IntelliCast™ Target Notification

George Heinrichs
CEO
Intrado – Corp Overview

- Primary 9-1-1 infrastructure provider for 200+ million wireline and 77+ million wireless subscribers
- NASDAQ: National Markets - TRDO
- 800 Employees
- Distributed National Infrastructure with Geographically Diverse Hardened Server Sites
- Administrative Offices Based in Boulder, CO
Emergency Notification - Key Elements

- Warning Precision
- Data Accuracy
- Fast Activation
- High Availability
- Scalable
- Secure
- Cost Effective
Intellicast Notification Model

- Includes listed, unlisted, unpublished numbers – in service order flow
- Capacity: 10,000 Homes in 10 minutes
- Geographically Specific
- Complex Message Scenarios Possible
- Diverse/Redundant Operations
- Integrated into Emergency Telephony System
- 9-1-1 Funding Options
- User defined operation parameters:
  - The number of retries
  - The interval duration on retries
  - Whether to repeat message
  - Whether to leave message on answering machine
- Technology Solutions for:
  - TDD, fax, email and other modalities
  - Language specific message delivery with 9-1-1 Plus
  - Wireless integration possibilities with E9-1-1 Phase II Deployment
  - Potential for Hierarchical Management of Federal, State and Local Government Ops
Typical Applications

- Suspect at large
- Haz-Mat situation
- Hostage situation
- Missing child or adult
- Wildlife threat
- Natural disaster
- Wildfire
- Terrorist threat/attack
- Others
Telephone Notification

- Well over 90% of all households have at least one telephone
- The telephone always is “on”
- Uses an existing, reliable network
- Preplan execution possible
- Precisely target a specific area
- Customized message delivery
- Controlled spatial warning origin
- Quickly disseminate information
- Reliable and fast
- Complements existing systems
- Highly cost effective
Target Notification – Call List

Deliver critical information to First Responders, SWAT Teams, Fire crews, OEM Personnel, Hospital staff, School officials, EMS Crews, National Guard, Search & Rescue Teams, etc.
Target Notification – Pre-Planned

- Map out flood plains, areas around HazMat sites, chemical/petrol manufacturers, etc.
- Works with real time TN extracts within pre-planned areas
Target Notification – Address/Intersection & Radius Events

Map a radius around a specific address or intersection
Target Notification – User Drawn Polygon Events

Map a polygon of any shape linking key geographic points such as schools, bridges, intersections, etc.
Target Notification – Summary & Detail Reports

Provides instant reporting of event statistics on a summary and detail (TN) basis.
Colorado Wildfire Update
Notifications

- 41 Launches since 5/2002
- Five Counties loaded on an emergency basis
- 34,000 calls made
- Active Fires Included: Hayman, Black Mountain, Southfork, Deckers, Brook Forest, Schoonover
Impact..

• "This is something that, in my opinion and the opinion of most residents, is probably the most valuable tool we’ve had since 9-1-1."

Barb Farland,
Jefferson County Communications Manager
Questions…