

The Smart911 App

A mobile app for a mobile community.

RAVE
MOBILE SAFETY

Smart911 App Release Announcement

Release Date: Aug 27, 2018

Disclaimer: This document does not constitute a commitment to deliver the features and capabilities listed on the date listed. Best efforts will be made to meet the timeline; however, events may occur that cause release dates or content to slip. It also does not imply that the recipient is automatically eligible to receive all the features listed. Please contact your sales representative or client manager with questions.

Comments or suggestions? Send them to product@ravemobilesafety.com

Executive Summary

Overview

The new Smart911 App, a companion app to the Rave 911 Suite and Rave Alert, is scheduled to release to the app store on **August 27, 2018**

The Smart911 App lets your community members access all the safety tools you offer, right from their phones.

Using this app, your community members can:

- ✓ Create new Smart911 accounts
- ✓ Upkeep, verify, and edit all existing Smart911 accounts
- ✓ Receive automated weather alerts from the National Weather Service
- ✓ Receive public safety alerts based on their current location
- ✓ Sign up for your existing alerting lists and for Rave Prepare

The Smart911 App helps you whether you use Smart911 Safety Profiles or community alerting:

- **I use Smart911 Safety Profiles**
This app helps you get more profile registrations that last longer
See page 4 for more details
- **I use Rave Alert for community alerting**
This app lets you broadcast location-aware emergency alerts to any app user in your community, even people who haven't signed up for your community's other alert options
See page 5 for more details
- **I use both**
Great! This app gives you the benefits of both combined, creating a one-stop shop for all the Rave products you offer to your community.

General Announcements

Smart911 App Webinar

Join us 1-2pm ET on Sept 5 for a live demonstration of the new Smart911 app and a review of marketing materials and best practices. [Click Here to Register!](#)

Actions You Must Take

This release does not require any component refreshes. Keep an eye out for the community marketing materials we will provide soon for this app. When they arrive, start getting the word out to your community!

Feature Highlights

For Customers Using Smart911 Safety Profiles:

Registration

Community members can make a Smart911 Profile at any time, from anywhere.

More Convenient Profile Updates

Community members can keep their Smart911 Safety Profile active just by opening the app once every 6 months. This keeps their info accurate and useful to your dispatchers without logins or email reminders.

Seamless Integration with Smart911.com

All existing Smart911 profiles created on the website can be accessed through the app. Community members can use whichever access method they want to view and update their profile and alerting preferences. They can switch at any time.

Automated Weather Alerts

The Smart911 App automatically displays all tornado, severe thunderstorm, and flood warnings from the National Weather Service on an interactive map. App users can also opt in to weather push notifications based on their current location.

For Customers Using Rave Alert:

Location-Aware App Notifications

This app gives you a new way to broadcast emergency alerts to the public. You can create a push notification, select an affected geographic area, and set how long the alert lasts. When you post this message to the app, Rave Alert delivers the notification to **any** app user in the affected area and any app user who enters it during your alert duration.

Alert Map with Weather Alerts

Community members can see all active app alerts on an interactive map. This map shows automatic severe weather messages and all app push notifications posted by Rave Alert communities.

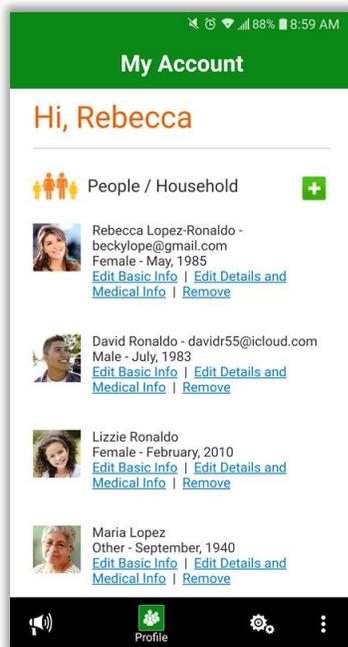
Sign-Ups for Other Alerting Modes

Through the app, users can also sign up for other alert lists you offer to SMS, voice, or email contact points. They can add or remove contact points and choose what kind of alerts to receive through these other modes.

Anonymous Mode

The app helps you reach users who don't want to share about themselves. Without sharing anything, app users can view all active alerts on a map. If they choose, they can just share their location to anonymously receive all severe weather alerts and push notifications near them.

How this App Works with Smart911.com and Safety Profiles



Registration through the App

People can create new Smart911 Safety Profiles right through the app. They can verify phones, add relevant information for dispatchers, and upload photos without needing to remember the website or wait until they're at a computer.

When an app user calls 9-1-1 from their phone, your dispatchers will see their profile in the Safety Profile Smartlet just like a profile made on the website.

Convenient Profile Updates and Smart911.com Integration

Community members can update existing profiles through the app just like they can through the website. Everything done on the app reflects on Smart911.com and everything entered on the website can be accessed and edited through the app.

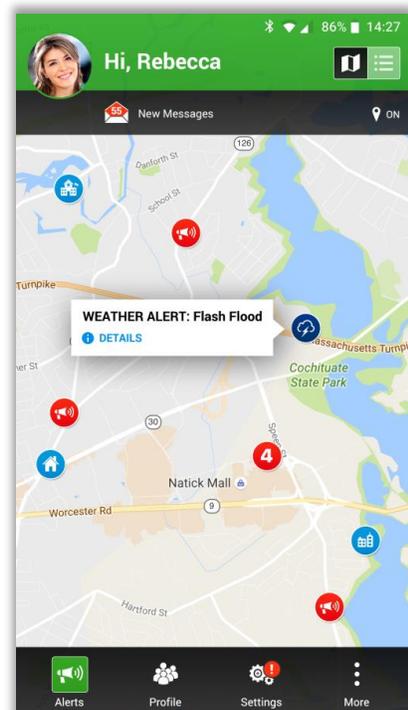
The app also helps account holders remember to keep their profiles accurate, resulting in more profiles available to your dispatchers. Any time an account holder opens the app, the system marks their profile up-to-date for the next six months. If they don't open their app in six months, they can receive reminder notifications through the app.

Automated Weather Alerts

Your community members get more value out of the app with free automatic weather alerts. They can choose to share their location and receive push notifications, or to view relevant alerts on a map if they prefer to remain anonymous.

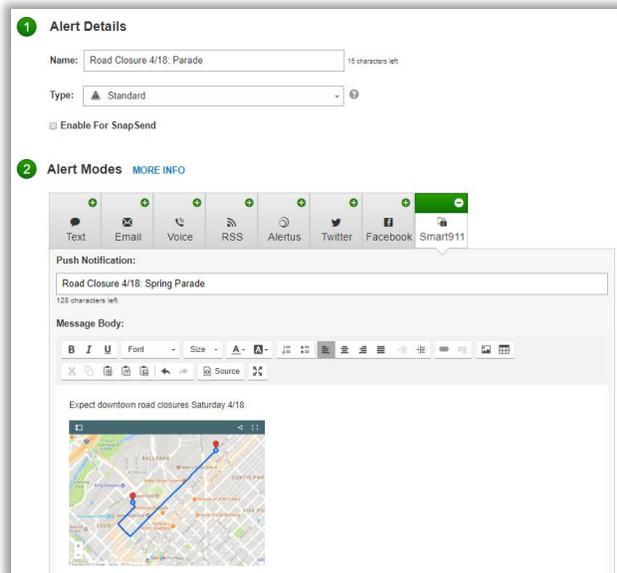
The Smart911 App automatically displays all tornado, severe thunderstorm, and flood warnings from the National Weather Service.

If your community members sign up for push notifications, they'll receive alerts whenever they are located in an area affected by one of these severe weather warning.



How this App Works with Rave Alert

Location-Aware App Notifications

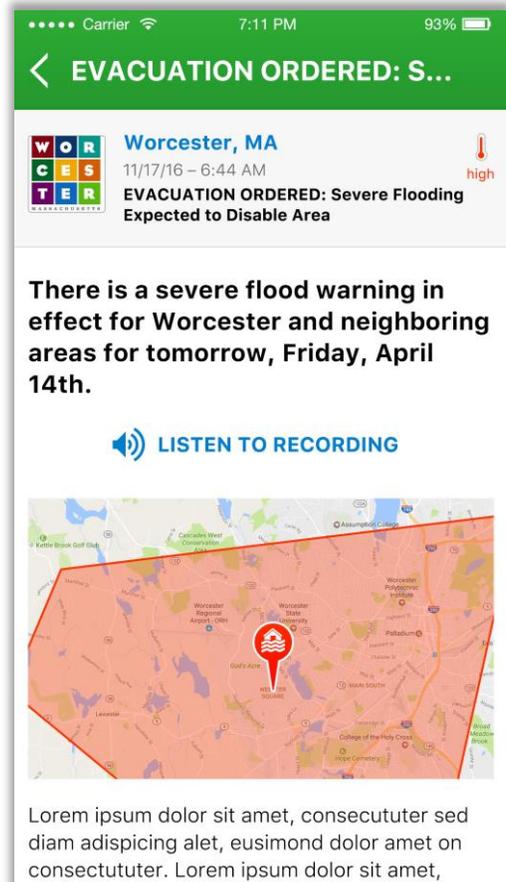


The app gives you a new way to broadcast emergency alerts to the public. By posting to the app, you can give detailed emergency messages to people in a specific location, while letting people outside that area see ongoing emergencies on a map.

To post to the Smart911 App, select the new Alert Mode “Smart911”, select an affected geographic area, and set how long the alert lasts. Rave Alert then delivers the notification to any app user in the affected area or who enters it during your alert duration.

Additional training materials on how to send to the Smart911 app are coming soon!

App alerts combine all the benefits of text, email, and voice alerts. They deliver as fast as a text message, but can be as long as an email, have rich content formatting, and include images. Recipients can read the message or listen to a text-to-speech audio version.



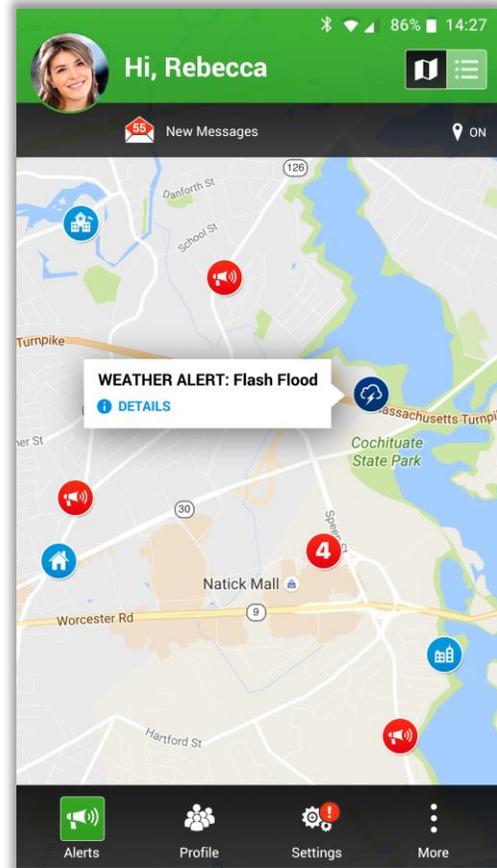
Your notification also shows to all app users anywhere on the app's interactive alert map. App users anywhere can see your alerts on the map and read the message. This expands your alert's impact, telling neighbors or commuters about hazards near them.

Alert Map with Automatic Weather Alerts

Your community members can view alerts near them on an interactive map. This map automatically shows all tornado, severe thunderstorm, and flood warnings from the National Weather Service (NWS).

The map also shows all alerts posted by any Rave Alert community. This helps protect your community members even when they're not in an emergency area by showing them alerts nearby. It also helps them know about hazards when they're traveling, or checking on areas where friends and family live.

App users can click an alert on the map to view more details. They can also choose to share their location and receive automatic notifications any time a NWS severe weather alert affects their location.



Posting to the Smart911 App is Public – Like Posting to Social Media

Posting to the Smart911 app is intended for times when the event affects **anyone** in the physical area – not just your own community members.

When you post an alert to the Smart911 App, **any** app user at the location you target will receive your message, and **all** app users anywhere can view it on the map. You can't restrict alert recipients to only those from your community and you can't target any specific person.

Think of posting to the Smart911 App like posting to a public Facebook or Twitter feed. People in your community can see it, but so can anyone else who looks.

To help your alert authors, Rave Alert shows a large audience warning on app alerts.

Sign-ups for Other Alert Modes

Just like on the registration website, your community members can use the app to manage their accounts for alerting categories you send to SMS, voice, and email contact points. They can add or remove personal contact points and choose what kind of alerts to receive on each one.

For example, if you offer trash pickup alerts by SMS and voice, an app user can view these options, opt into your alert list, and set a phone number for SMS alerts, all through the app.

App Users Don't Receive Alert Category Messages as Push Notifications

To sign up for your existing alert lists, app users can add their SMS numbers, voice numbers, or email addresses. Just like today, when you send alerts to these lists, app users will receive them by the modes you chose like SMS, voice call, or email.

App users only receive push notifications when you post a location-aware emergency alert to the Smart911 app. These alerts go to **all** app users in an area and don't support separate categories.

Anonymous Mode

Your community members care about their privacy. For people not comfortable creating a personal profile, the Smart911 App lets them receive critical alerts from you without sharing any personal information. Or to share only their location without other identifiers.

The app has an anonymous mode that doesn't require sharing any information – no name, no phone number, no location. Anonymous app users can view the interactive alert map, which shows all severe weather notifications and all push notifications from Rave Alert communities, including any app alerts you post.

Each alert shows as an affected geographic area with a pin. Anonymous users can find alerts near them and click the pin to view the message and duration.

If they choose, anonymous users can share just their location (no name or phone number needed) and sign up for push notifications. When an anonymous user shares their location, we associate it with an impersonal app ID. The Smart911 App then delivers push notifications to the user when they are in the affected area of an alert.