

# Adaptive Communication Systems, Inc.

Emergency Response & Disaster Recovery



## ***The Six principles of Mass Notification Systems***

### **1. Capacity**

The scale of any emergency cannot be foreseen. Therefore the capability to broadcast a message from tens to thousands of people is a prerequisite. Time is a very important factor during communication. ASK can handle multiple communications at once and will deal with the different connection types (landlines, VIOP, Cell, Mobile, voice and text messages) and protocols. This enables our system to mass communicate in a very short timeframe.

### **2. Security**

People registered within an ER system are trusting that their personal contact information will remain secure. ASK does have policies, procedures and industry technology implemented to ensure data security.

### **3. Customer Services**

In close cooperation with state-wide infrastructure providers, the ASK system resides in a secure environment at multiple locations and with multiple access points. This provides maximum availability with professional assistance.

### **4. Experience**

Implementations of ASK in Northern Europe, which is regarded as one of the most advanced and complicated communication infrastructures, the system has a track record of daily mass communications within very large institutions; eg. TNT mail (70,000 employees – broadcasting 9,000 messages every day) and Pfizer Pharmaceutical (2,500 patients and 150 cardiologists daily). The product is developed based on research material from the Santa Fe institute (NM). ASK is serving customers from Rotterdam (The Netherlands - HQ), Wiesbaden (Germany), Shanghai (China) and Albuquerque (NM).

### **5. Assessment**

Due to its self-learning and self-organizing capabilities, the system is able to collect feedback and understand if a message is delivered and read by the addressee. Sometimes very simple functions (like ASKing for a confirmation) are executed to check if the attempt was successful. ASK will try other communication facilities available for each individual if initial attempts fail. In the monitor, our system will maintain an on-line, real-time status of each service, group or individual's communication status. The event log will give a detailed overview of all activities to review the performance during and after an incident.

ASK will update communications contact information by individual, either by experience or by retrieving information actively from individuals dialing out, OR receiving updated communication information from individuals dialing in. This is the auto-registration facility of ASK.

### **6. Market Specialization**

ASK is a communication product – our background and experience is in communications and social behavior. Our research institute Almende has many global alliances and ASK has been awarded with the Eureka status (European Cross Country technology sharing status).

We are compliant with industry standards – and will comply with applicable federal laws and regulations.