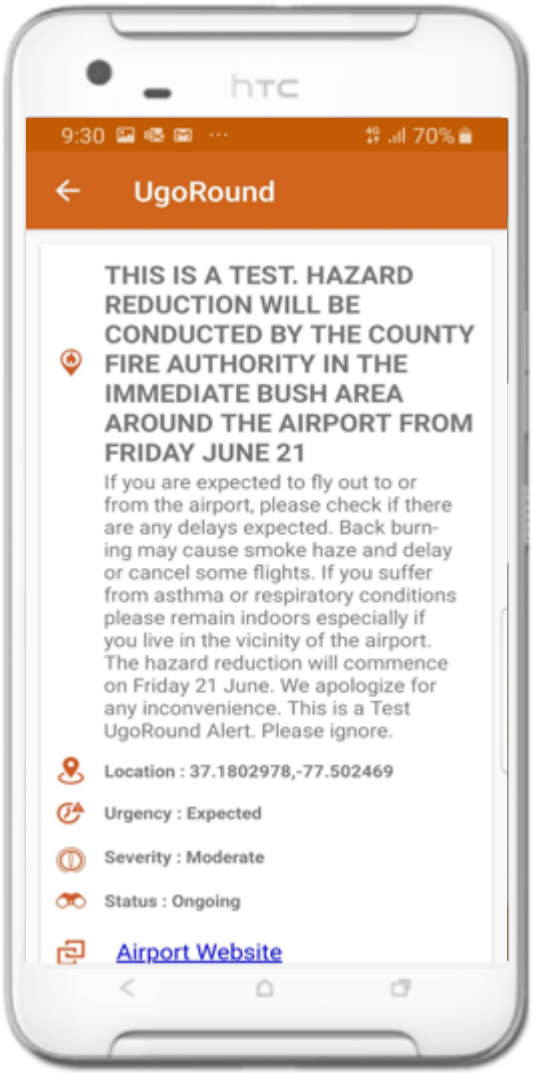

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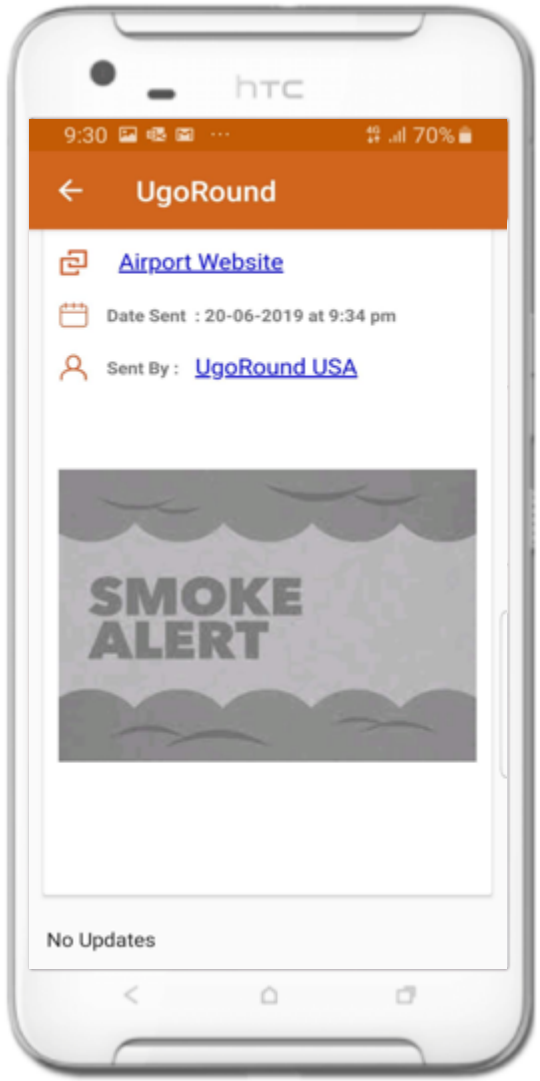

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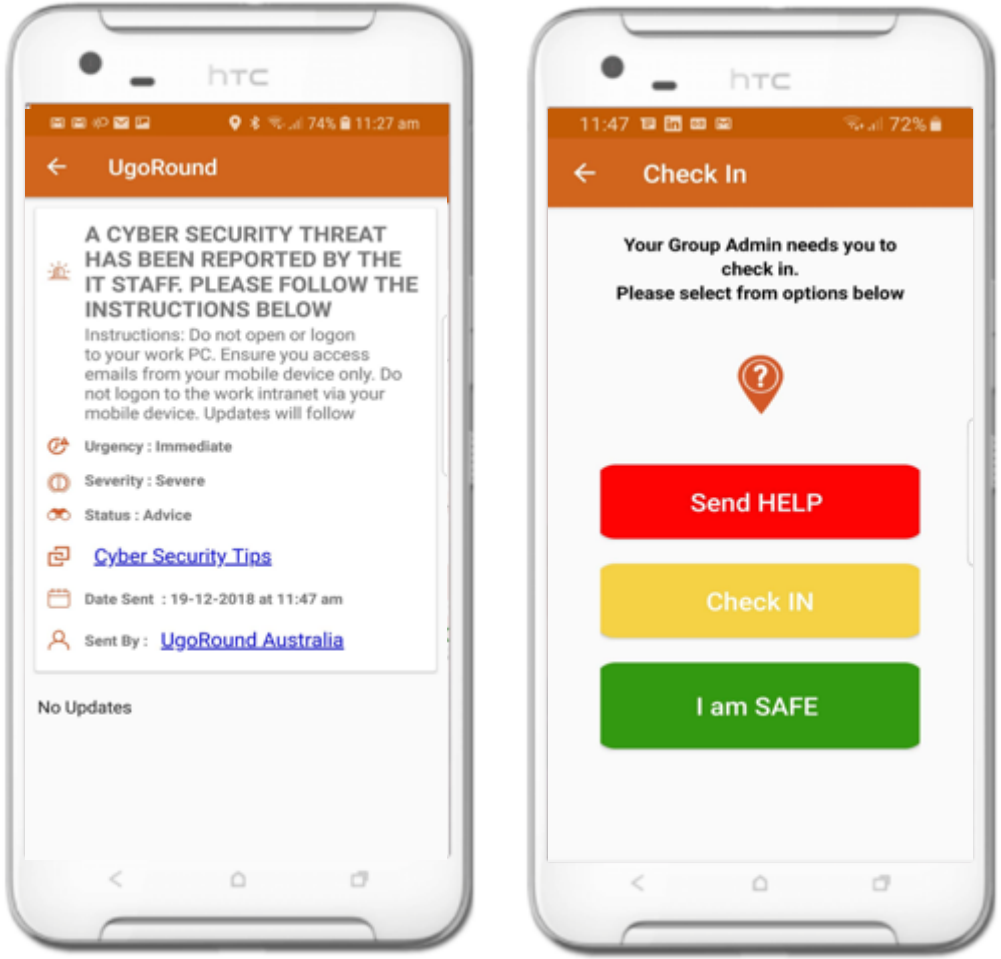
Send a Member Alert

A UgoRound Member Alert is sent to personnel who are enrolled in a Private Group.

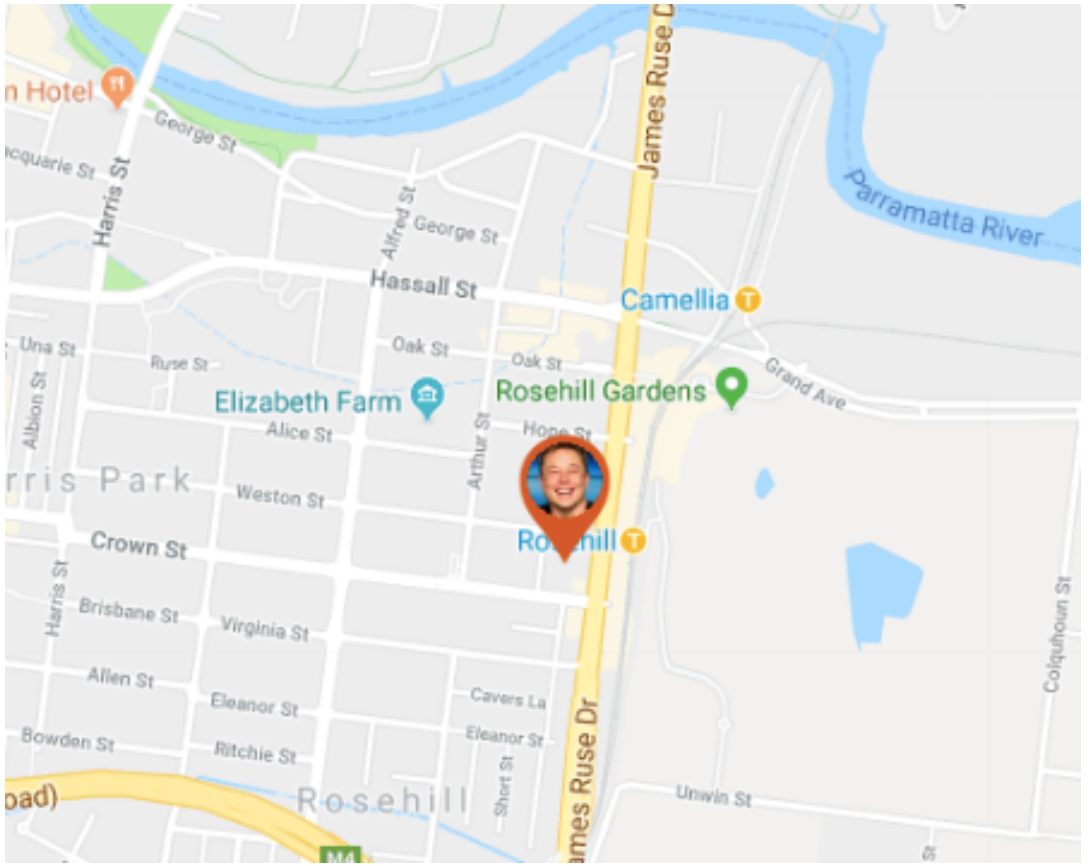
- Members can be Located on the map (not tracked)
- Send Check In requests: Are you Safe?
- Send alerts and instructions, deploy or redeploy



Locate a Member on the Map

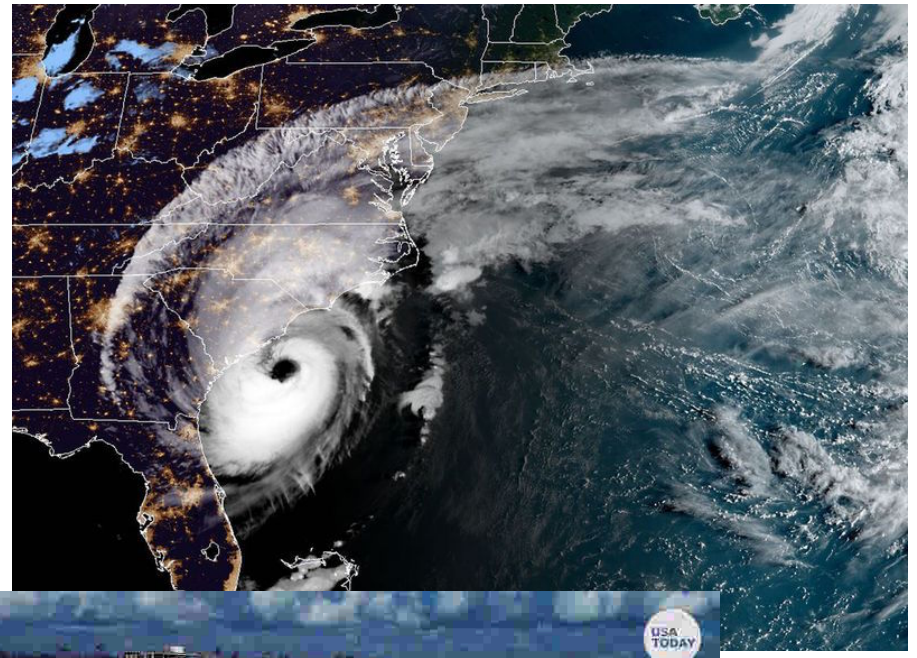
Admins can manage Members in one or more Groups. Locate personnel in real time and send Push Notifications, SMS and Email.

- Omni Channel communiques sent all at the same time
- Members can turn OFF *location allowed* any time
- Admins can manage personnel with real time location intelligence



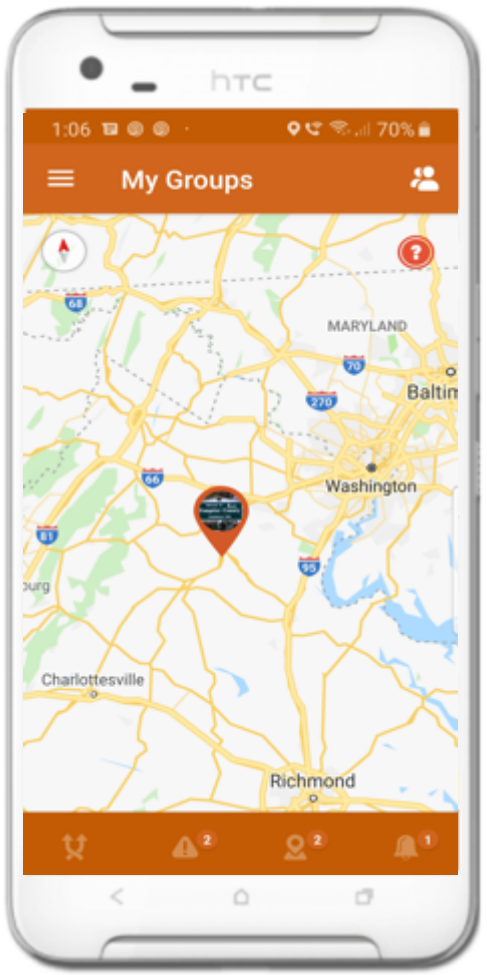
UgoRound for National Emergency Alerts

- Ideal for National Emergency Management Agencies
- Send alerts and notifications - ideal for recovery efforts
- Build community resilience
- Manage any type of crisis - beginning to end
- A new way to Warn and Inform - augment SMS, Social Media, TV Alerts
- People **do not** need to sign up or register to receive relevant Geo Alerts and First to Know Group Alerts - citizens are anonymous



UgoRound for Cities, Towns, and Counties

- Every County, City, Town and Municipality, has some responsibility over safety and well being of their Citizens.
- Omni Regional - same system works in any City/Town/County/ Country
- Universal system - Law Enforcement and public service agencies use the same system
- Citizens with the app can receive alerts from all authoritative alert originators
- Eliminate sign up requirements
- Ideal for Tourists and Visitors



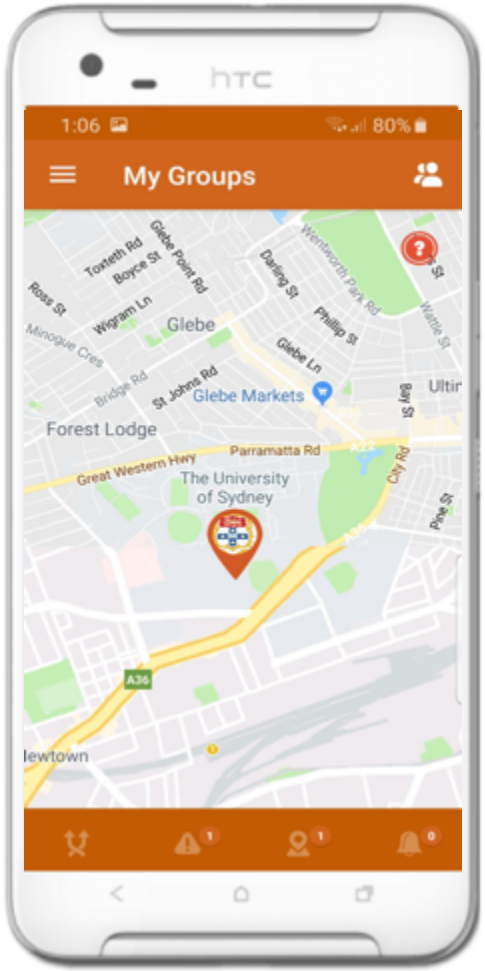
UgoRound for Hotels

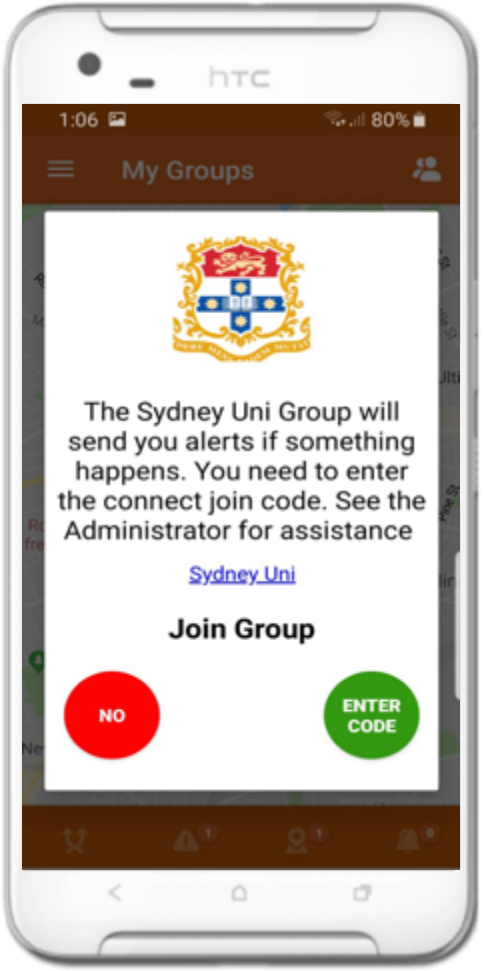
Recent times have seen increasing attacks on Hotels especially where international guests are staying.

- Easter Sunday attacks in Sri Lanka
- Pearl Continental in Pakistan
- 21 Killed in Hotel complex in Nairobi in January
- Every Hotel can use the system to Warn and Inform

UgoRound for Schools and Universities

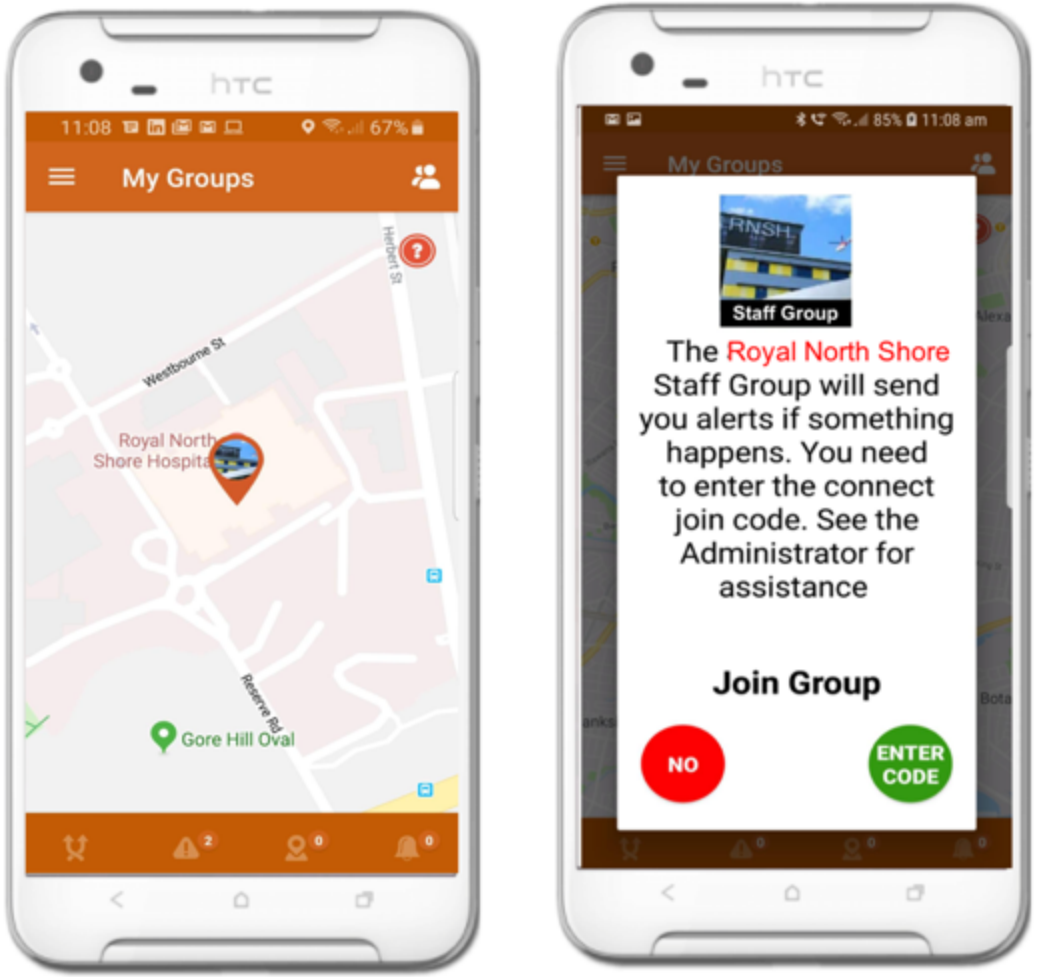
- College campuses/schools are complex public space ecosystems that are subject to events that could impact safety of students and staff.
- Send alerts and notifications to Parents as well as Students
- Easily create a First to Know Group for your ecosystem. Anyone interested can join anonymously
- Students and staff are either on premise, in transit or off site. They should be kept well informed in crisis type events





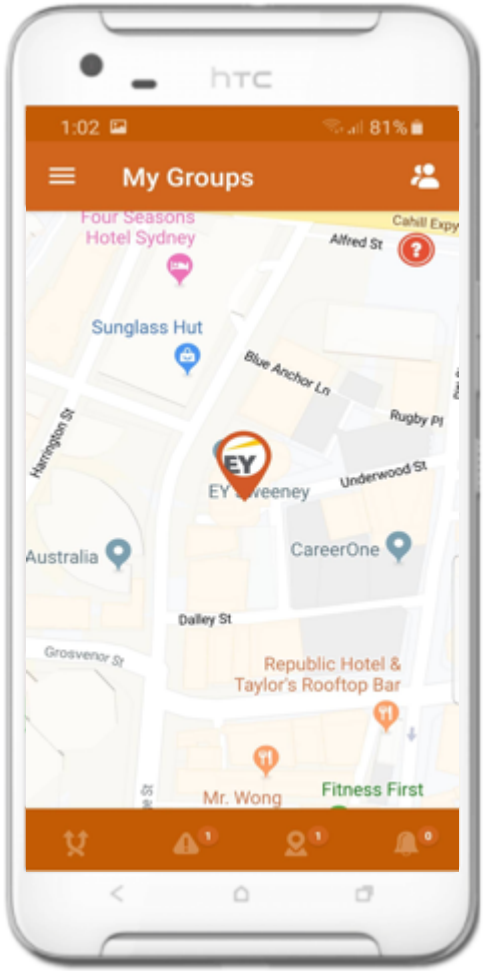
UgoRound for Hospitals

- Staff in Hospitals are vulnerable to violence and must be warned and informed by Admins
- Alerts are sent to Staff whether they in transit, on premise or at Home
- Send alerts and notifications that could impact staff, contractors, patients and visitors
- Send unlimited updates as the event unfolds



UgoRound for City Buildings

- City Buildings are complex public space ecosystems that are subject to events that could impact staff and visitors
- Send alerts and notifications for free and not just life threatening situations, but life benefiting applications
- People should be kept well informed in any crisis type events
- City Building Admins can manage all types of events that affect workers and visitors



Cost – FREE for up to 2000 members

Alert Originators can use the UgoRound Alert Platform for FREE

- Enrol up to 2000 (anonymous) members of your [Name] First to Know Group
- Staff, Citizens, Visitors and anyone associated with the Group can download the app and join the First to Know Group. They do not register or share any particulars. They are totally anonymous.
- If you need to upgrade to 5 000 members plan – pay just USD 49.00 per month (billed annually)
- If you need to upgrade to 10 000 members plan – pay just USD 99.00 per month (billed annually)
- If apex Alert Originator would like visibility of all their First to Know Groups – Contact Us

UgoRound

DOWNLOAD APP

TYPE: ugoround