



one2many cell broadcast

Alert millions in seconds when it matters most

Delivering the fastest nationwide population emergency alerting in one click, without opt-in.

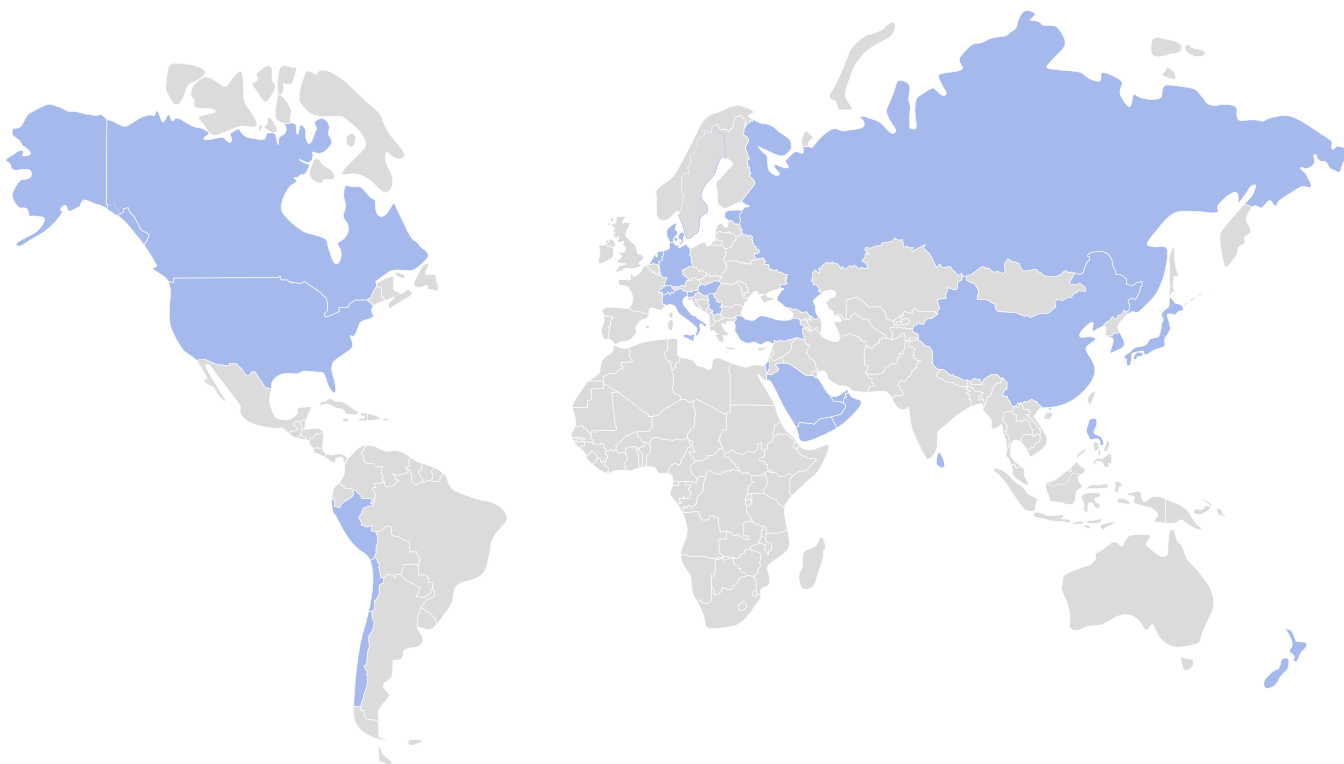
In emergency situations, it's critical the population trust the emergency alerts they receive from public authorities. International telecommunication standardization bodies have acknowledged CB as the most viable mobile technology for implementing mobile emergency alerts in 2G, 3G, 4G & 5G networks.

Reach millions of people in seconds

CB works on a one-to-many basis; one message can be sent to millions of devices within a target area in seconds. The specified area may be a single radio cell site or the entire mobile network. CB utilizes dedicated network signaling and is unaffected by network congestion, making it ideal to send rapid alerts and critical information to citizens, residents, and visitors in a specific area.

With Cell Broadcast (CB), it's possible to send a text-like message:

- to millions of mobile devices in seconds
- without opting-in or pre-registration
- within a specific geographic area
- to citizens and visitors from other countries
- in different languages
- without being affected by or contributing to network congestion



CB is already being used for government population alerting services around the globe, such as EU-Alert (Europe), CMAS/WEA (USA), National Message (Israel), LAT-Alert (Chile) and the Earthquake Tsunami Warning System (Japan).

Modern population alerting leverages Cell Broadcast

Now that mobile phones are the most ubiquitous communications channel, classic emergency alert channels such as sirens, radio, and TV's are no longer sufficient, and should be supplemented to broaden reach.

Through text messages, public authorities can reach as many people as possible, convey the level of detail needed, and advise the public to take any actions necessary.

one2many CB enables location-specific emergency alerts without the need to register or know about individual devices. The solution is compliant with the current EU Directive (EECC article 110), all data protection and privacy laws and regulations including GDPR.

Why Everbridge's one2many Cell Broadcast?

- Telco-grade, standards-based, open distributed architecture
- Supported on all network technologies: 2G, 3G, 4G, 5G
- Proven solution for all global public warning systems
- Integration with all RAN vendors with an unrivalled library of BSC/RNC/MME/AMF interfaces

- Feature rich solution including PLMN data import tool and unique diagnostic testing
- Built-in public warning functionality such as priority messaging and device-based geo-fencing
- Extensive audit logging and reporting functionality with actionable intelligence to the health of the network and simplification of Government SLA obligations
- Support of distributed and centralized CBC for nationwide CB launch

Why Everbridge one2many?

one2many is the pioneer of CB and the leading global provider of cell broadcast solutions for nationwide public warning applications. As an active participant in the standardization bodies, one2many play a leading role in defining the emergency alerting requirements and end-user experience.

Now, as part of Everbridge, government authorities can leverage a mobile-optimized, full-lifecycle solution for meeting and exceeding EU regulatory and other global initiatives for countrywide population alerting.



About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™.

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