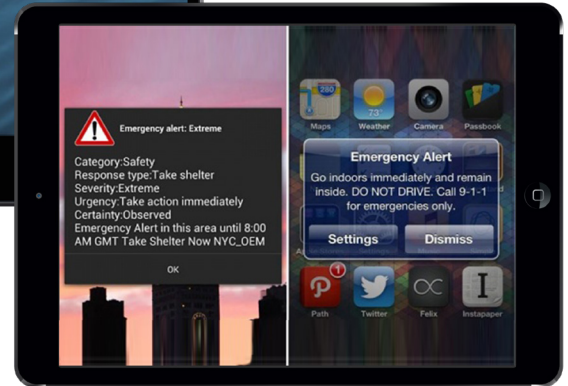
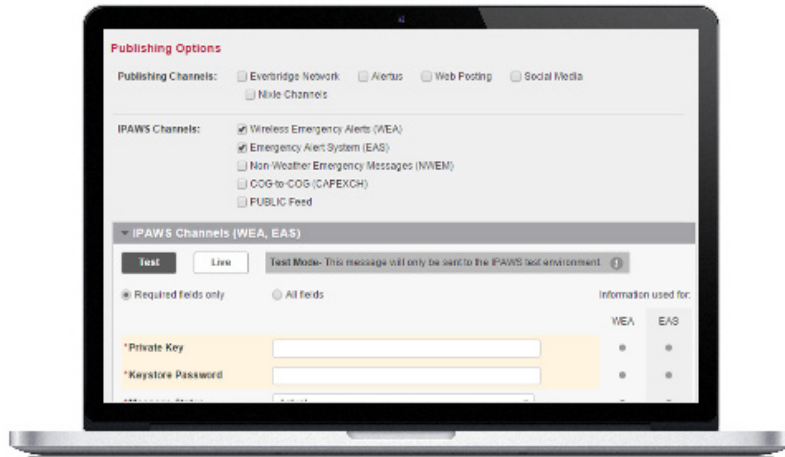


# MASS NOTIFICATION FOR IPAWS

Send geographically targeted alerts to the public at a moment's notice



## QUICKLY AND EASILY BROADCAST PUBLIC ALERTS VIA FEMA'S IPAWS

Sending alerts is critical for federal, state, and local governments. During a major storm, national emergency, or other major incident, government officials need to deliver warnings quickly and efficiently to keep individuals safe and informed.

The Integrated Public Alert & Warning System (IPAWS) allows authorized government alerting administrators to send geographically targeted notifications using any of the four authorized IPAWS channels. Using IPAWS, a warning can be sent to individuals who may be in harm's way, without the need to download an app or subscribe to a service.

Mass Notification for IPAWS takes traditional notifications to the next level, making it easier for authorized public safety officials to target and launch alerts integrated as part of their emergency communications workflow.

### KEY BENEFITS

- + Access to all four IPAWS channels to send messages to the general public and/or to other alerting authorities with access to IPAWS
- + Test environment supports training before sending an IPAWS message live
- + Everbridge IPAWS integration training certification provides online training and quiz to ensure retention of materials
- + Use one notification to send the same message to IPAWS and to Everbridge/Nixle contacts
- + Receive messages addressed to your COG and view in combination with other messages and contact data on the same map



VISIT [WWW.EVERBRIDGE.COM](http://WWW.EVERBRIDGE.COM)  
CALL +1-818-230-9700

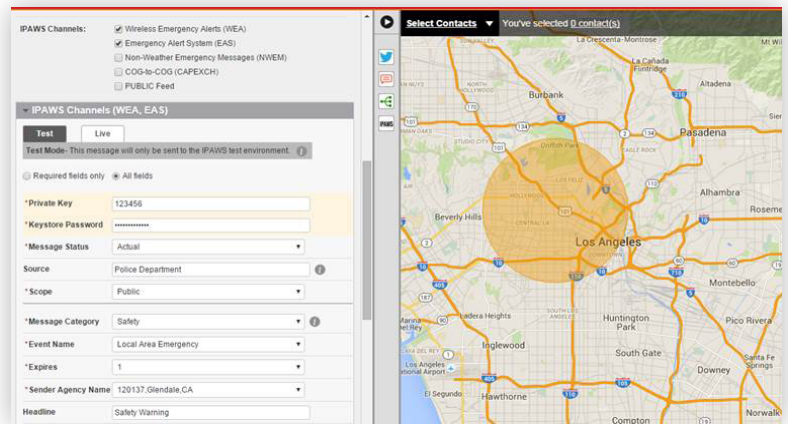
# MASS NOTIFICATION FOR IPAWS

Send geographically targeted alerts to the public at a moment's notice



SEND MESSAGES USING ANY OF THE  
FOUR AUTHORIZED IPAWS CHANNELS:

1. **Emergency Alert System (EAS)** - short text message to televisions and audio message to radio
2. **Wireless Emergency Alerts (WEA)** - short text message to mobile phones
3. **Non-Weather Emergency Alerts (NWEM)** - short audio messages to NOAA radio
4. **COG-to-COG** - messages to other alerting authorities who have access to IPAWS



PRACTICE SENDING MESSAGES AND  
BUILD EXPERIENCE & CONFIDENCE!

Send messages to the IPAWS “live” environment, which will route the message to one or more of the authorized IPAWS channels. Or send the message in a “test” environment where you can evaluate your test messages and train other users.

## EVERBRIDGE IPAWS INTEGRATION TRAINING CERTIFICATION

- + Learn the four IPAWS channels
- + Learn how to send notifications using the four different channels (in test environment)
- + Take an Everbridge University quiz to ensure an understanding and retention of the content



### About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.



DS\_Mass\_Notification\_For\_IPAWS.118.3

VISIT [WWW.EVERBRIDGE.COM](http://WWW.EVERBRIDGE.COM)  
CALL +1-818-230-9700