

# Our Protocol Advantage

Why cell phones should not be relied upon for important alerts...

## Paging Advantages over Smartphones for Critical Communications



### Narrowband/Paging



### Broadband/Smart Phone

#### Mass Notification & Alert Time



Simultaneous Message Delivery: One-to-Many wireless protocol capable of notifying unlimited recipients simultaneously in seconds.



Sequential Message Delivery: One-to-One wireless protocol resulting in sequential message delivery causing clogged networks and delays of minutes to hours.

#### Coverage & System Strength



Higher power transmitters provide superior in-building penetration. Ability to customize coverage across a campus.



Lower power transmitters may result in dead spots within buildings as well as dropped calls while moving from one cell site to another.

#### Reliability & Redundancy



Customizable coverage coupled with backup transmitters (generators) and extensive deployment result in reliable and immediate message delivery.



No back-up system in place. Proven to be unreliable and fail in catastrophic situations, such as hurricanes and earthquakes.

#### Costs



Low investment and low fees for superior dependability.



Expensive with long-term contracts required.

#### Customer Support



Local and "live" customer support available 24 hours a day, 7 days a week, 365 days a year, providing immediate response in urgent situations.



Limited customer support during a crisis, often resulting in automated wait times, and voice mail loops.