Purpose of Alerts

To deliver messages to warn populations at risk of imminent threats with the goal of maximizing the probability that people take protective actions and minimizing their delay in taking those actions.

Defined by the National Academy of Science Engineering and Medicine
Emergency Alert and Warning Systems

Current Knowledge and Methods

Alerting Systems Today:

• AM/FM Radio, Digital, Analog, Cable and Satellite TV
• SMS – delivered over Commercial Mobile Networks
• Internet Services – Web Browsers, Widgets, Web Sites and Social Media
• Emergency Telephony Network – calls to landlines
• Sirens
• Digital Signage

The above methods were conceived and developed years ago and before Smart Phones entered the market. The above methods do not take advantage of the capabilities of a Smart Phone.
Desired Properties of an Alert System

• Only reach people at risk or have other interest in the hazard
• Communicate impact and recommend protective actions that people can understand and reasonably take, with guidance tailored to the circumstances of each alert recipient
• Reflect changing information needs as an event unfolds
• Be respected and trusted by the public, emergency managers, other public officials and the media
• Be suitable for all hazards and effective in reaching all at-risk populations
• Work well alongside government and private information sources
• Allow for the collecting of feedback from the alerted population to determine the effectiveness of the alert and give emergency managers better situational awareness during the event.

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UgoRound Community Alert Platform

• Designed exclusively for Authoritative Alert Originators

• No Hardware required - all Web Based

• Mobile App is available on iOS and Android

• Citizens download anonymously and DO NOT register/sign up

• Manage situations throughout the life cycle

• Use UgoRound for any type of Community Alerts

• Send UgoRound Alerts to WARN and INFORM
Send a Geo Alert

A UgoRound Geo Alert is sent to a defined Geofence. Only people inside or approaching the fence will receive the alert.

- Create a Geofence anywhere on the map
- Hyper relevant alerts are triggered based on the anonymous recipients location
- Alerts can be updated unlimited times
Example of a Geo Alert

1. Alerts are classified: Warnings, Incidents or Notifications
2. Alert together with Geo location is displayed
3. User can scroll to see all important information
Send a First to Know Alert

A UgoRound First to Know Alert is sent to a First to Know Group. This is a Group that should be the First to Know if something happens.

- Public First to Know Groups - Members join anonymously with a single tap
- Private First to Know Groups - Members join anonymously with a unique join code
- Members can join from anywhere in the World
- Alerts sent will be received by members anywhere in the World
Join a First to Know Group (No Code Required)

1. Find Group on map and Tap to join Group
2. Group info will display
3. Green check shows joined Group
4. ugoround.com

Join a First to Know Group will send you alerts if something happens.

Join Group
Example of a First to Know Alert

1. **Crowd Safety Test Alert**
   - This is a test alert. Please ignore.

2. **Hazard Reduction Test**
   - This is a test. Hazard reduction will be conducted by the county fire authority in the immediate bush area around the airport from Friday June 21.
   - 3 days ago
   - Group: Dinwiddie First to Know

3. **Hazard Reduction Test Alert**
   - This is a test. Hazard reduction will be conducted by the county fire authority in the immediate bush area around the airport from Friday June 21.
   - If you are expected to fly out to or from the airport, please check if there are any delays expected. Black burning may cause smoke haze and delay or cancel some flights. If you suffer from asthma or respiratory conditions please remain indoors especially if you live in the vicinity of the airport.
   - The hazard reduction will commence on Friday 21 June. We apologize for any inconvenience. This is a Test Ugoreound Alert. Please ignore.

4. **No Updates**
Send a Member Alert

A UgoRound Member Alert is sent to personnel who are enrolled in a Private Group.

• Members can be Located on the map (not tracked)
• Send Check In requests: Are you Safe?
• Send alerts and instructions, deploy or redeploy
Locate a Member on the Map

Admins can manage Members in one or more Groups. Locate personnel in real time and send Push Notifications, SMS and Email.

- Omni Channel communiques sent all at the same time
- Members can turn OFF *location allowed* any time
- Admins can manage personnel with real time location intelligence
UgoRound for National Emergency Alerts

• Ideal for National Emergency Management Agencies
• Send alerts and notifications - ideal for recovery efforts
• Build community resilience
• Manage any type of crisis - beginning to end
• A new way to Warn and Inform - augment SMS, Social Media, TV Alerts
• People do not need to sign up or register to receive relevant Geo Alerts and First to Know Group Alerts - citizens are anonymous
UgoRound for Cities, Towns, and Counties

• Every County, City, Town and Municipality, has some responsibility over safety and well being of their Citizens.

• Omni Regional - same system works in any City/Town/County/ Country

• Universal system - Law Enforcement and public service agencies use the same system

• Citizens with the app can receive alerts from all authoritative alert originators

• Eliminate sign up requirements

• Ideal for Tourists and Visitors
UgoRound for Hotels

Recent times have seen increasing attacks on Hotels especially where international guests are staying.

- Easter Sunday attacks in Sri Lanka
- Pearl Continental in Pakistan
- 21 Killed in Hotel complex in Nairobi in January
- Every Hotel can use the system to Warn and Inform
UgoRound for Schools and Universities

• College campuses/schools are complex public space ecosystems that are subject to events that could impact safety of students and staff.

• Send alerts and notifications to Parents as well as Students

• Easily create a First to Know Group for your ecosystem. Anyone interested can join anonymously

• Students and staff are either on premise, in transit or off site. They should be kept well informed in crisis type events
UgoRound for Hospitals

- Staff in Hospitals are vulnerable to violence and must be warned and informed by Admins
- Alerts are sent to Staff whether they in transit, on premise or at Home
- Send alerts and notifications that could impact staff, contractors, patients and visitors
- Send unlimited updates as the event unfolds
UgoRound for City Buildings

- City Buildings are complex public space ecosystems that are subject to events that could impact staff and visitors
- Send alerts and notifications for free and not just life threatening situations, but life benefiting applications
- People should be kept well informed in any crisis type events
- City Building Admins can manage all types of events that affect workers and visitors
Cost – FREE for up to 2000 members

Alert Originators can use the UgoRound Alert Platform for FREE

• Enrol up to 2000 (anonymous) members of your [Name] First to Know Group
• Staff, Citizens, Visitors and anyone associated with the Group can download the app and join the First to Know Group. They do not register or share any particulars. They are totally anonymous.
• If you need to upgrade to 5 000 members plan – pay just USD 49.00 per month (billed annually)
• If you need to upgrade to 10 000 members plan – pay just USD 99.00 per month (billed annually)
• If apex Alert Originator would like visibility of all their First to Know Groups – Contact Us

info@ugoround.com
DOWNLOAD APP
TYPE: ugoround

Download on the App Store
GET IT ON Google Play