

- Industry's first web-based solution that integrates with a full range of notification devices
- One page notification process and one click sending
- Mobile management app with integrated GIS targeting
- Dedicated mobile recipient application with two-way communication

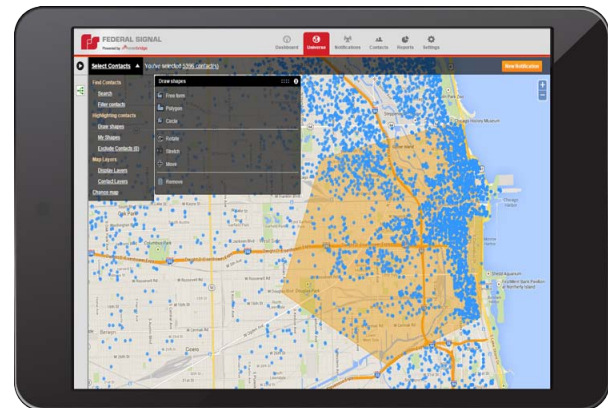
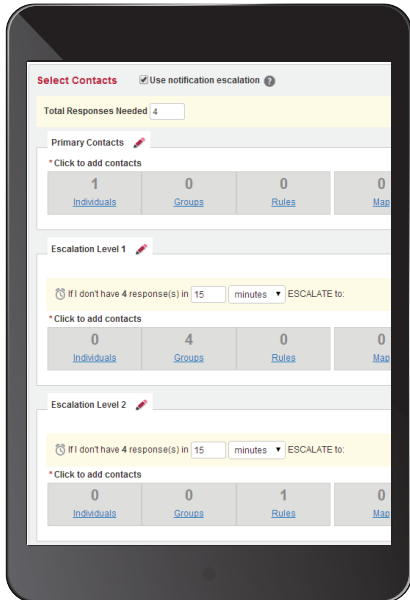


Overview

SmartMsg Mass Notification enables organizations to send notifications via 25+ contact paths to individuals or groups using lists, locations, and visual intelligence. This comprehensive notification solution keeps your contacts informed before, during and after all events, operational incidents, and emergencies. SmartMsg Mass Notification features robust analytics, GIS capabilities, and flexible contact management.

Customers with Federal Signal's outdoor and indoor warning systems, along with the addition of SmartMsg Mass Notification, can leverage a single unified platform to send notifications.

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Making Safety Work
Tollfree in Western Canada: 1-888-388-1592
microwatt.com • mwsales@microwatt.com



Anticipate, Target, Communicate

- Target the individual and not the device for intelligent, personalized message delivery.
- Escalate notifications to ensure that the next person or group is notified, if a first person or group doesn't respond.
- Build events for one-click sending during incidents. Set up notification templates with predetermined contact lists and predefined messages for faster communications in a crisis.
- Resend notifications to recipients or send follow up messages to all or a sub-set of recipients for tracking within the same incident or event.
- Configure rules based on your infrastructure's capacity with flexible call-throttling capabilities.
- Segregate your management and operating structure into multiple notification environments. Separating by geography, department/function, country or other criteria provides maximum security and flexibility.
- Automatically publish notifications to public websites, intranets, internal systems, and social media.

Geo-Intelligent Tools

- Send messages to recipients in a specific geographic region (zip code, street address, radius from a specific point, or other attribute) with GIS-based message targeting.
- Specify targeted contact locations with user-friendly drawing tools, or even upload shape files from other applications for on-the-fly notifications.
- Search for, view the locations of, and send alerts to specific contact types, including functional needs populations, fire districts, alert type subscribers, and more.
- Load, Geo-code, and manage contact data within a single interface and in real-time.
- Exclude specific contacts from targeted messaging, based on defined attributes, including location.

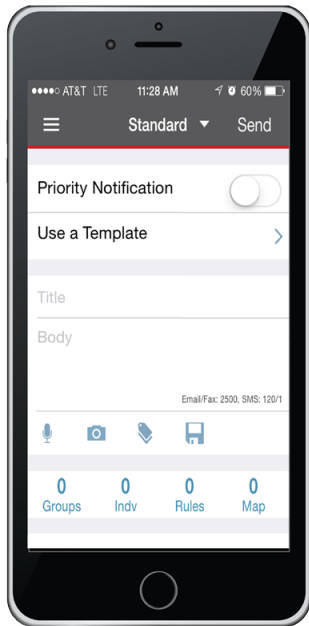


Simple, Intuitive User Experience

- Manage settings, limits, and defaults through a comprehensive and user-friendly administrator interface.
- Define role-based access controls for managing separate user and contact data.
- Easily notify contacts and/or manage contact data across multiple distributed data stores and groups from a single access point.
- Set opt-in portals to either “publicly available” or “private” (invitation only). Allow contacts to opt-in, update, and manage their accounts — including contact information, locations they care about, alert preferences and more thorough branded, customizable web-based portals.
- Support accessibility guidelines — public and private portals are Section 508 compliant and include field-level view/read/write access controls.

Report, Analyze, Understand

- Measure your communication program’s effectiveness and continually improve its efficiency with robust analytics and reporting capabilities.
- Launch frequently requested reports on-the-fly with Quick Reports.
- Provide summary and detailed notification analysis (DNA) reports for better after-action reviews, continuous improvements, and regulatory compliance.



Advanced Mobility and Connectivity

- Bring the power and security of the full desktop application to mobile devices everywhere, even under adverse network conditions.
- Support multi-platform smart phones and tablets, including Apple® iOS and Android™ devices.
- Send notifications with a multiple-choice polling question with up to nine different responses.

Global Ready

- Personalize your reach to a global audience by broadcasting messages globally, in any language.
- Truly localize communication with multilingual text-to-speech support.
- Increase delivery success for notifications with local and regional routing.
- Send notifications with customized caller ID's, keeping the number local and familiar to the call recipient.
- Store your data locally and securely in your country of preference and comply with the regulatory requirements of that locale.
- Access, notify, and manage contacts stored in multiple, distributed data stores through a unified access point, making the location of data seamless to the user.
- Meet the highest standards for regulatory requirements and handling of personally identifiable information worldwide, if needed, including encryption of data at rest.

Federal Signal provides a unified Notification Platform that fully integrates software and hardware.

Customers can benefit by purchasing other products from our Notification Platform shown here.

About the Company:

Federal Signal Corporation (NYSE: FSS) provides products and services to protect people and our planet. Founded in 1901, Federal Signal is a leading global designer and manufacturer of products and innovative solutions.

