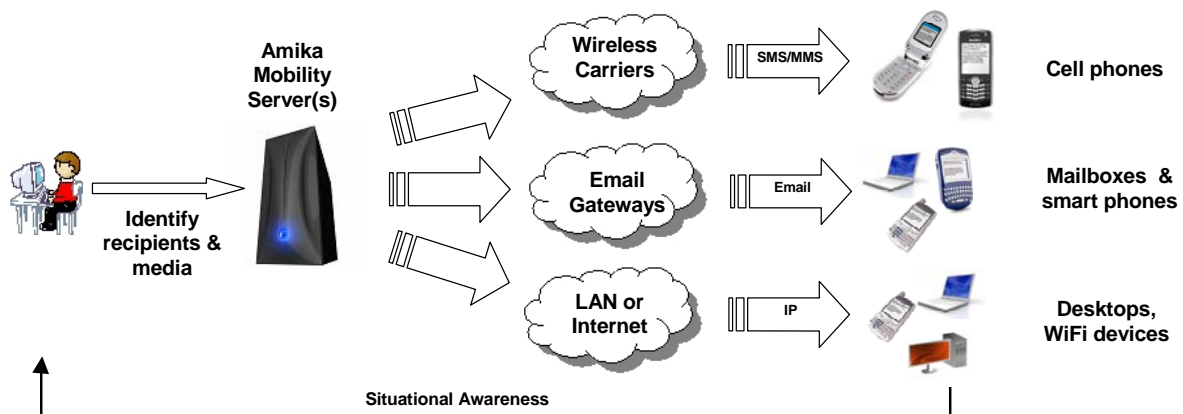




## Amika Mobility Server™ - Emergency Alerting Edition

When an emergency strikes, whether it be a campus shooting, an Amber Alert, an approaching hurricane, toxic chemical spill or a massive power blackout, it is essential that the danger be validated and affected parties alerted as quickly as possible.

Amika Mobile has developed the world's first **WiFi-integrated emergency mass notification system** that alerts WiFi users based on location in addition to alerting groups over SMS, MMS, email, web and voice. The Amika Mobility Server (AMS) Emergency Alerting Edition is a server-based software product that deploys on-premise or in a network operation center (NOC), and is fully scalable for both small and large deployments.

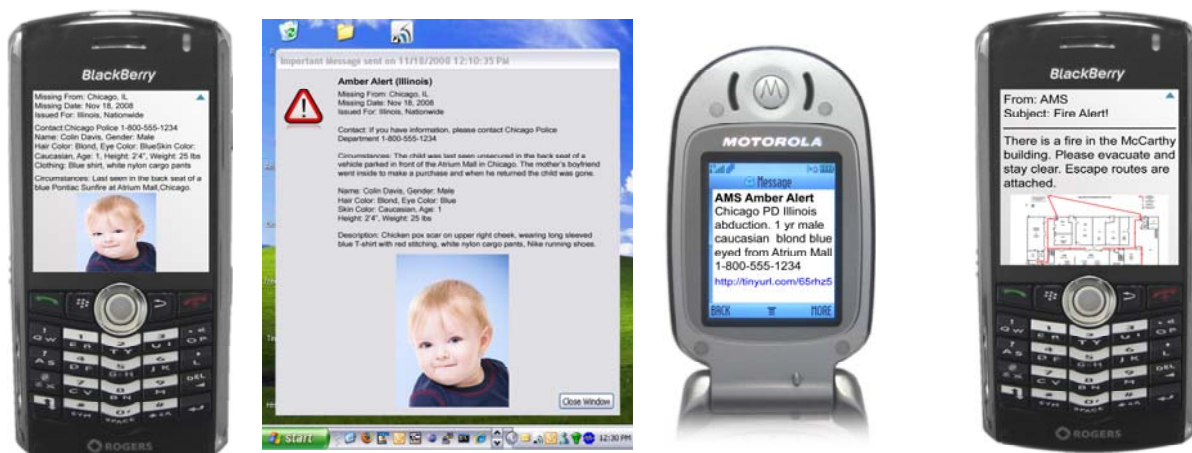


### Targeted Broadcasts

The browser-accessible console allows authenticated security personnel to target broadcast recipients by location (e.g. at a hotspot, in specific LAN groupings, in a specific campus, etc) or by logical grouping (e.g. department, sub-domain, team, etc). Send location-specific broadcasts, allowing flexible management of dangerous situations.

### Multi-Device Delivery

Broadcasts may be delivered to mobile phones as normal SMS or MMS messages, on mobile computers and workstations as a pop-up window, and on any platform as an email.





## Situational Feedback

The AMS broadcast methods permit back-channel communications, allowing permission-based silent situational feedback to be received from designated personnel in an emergency.

## Low Cost Operation

The AMS provides a low-cost alternative for broadcasting: leveraging on-premise delivery infrastructures and wireless carrier gateways wherever possible. No more budgeting for testing... let's you keep your population prepared for the worst.

## Secure Solution

The AMS prevents unauthorized messages from leveraging its unique channels onto the platform through secure access and patent-pending encryption techniques.

## Self-Registration

Recipients can be enabled to self-manage their registration with the AMS, allowing them to maintain correct device settings and optionally set up critical content notifications, with powerful filtering and scheduling capabilities. Users can be server – or domain – authenticated.

The screenshot displays the Amika Mobility Server web interface. The top left features the Amika Mobile logo and the title "Amika Mobility Server". A navigation menu on the left includes "Options", "Broadcast", "System Logs", and "Logout". The main content area is titled "Broadcast Center" and is divided into several sections:

- Select Recipients:** A tree view showing categories like "Service Ids", "Wireless Providers" (with sub-items: Other, Bell Mobility, Telus Ottawa, Rogers, Virgin Canada), "Email Providers" (with sub-item: Amika Mobile SBS), "Locations" (with sub-items: merumc1, Marketing, Development), and "Desktops" (with sub-items: AM-BackOffice, AM-FrontOffice). "Refresh" and "Clear" buttons are at the bottom.
- Template Manager:** Shows a "Template:" dropdown set to "Amber\_Long", with "Load" and "Delete" buttons. A "New Template Name:" field and "Save" button are also present.
- Message:** A text area containing an "Amber Alert (Illinois)" message. The subject is "Amber Alert (Illinois)". The message body includes: "Missing From: Chicago, IL", "Missing Date: Nov 18, 2008", "Issued for: Illinois, Nationwide", "Contact: If you have information, please contact Chicago Police Department 1-800-555-1234", "Circumstances: The child was last seen unsecured in the back seat of a vehicle parked in front of the Atrium Mall in Chicago. The mother's boyfriend went inside to make a purchase and when he returned the child was gone.", "Name: Colin Davis, Gender: Male", "Hair Color: Blond Eye, Color: Blue", "Skin Color: Caucasian, Age: 1", "Height: 2'4, Weight: 25 lbs", and "Description: Chicken pox scar on upper right cheek, wearing long".
- Select Delivery Media:** A list of checkboxes for "Mobile Alert", "Email", "Amika Alert Client" (checked), "Amika Plug-In" (checked), "HotSpot", and "Voice".
- At the bottom, there are "Clear Plugin Alerts" and "Broadcast" buttons.

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