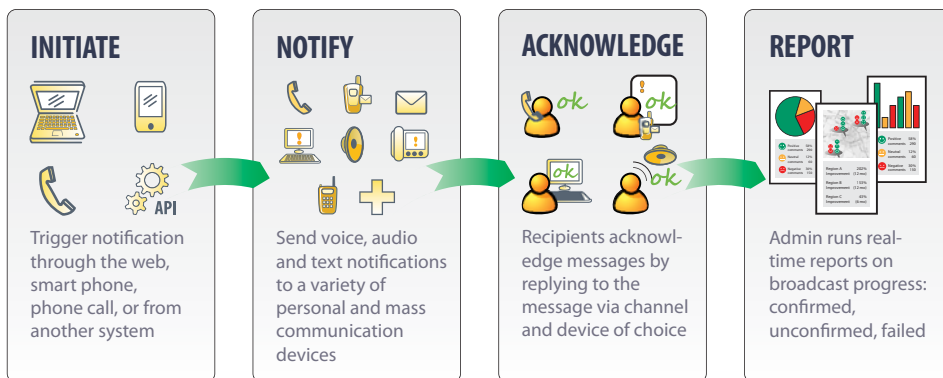
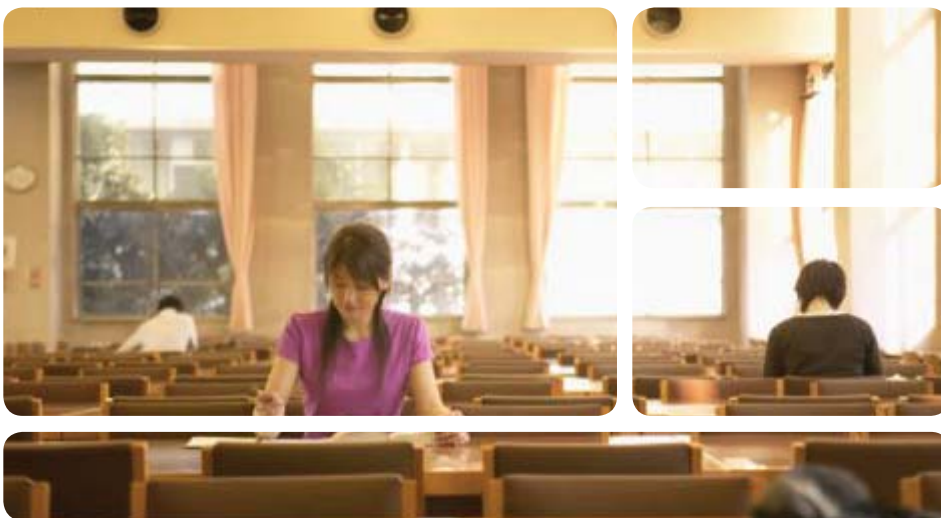


Benbria® BlazeCast® is an award-winning intelligent notification system that enables educational institutions to improve crisis communications and emergency management by broadcasting fast and reliable alerts to thousands of people – anywhere, anytime, on any device.



Whether you need to issue alerts and warnings, broadcast news and updates, or ensure the continuity of your campus operations, Benbria BlazeCast® delivers a fast and effective solution to reach the campus community. With BlazeCast, colleges and universities greatly improve crisis communications and emergency response by enabling non-technical staff to easily and quickly send multi-modal messages in real-time.



**“Benbria’s BlazeCast system meets the unique needs of a complex campus environment such as Texas A&M.”**

– Dr. Walt Magnussen, director for Telecommunications at Texas A&M and for TAMU Internet2 Technology Evaluation Center (ITEC)

### Benefits

- » **Ensure Protection and Safety**  
Rapidly notify students, faculty, staff, family and first responders of emergency incidents with custom or predefined message templates.
- » **Automate End-to-End Communication**  
Streamline communication among key stakeholders via a wide range of channels and devices; ensure notification delivery via active message acknowledgement.
- » **Expedite Incident Response**  
Quickly notify and deploy incident response teams; immediately collaborate and respond to emergency situations with instant live conference calling.
- » **Improve Transparency and Accountability**  
Generate real-time and historical reports of message delivery and confirmation; improve visibility into communication effectiveness.
- » **Increase Student Engagement**  
Foster student retention and recruitment programs by effectively communicating with current and prospective students regarding campus activities, programs, community events, cancellations, billing reminders, etc.



## Flexible Campus Notification

With one action – via the web, mobile or phone – non-technical administrators are able to instantly send custom or predefined messages to students, faculty, staff, media relations, visitors, parents and first responders using communication channels most common in a campus community, including SMS text messages, e-mail, phone, paging, two-way handsets, overhead speakers and desktop alert. Through one centralized interface, colleges and universities enhance reach across the entire campus while reducing the complexity of communicating to thousands of people across multiple communications channels – freeing up personnel to focus on effectively managing the crisis, rather than communications logistics.



### Key Features

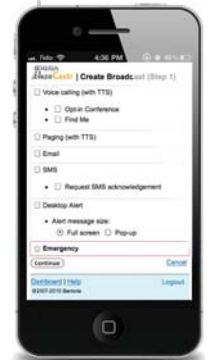
#### Targeted and Dynamic Paging Speaker

- » As part of a layered, multi-modal notification strategy, overhead paging effectively increases reach on campuses when other channels fall short. Today's campus environment is dynamic, mobile and widely dispersed. During a crisis, this presents a variety of "contactability" challenges when trying to reach thousands of people in a timely manner. Student's phones are typically turned off during class lectures; students miss email or voice messages given their active schedules; and visitors are difficult to reach due to lack of contact details.
- » BlazeCast Paging is a fully featured IP system which allows any connected browser, mobile or desk phone to page to the speakers. BlazeCast enables two-way communication through the speaker, making it easy and reliable for people to communicate one on one or to a targeted group. BlazeCast dynamic zoning and targeted paging offers unparalleled flexibility over traditional paging with the power to broadcast over IP speakers with granularity – on a building, floor and room basis. Generate real-time and historical reports of message delivery and confirmation; improve visibility into communication effectiveness.



#### Advanced SMS and Acknowledgement

- » Benbria Advanced SMS Alerts is a fast, robust, and reliable means of communicating information quickly to the campus community. Benbria is partnered with a leading SMS aggregator with wide global cellular carrier coverage, giving Benbria the advantages of ease, scale, reliability and cost effective accessibility of SMS sending. Among many advantages in partnering with an aggregator, SMS text messages are sent directly to cellular carrier text messaging networks, ensuring Benbria's customers are able to send mass text alerts in a fast and efficient manner. SMS messaging puts a smaller load on cellular circuits than voice communication, and allows near-instantaneous dissemination of important information. This serves as an effective layered communication strategy during a crisis when cellular voice networks may be congested due to high volumes.
- » Other benefits include having an SLA (Service Level Agreement) which ensures SMS text message throughput, message delivery assurance, spam bypassing, and message delivery status reports. Leveraging SMS short codes, BlazeCast provides administrators with the capability to quickly send a text and request message confirmation. This form of unique acknowledgement is tracked in the BlazeCast system – providing situational awareness and accurate records for audits and compliance. As SMS continues to be the most popular communication application used by students, the benefits of reach, speed and reliability provide colleges and universities with an effective layered notification option.



**BENBRIA®**



## Increase Reach, Speed and Reliability

Through one unified interface – via web, mobile or phone – BlazeCast enables non-technical administrators to send time-sensitive messages across a diversity of channels. Since no one communication channel can effectively reach the entire campus community quickly, BlazeCast ensures everyone receives critical information in a timely manner, via contact methods most effective with a campus community, including SMS text messages and PC alert for students; overhead paging for campus visitors; phone call for faculty and staff. Benbria provides colleges and universities with a comprehensive mass emergency communication solution with the ability to improve reach through a variety of unique features and communication channels.

### Key Features

#### Desktop Alert and Acknowledgement

- » Benbria PC Desktop Alert provides a fast and reliable way to reach students, faculty and staff by sending captive, full screen electronic message pop-ups to network connected computers. Benbria PC Desktop Alert serves as a reliable emergency communications channel when conventional methods of email, cell phones, and landline phones fail due to throughput, technical or “contactability” issues. Emails may often be blocked by spam filters; wired and wireless networks may be jammed with high volumes during a crisis; campus web pages and other relevant web sites may also become un-viewable during high traffic volume; and students may miss email or phone calls due to their busy schedules. Given these drawbacks, Benbria PC Desktop Alert allows colleges and universities to enhance their emergency notification strategy by reaching PCs in classrooms, lecture halls, libraries, and other confined areas where cell phone usage is often not permitted.
- » Enhanced features include the ability to captivate the user’s attention by locking PCs, disable mouse and keyboard, and push pertinent information and instructions to PC screens. In addition, BlazeCast allows administrators to request message acknowledgement directly from the pop-up screen, enabling administrators to verify which devices have confirmed receipt of the message in real-time.



#### Find-Me Technology and Live Conferencing

- » BlazeCast Find-Me technology and Live Conferencing ensures emergency preparedness and public safety contacts are contacted and receive important messages in a timely manner. BlazeCast empowers administrators to automate the process of tracking down key stakeholders through sequential phone numbers. Once a stakeholder is reached, the administrator has the option of sending an automated message to the recipient or connecting the recipient on a live conference call for group discussion and instruction. This capability is ideally suited during the beginning of an emergency when plans are made before a campus-wide alert is issued. Likewise, these instant teleconference calls can be initiated at any time throughout the crisis so that response teams can provide situational feedback.

#### CAP (Common Alerting Protocol) Support

- » BlazeCast complies with Common Alerting Protocol (CAP), the industry standard for exchanging emergency information between CAP-compliant devices and services. CAP standardizes the content of alerts and notifications across all hazards, including law enforcement and public safety. BlazeCast provides a simple and seamless way for campuses to integrate BlazeCast with CAP-compliant systems and technologies. BlazeCast automatically disseminates messages from 3rd-party systems that use CAP which may further aid with communication and updates to the campus community by incorporating information feeds from government sources and agencies, etc.

**BENBRIA®**



## Multi-Modal Features

<b>Multi-Point Activation</b>	Flexibly initiate an alert or a page from a landline phone, IP phone, computer or mobile device
<b>Advanced Text Notification (SMS)</b>	Send text alerts to mobile phones with the option to request acknowledgement from recipient
<b>Computer Desktop Notification</b>	Fast, reliable and intrusive messages to computers, laptops, and digital screens across the campus
<b>Precision IP Paging</b>	Web-based map view to page and broadcast customized messages to speakers and phones with granularity on a campus, building, hallway or room basis
<b>Talkback IP Speaker</b>	Enable two-way conversation via on-board microphone in the speaker
<b>Advanced HTML Texting</b>	Broadcast text and HTML messages to phones, computers and mobile devices
<b>Text-to-Speech</b>	Send live or pre-recorded text-to-speech messages via SMS, phone, mobile, and overhead paging
<b>Find-Me, Live Conferencing</b>	Ensures stakeholders are reached through sequential phone numbers and connected to a live conference call for group discussion and instruction
<b>Email</b>	Coordinate email alerts with other mediums as part of a layered notification plan
<b>Common Alerting Protocol</b>	Exchange emergency information between CAP-compliant devices and services

### Get Started

Have a question? Contact us, our team will be happy to show you how you can use BlazeCast to improve your communications, safety and day-to-day activities.

### Contact Us

[sales@benbria.com](mailto:sales@benbria.com)  
+1-613-271-5970  
[www.benbria.com](http://www.benbria.com)