



**Social Media in Frame of Multi-Channel
Alert and Information Concept**



Authority Prime Target

- Save life in times of crisis
- Reduce casualties
- Reduce uncertainty
- Provide relevant information in time
- Reach as many people as possible



Social Networks

As part of an overall alert and information concept



Facts Overview

- **640 million** Facebook subscribers
- **175 million** Twitter subscribers
- **318 million** Smartphones will be sold 2015
- **72%** of all active handsets in Europe will be Smartphones by 2016
- **33%** of all subscribers access news on their phones



Future Proof

- **75%** of the 8-24 Years use social networking
 - 86% of the 18-24 using Facebook
 - » Trapped girls updated Facebook status instead of calling for help
- **68%** spend time on a site daily

Importance of Social Networks as mass media will rise once those “today teenagers” will become the target population in the future

Web 2.0 New Behavior and Attitude

- Online social networking as the new communication domain
- Internet as the main source and transmitter of knowledge and information
- 37% have contributed to news creation, commented on news or shared it via social media sites such as Facebook or Twitter
 - ReTweet example
 - Australia Teenager example
- False information dissemination

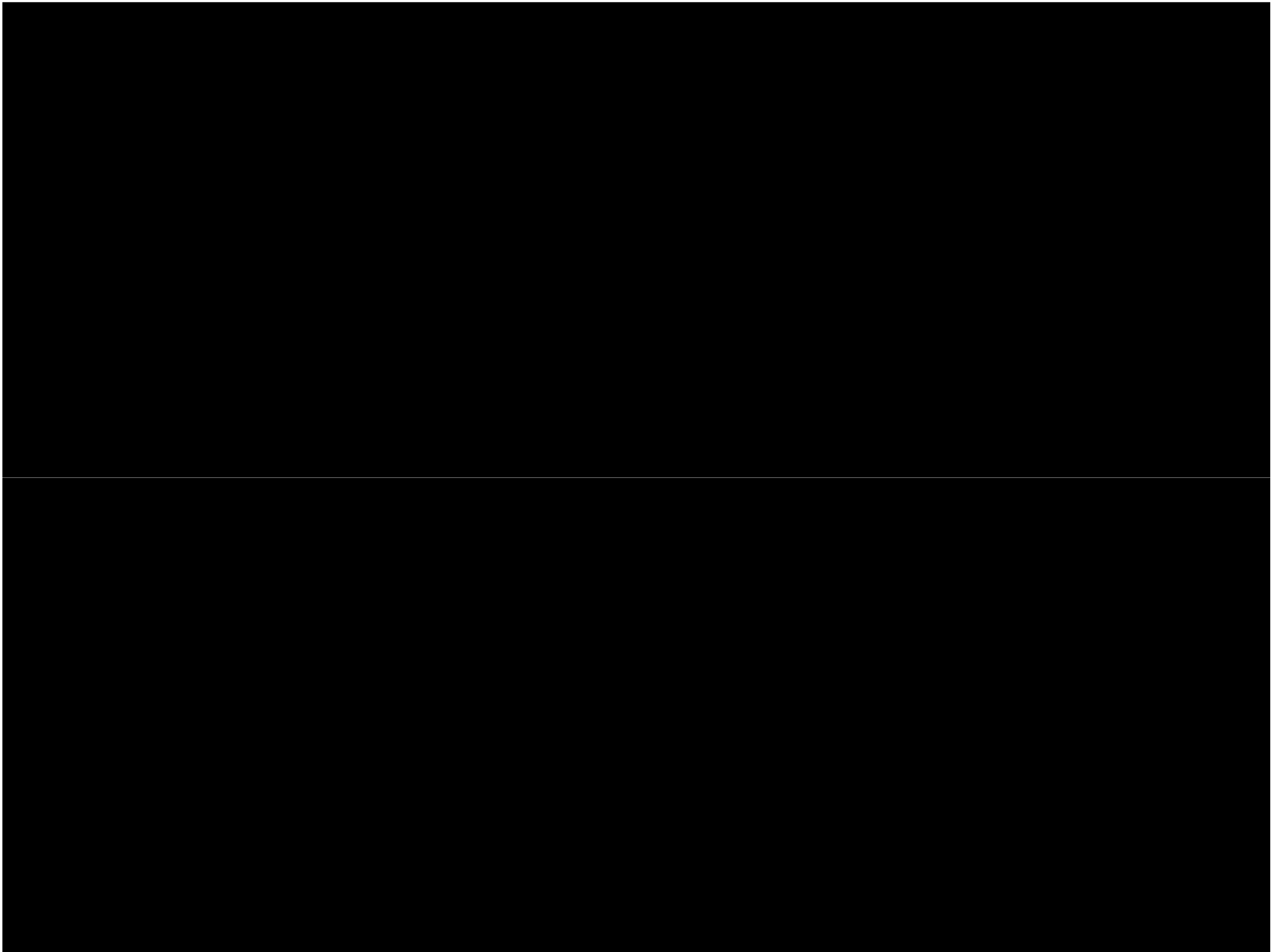
Benefits

- Service availability for small scale projects
- Complementary solution for national systems that are based on cell broadcast, TV and radio
- Citizen as a Sensor
 - Utilization of input delivered by citizens supporting the ongoing emergency response process and event management

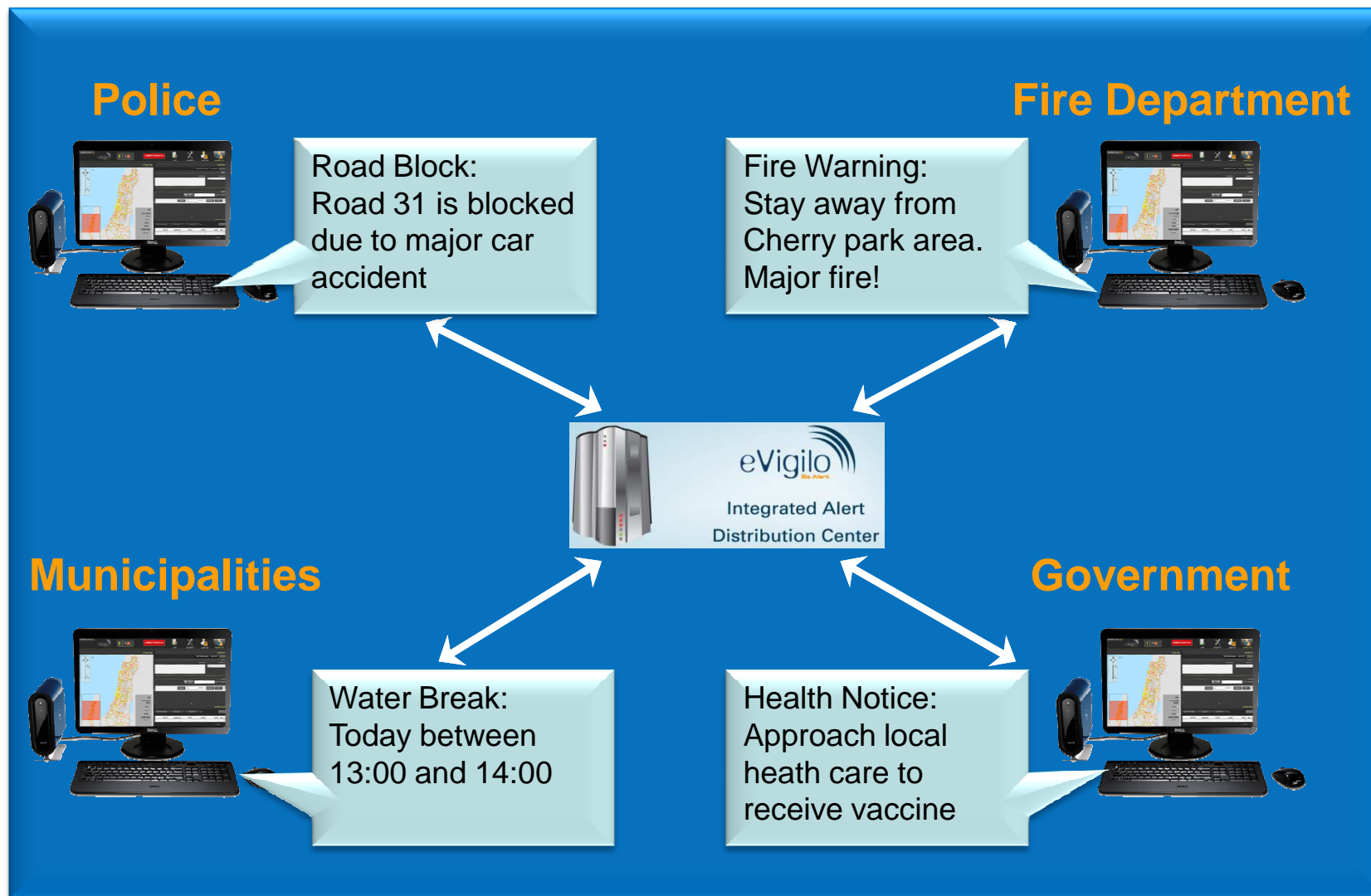


Complementary Tool in the Alert and Information Array





Multi-Layer Alert Manager



Create alerts

Fast activation | Create alert | Waiting for approval

Alert message

Event type: Program:

Event group: Clear

New alert

Title:

Text:

Characters per page:

Select Zone

Zone:

Sub-Zone 1:

Sub-Zone 2:

Clear all areas

No. of manual zones:

Send

Sending Parameters

Priority: Start time:

Language: Duration:

Method: Repeats:

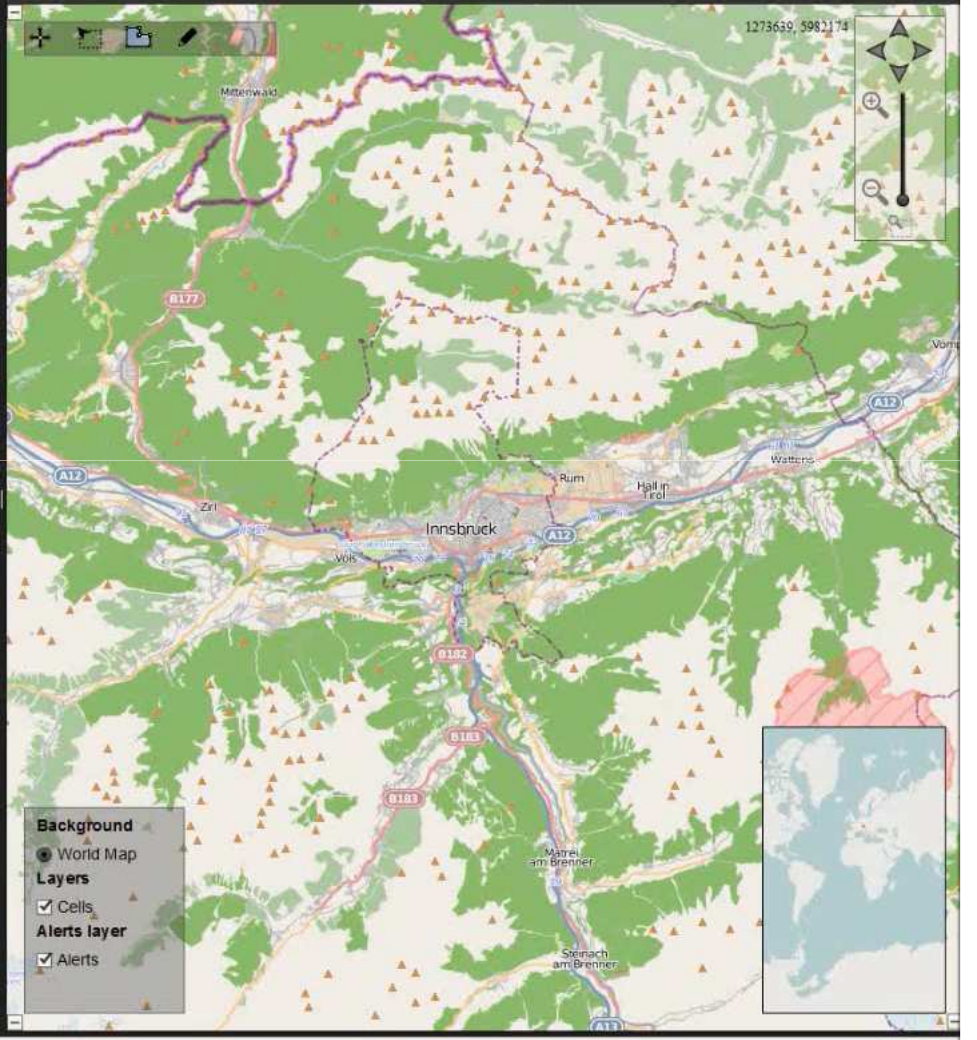
Sent alerts

Kill selected Show: On-Air (0) Waiting for broadcast(3) Error (1)

<input type="checkbox"/>	ID	Source	Status	Title	Priority	Start time	End time	Zone
<input type="checkbox"/>	81		Broadcast waiting	Gasaustritt	Normal	2011-06-13 15:56	2011-06-13 15:57	Innsbruck Center
<input type="checkbox"/>	69		Failed	External USA	Normal	2011-06-06 11:47	2011-06-06 11:52	External USA
<input type="checkbox"/>	61		Broadcast waiting	Danger is gone	Normal	2011-06-29 11:39	2011-06-29 11:44	Innsbruck University
<input type="checkbox"/>	42		Broadcast waiting	Fire alert	Normal	2011-06-30 11:03	2011-06-30 11:08	Wembley Stadium
<input type="checkbox"/>	4		Broadcast waiting	Danger is gone	Normal	2011-06-23 14:43	2011-06-23 14:48	La Scala

Page 1

Main map



Background: World Map
 Layers:
 Cells
 Alerts layer
 Alerts

Reference Projects

“National Message”

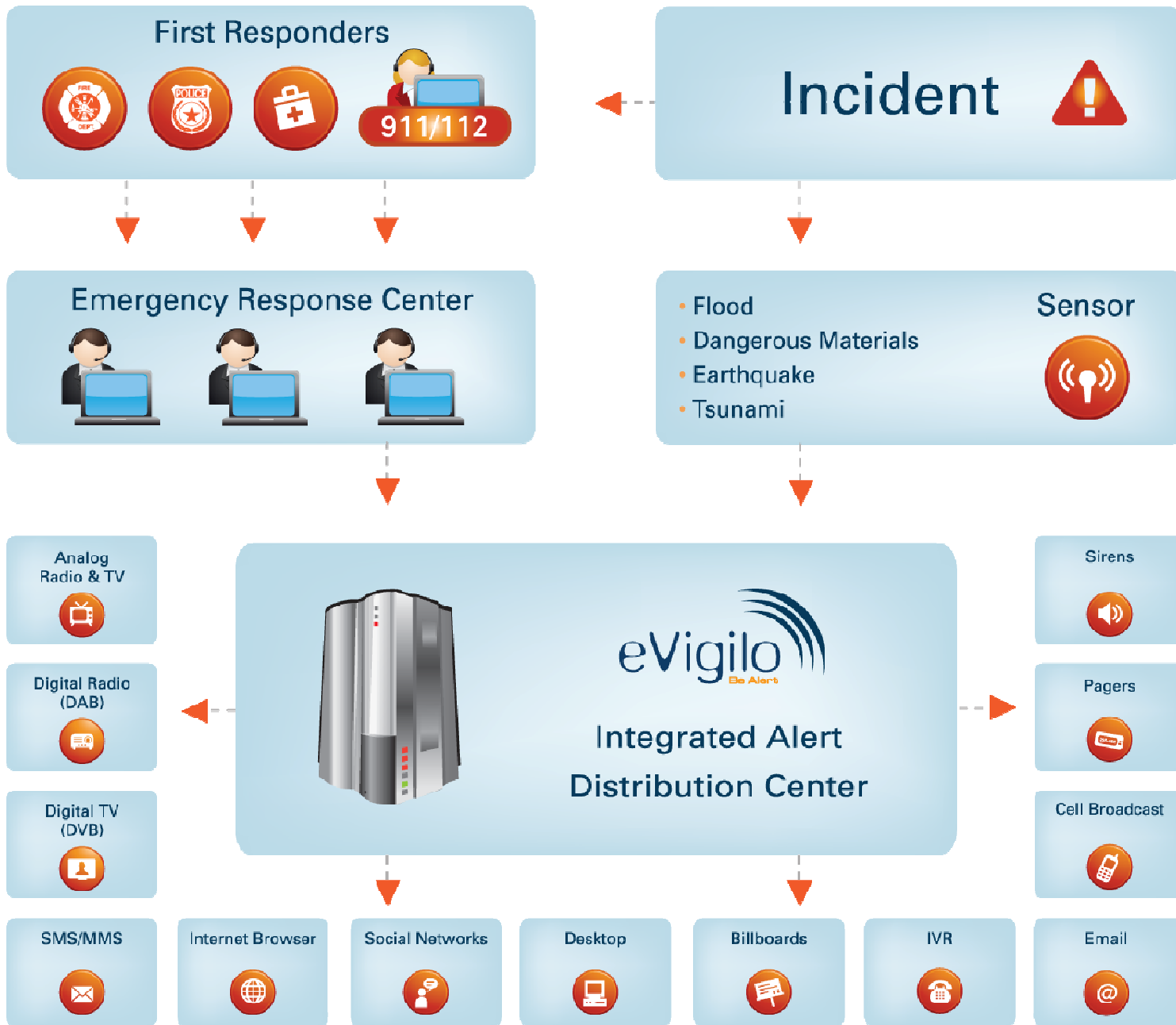
Israel’s national alert and information system



“ONEMI Chile”

Chile’s national earthquake and Tsunami warning system





IDF HFC on Facebook

The screenshot displays the Facebook profile of 'פיקוד העורף' (IDF HFC), a Government Organization. The page features a cover photo with the text 'פיקוד העורף העמוד הרשמי' and 'להיות מוכנים ליתר ביטחון'. The main content area includes several promotional posts:

- הכנה לשעת חירום**: A post with icons for home, school, workplace, disabled, and emergency services.
- כיצד לפעול במקרה חירום**: A post with a house icon and text: 'התנהגות נכונה בעת הישמע אזעקה', 'דליפת חומרים מסוכנים', 'התמודדות במצבי חירום'.
- חילוץ והצלה**: A post with a video player and text: 'גודדי החילוץ וההצלה הלוחמים גודד שחר וקדם', 'בית הספר לחילוץ והצלה', 'מידע למתגייס', 'יחידת החילוץ הארצית'.
- הדרכת אוכלוסייה**: A post with a photo of a group and text: 'מסודות חיטוי (הדרכה לתלמידים)', 'בעלי צרכים מיוחדים', 'ארגונים וחברות'.
- הנדסה ומיגון**: A post with an icon of a person running and text: 'פניות לציבור', 'תמ"א 38', 'הנחיות', 'אחזקת מרחבים מוגנים', 'מקלטים לא תקינים - מי אחראי?', 'תקנות', 'מהנדסי פיקוד העורף'.
- ערכות מגן**: A post with a lightbulb icon and text: 'שאלות ותשובות', 'סרטוני הדרכה', 'חוברות הדרכה', 'קבלת ערכות מגן שלא בתחנה', 'ללא תשלום עקב מוגבלות', 'אזהרה מפני הונאה', 'ערכות מגן - מידע כללי', 'ועדת ערר', 'ועדה רפואית', 'סוגי ערכות המגן'.

The right sidebar shows 'You and פיקוד העורף' with a post by Eyal Koren, 'People You May Know' (Vered Raz, Neil Hamilton), and sponsored ads for 'האינטרנט, יותר בטוח' and 'חופשות רומנטיות בצבר'.



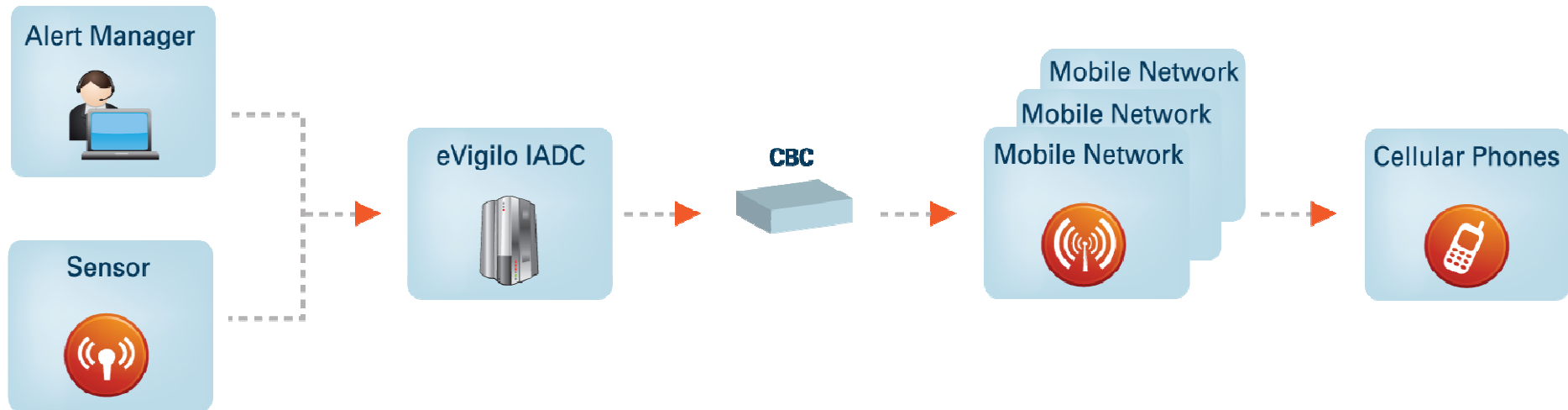
A light gray world map is centered in the background of the slide, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

Cell Broadcast

De facto the most effective mass alert
and information dissemination technology

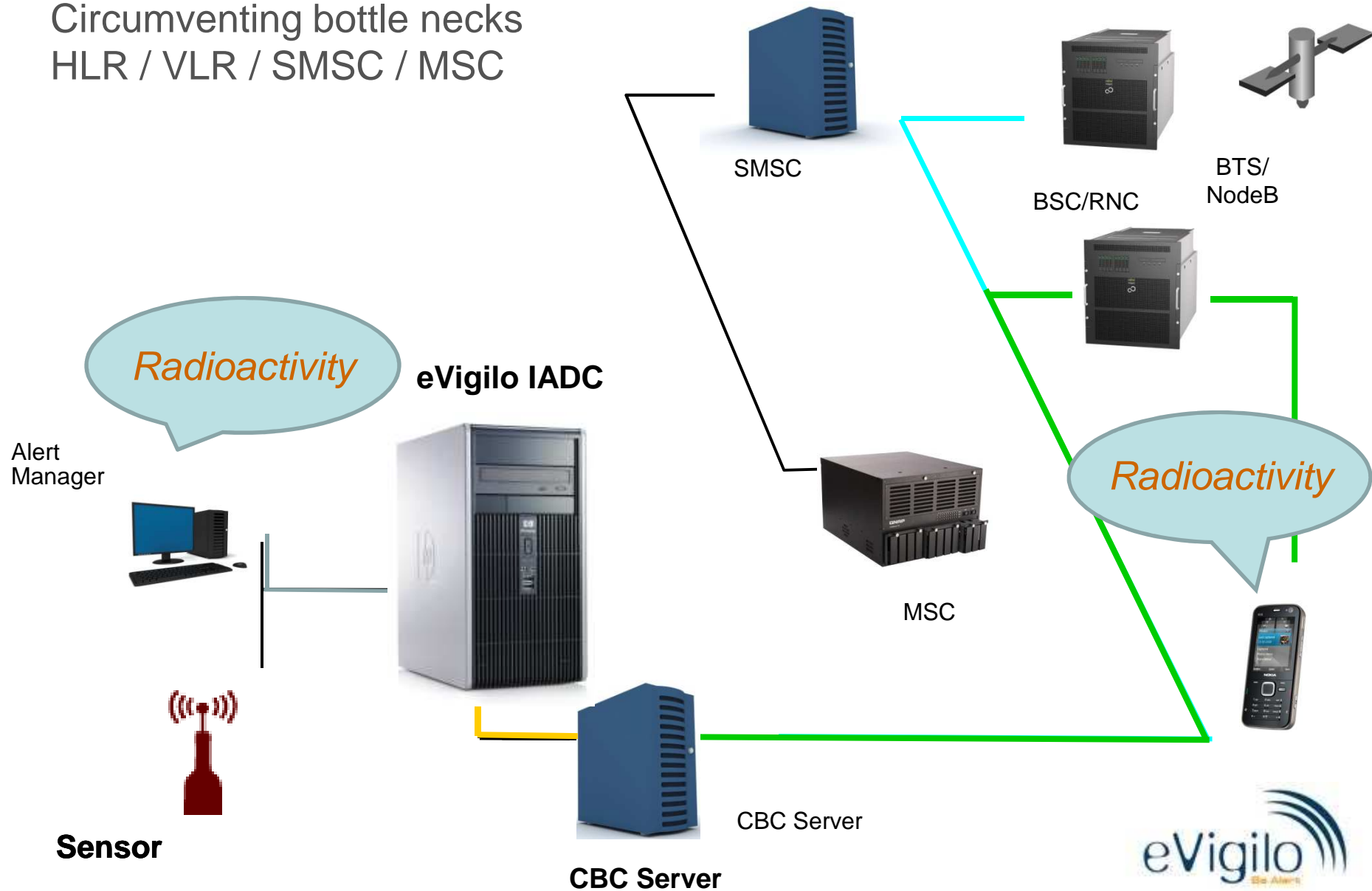


Cell Broadcast Alert and Information

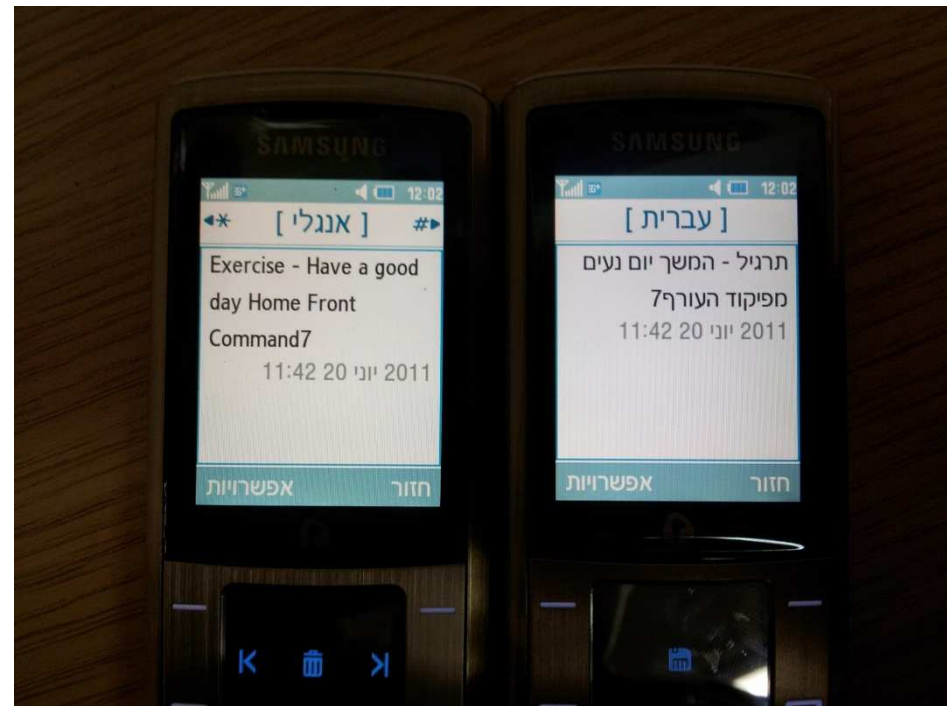
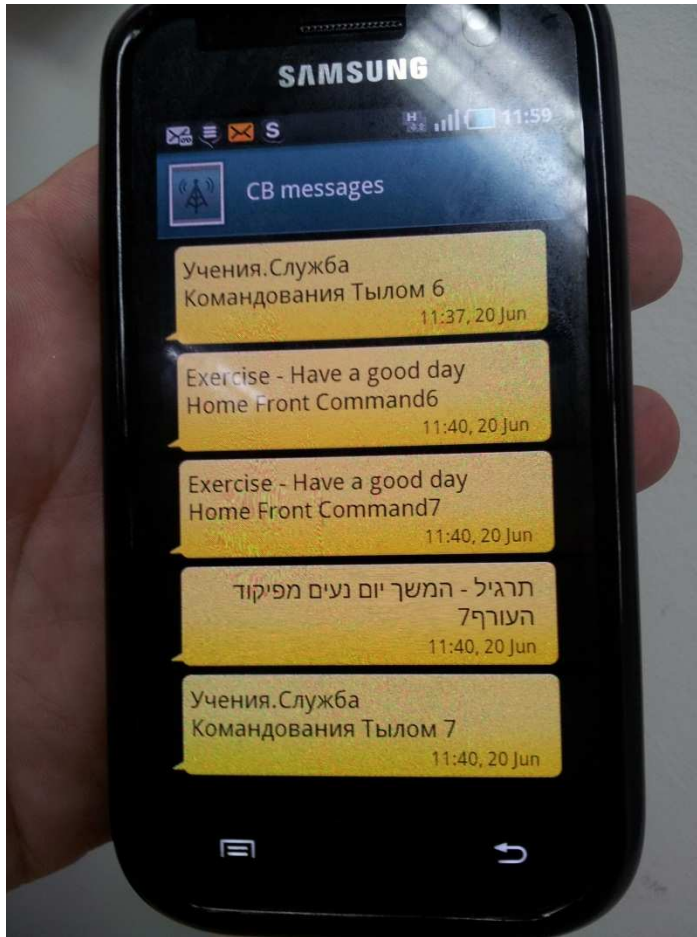


Mobile Alert Process Flow

Circumventing bottle necks
HLR / VLR / SMSC / MSC



Screenshots Cell Broadcast Israel Project





TV & Radio





שידור ישיר, ירושלים



2
שידור חי

חרגיל העורף הגדול: איך מתכוננים בירושלים?

חדשות חרגיל פיקוד העורף הגדול מגיע לשיאו בשעה זו

Internet based Alert and Notification

Smart Phones



iPhone



Android



BlackBerry



Windows
Mobile

Win Mobile

Interfaces



Computers



Tablets



Bill Boards



Browsers

Applications



Email



Twitter



Facebook

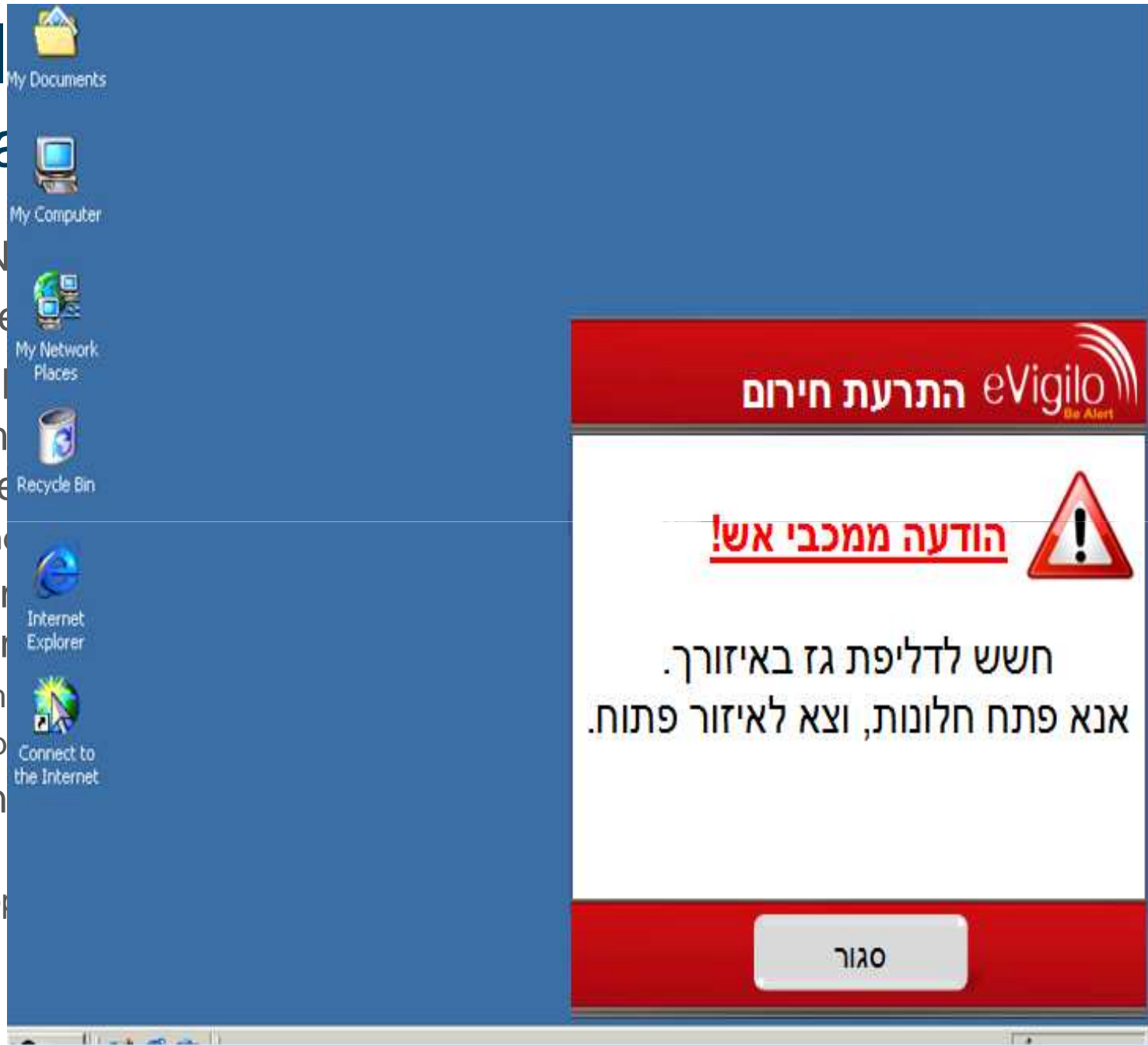


Google +

Public Cl

Citizen as a

- Using IP Push N
- Geo-targeted me
- Geo-tracking of p
- Information from notification center
 - Text, videos and
- Integration with CRM systems and
 - Reverse inform
 - Info. to municip
- Multi-application devices
 - Mobile, Desktop



Group Notification to Smartphone

Using interactive Push IP Technology

- Using Push Notifications
- Effective audio-visual interaction, with **response collection and tracking**
- Individual level targeting
- System operation from the handset/tablet

Groups Tracking and Communication

The screenshot displays the eVigilo software interface, which is used for group tracking and communication. The interface is divided into several sections:

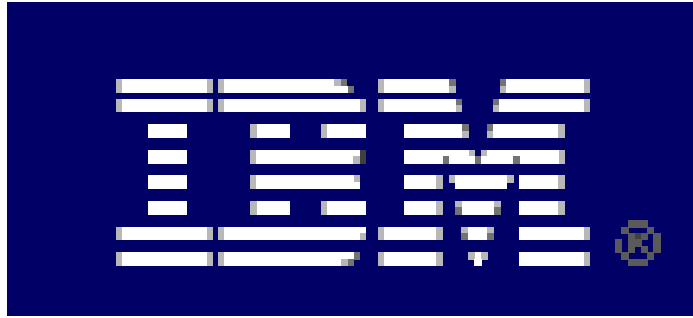
- Alert Manager:** Contains icons for Alert Manager, Monitoring, Administration, and Reports.
- Create alerts:** A section for creating new alerts, including fields for Event type, Program, Event group, Title, and Text. It also includes a 'Select Zone' section with dropdown menus for Zone, Sub-Zone 1, and Sub-Zone 2.
- Sending Parameters:** A section for configuring alert parameters, including Priority (Normal), Language (English), Method (CBC, DVB, DAB, P, Srens, Papers), Start time (Now), Duration (1 Minutes), and Repeats (1 Minutes).
- Sent alerts:** A table showing a list of sent alerts with columns for ID, Source, Status, Title, Priority, and Start time.
- Main map:** A map showing a city street grid with several red and blue pushpins. A callout box for a police officer is visible, displaying his name, title, status, and contact information.

The callout box for the police officer contains the following information:

- Name: Mark James
- Title: Police Officer
- Status: On duty
- Message
- Call

ID	Source	Status	Title	Priority	Start time
9		Failed	Instant USA	High	2011-09-20 09:53:49
3		Failed	test	Normal	2011-09-18 08:58:07
2		Failed	Instant USA	High	2011-09-18 08:56:51
1		Failed	Instant USA	High	2011-09-18 08:51:12

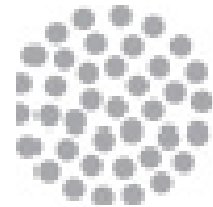
eVigilo's Partners



JOINT-STOCK FINANCIAL CORPORATION
SISTEMA



FINMECCANICA



indra

Atos

Alcatel-Lucent



SIEMENS



eVigilo's Team

● Strong **HLS** Background

- eVigilo is backed by high caliber HLS experts consisting of **ex commanders from the IDF**
- The platform is developed in close collaboration with **top experts in homeland security** the **IDF** (Israeli Army) and **Ministry of Defense..**

● Strong **Cell Broadcast Technology** Background

- eVigilo is backed by a high caliber, experienced team of Cell Broadcast experts. The team has nearly **60 years collective telecommunication experience** (25 in Cell Broadcast).





Thank You!

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