WIRELESS EMERGENCY
WENS™
NOTIFICATION SYSTEM

Emergency Notification Informational Packet

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General Information

In the height of an emergency, you need to have the fastest, most reliable system for communicating to the masses. Inspiron Logistics' **Wireless Emergency Notification System or WENS**, uses true SMS and voice messaging as the basis for communication for emergency notification, mass notification, campus notification and pandemic alerts. This system was designed to work proficiently in the event of the most extreme-case scenarios. WENS ensures a reliable method of communication at a time when it is needed most, and allows first responders and emergency personnel to focus on aiding a fully informed community.

Moreover, WENS has become a crucial asset for day-to-day internal Continuity, personnel in the field, non-emergency communications and even employee shift management.

Founded in 2003, Inspiron Logistics has quickly become the authority in the emergency notification industry. By leveraging superior technology and technical understanding of this environment, the company has been able to provide levels of service unmatched by any competitor.

Market Differentiators: What makes WENS your best choice?

- Exceptional affordability
- Extend the use of the WENS system throughout your organization to maximize Return on Investment
- Unlimited groups, subgroups, administrators, etc.
- Fixed pricing, avoiding the budget planning challenges created by usage based pricing
- The most intuitive user interface in the market today
- Computer Assisted Dispatch Integration
- Workstation/Employee Desktop Alerts
- Automated weather alerts

WENS - Voice

WENS - Voice instantly sends large volumes of interactive phone calls to landlines, mobile devices, answering machines and voicemail. The seamless process of text-to speech (TTS) enables authorized personnel to deploy voice calls, manage call lists as well as view and download real-time caller key press results or delivery confirmations. The combination of text messaging and the delivery of voice calls provides a perfect low cost emergency alert and notification solution.

Voice Merge with text to speech (TTS)
Personalize each message for the intended recipient with realistic human sounding text to speech (TTS) without the need of any recordings.

No Hardware, Software or Special Equipment Needed
WENS - Voice is web-based and provides everything needed to deliver outbound phone calls. Advanced features allow call recipients to listen, interact and respond to calls making WENS the total emergency alert and notification solution.

Web-based auto dialer
More powerful than the most expensive auto dialer. Easier to use than any traditional auto-dialer. Best of all no on-site equipment is needed to use WENS - Voice.

Target specific types of call recipients
Optimize your alerts for answering machines, live answers or both. WENS - Voice can automatically detect whether a live person or answering machine answered the call and deliver the call accordingly.

Powerful call list management
WENS - Voice can use existing call lists from familiar applications such as Microsoft Excel and Access as well as industry standard formats such as ASCII comma delimited text files. Administrators can also view, edit, search, add or remove contacts from contacts lists right from the WENS interface. In additional, each subscriber has the ability to Opt-out or remove themselves from receiving notification all together. WENS – Voice can also be configured to receive routine updates directly from your employee database using standard, secure connections.

Automatic re-dial of unsuccessful calls
Calls that were not answered are automatically re-dialed.

Full logging of voice call results
The WENS administration interface provides complete real-time status of every notification session, with both graphical summary information and detailed results for each recipient.

Key press verification
When a call recipient presses one or more keys in response to a voice prompt, administrators can optionally have the key presses spoken back to the call recipient, with the option for the call recipient to re-enter or accept.

Reporting of caller response by key press
Real-time reporting captures all recipient key presses allowing administrators to identify call responses. Additionally, call responses are matched up with all the information from the call list, making it easy to identify which recipient produced which responses. Download the voice broadcasting results into Microsoft Excel and other applications.

WENS - GIS Mapping

The GIS Mapping component allows administrators to define specific areas to alert for both one-time, spontaneous alerts as well as prepared (canned) messages. Upon entering the One-Time message section, administrators will have the option to perform one of the following:

- Initiate an alert by selecting one or more groups and/or subgroups
- Use a Java-based "GIS Mapping Tool" to define a specific area to alert

Administrators will have the following two options for defining specific areas:

- Shape-defined Polygon – click line by line to define an area.
- Radius-based – Pin is dropped and user defines radius

WENS will classify each user within the system that has an address with a longitude and latitude. This lat/long will determine whether the user is within the defined area and therefore should be alerted.

WENS—IVDS (Imaging and Video Delivery System)

The WENS Platform is first to market with its Imaging & Video Delivery System or IVDS. IVDS will allow citizens or government personnel to submit images and videos from their mobile devices directly to 911 dispatchers and/or designated administrators.

The following scenario illustrates the power of IVDS technology:

1. A child is abducted while walking home from school.
2. Another individual witnesses this crime and is able take a picture of the vehicle as it speeds away.
3. The witness then sends the image to WENS.
4. The administrator views the contents and determines that it should immediately be disseminated to officers in the field.
5. On-duty officers have an immediate visual of the suspect vehicle on their cruisers' onboard systems, spot the vehicle reported, confirm it is the vehicle in question and make the arrest.

Photo taken w/camera phone

Image is sent to WENS

Arrest is made, when time is of the essence

WENS - Keywords

WENS-Keywords gives administrators the ability to assign an unlimited amount of keywords to their WENS account which is provided to subscribers allowing opt-in ability via text.

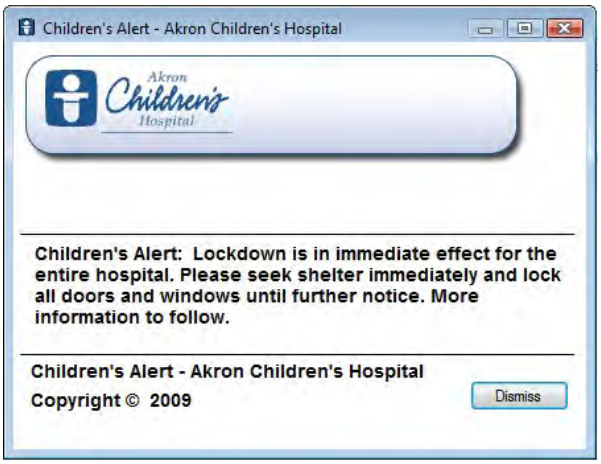
WENS-Keywords can be utilized in multiple ways:

- Updating current user information
- Subscribing to NOAA
- Subscribing to WENS
- Allowing users to sign up to a new group
- Ability to sign up without computer access
- Allow for users to get immediate up-to-date status

WENS—NOAA

WENS is fully integrated with NOAA (National Oceanic and Atmospheric Administration).

This feature allows for automated weather notifications to all subscribers; including tornados, thunderstorms, flooding and all notification issued through NOAA.



WENS—Desktop Alerts

The Desktop Alerts app is simply installed on any individual PC or network, the program runs in the background and will immediately alert the computer user in the event of an emergency. Desktop Alerts will continually display the specific alert in text form and play an audio version until the end-user clicks the dismiss button. A detailed record is kept of those computers that have acknowledged the alerts for accountability purposes.

How WENS Works

Entities can make notifications available to constituents by either an opt-in or opt-out methodology.

Opt-in is the preferred method for cities and counties because they have not collected mobile numbers of residents prior to launching a system. Many schools are the same way and prefer to have students/faculty volunteer their mobile numbers. In getting students/citizens to register for the text, voice, email or page notifications, the school or municipality will create an opportunity for registration on a website or portal. Some entities will make this registration public while others will place it behind a firewall requiring proper login (student ID or county employee number). This will allow the entity to manage the people allowed to register for the notifications. However, Healthcare facilities or larger Enterprise clients may prefer to simply import employee data directly from their internal systems on a nightly basis.

To register, the individual simply clicks on the sign up link presented to them, enters their preferred medium of communication and hits submit. Each number entered will receive a notification
confirming that they have opted into the alert
system to receive emergency notifications.

There are a few ways to stop receiving alerts.

- Simply text STOP to 69310 from your phone
- Or return to the "**Sign up Now**" link and click on unsubscribe.

The individual will not have to re-sign up if they change mobile carriers; they will still receive alerts so long as you have the same phone number.

To Initiate a Notification

CLICK. TYPE. SEND.

Initiating an alert is simple. An administrator would simply log onto the WENS interface using any web browser with proper authentication or credentials, open the "Single Message", **click** group(s), **type** the message, and hit "**send**"; that's it.

Or an authorized administrator can also trigger a notification from a mobile device with a web browser or by texting into the WENS system.

Emergency officials that we work with recommend having a number of pre-canned or prepared messages available for situations so that the individual initiating a notification does not always have think about creating the message.

Service Level Support, Standards and Testing

Inspiron Logistics provides customers with peace of mind when it comes to system reliability, customer service and support.

All customers can access Customer and Technical Support **24 x 7 x 365** via:

Toll free 1-866-998-WENS (9367)
clientsupport@inspironlogistics.com

Each account is assigned a Client Account Manager who will work through a formal implementation plan.

WENS is tested daily, repeatedly tested on various mobile devices, tested with all North American carriers, and is also regularly tested on pagers and with email.

WENS has a 99.99% uptime system standard.

No Limits!

WENS allows the entity to create an unlimited number of groups and subgroups to segment a specific portion of the population, specific groups of officials or even a particular building/agency.

WENS also allows for an unlimited number of prepared messages for scenario and emergency planning.

WENS provides for the function of an unlimited number of administrators with varying levels of capabilities and securities.

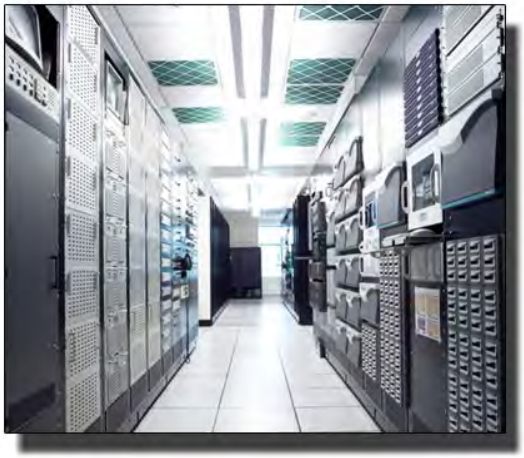
WENS has no limitations on the number of users that can sign up for notifications under an account. Schools can have students, staff, faculty, parents, alumni, local law enforcement, etc…involved and able to receive notifications.

Fully Hosted

WENS is a fully hosted solution. This means no hardware or software to install or maintain, no servers to patch or update. WENS is a SaaS (Software-as-a-Service) solution and fully Section 508 compliant.

WENS - Security

The system, from both a physical and electronic perspective, is highly secure due to Inspiron Logistics' security requirements as well as the mandated data security standards per all North American carriers.



The following pertains to the physical security for our Data Center (Tier 4) locations and outlines our procedures:

- 24 x 7 video surveillance
- Structurally reinforced server rooms
- Key card only accessible server rooms
- Full V5 Firewall
- Real-time data back up

All servers have intrusion detection services running and log any unauthorized attempts to access the environment.

All data is indexed and archived for accountability purposes. All numbers are transmitted over a secure VPN via SMPP and are encrypted.

In maintaining the security of the system it is our policy that only authorized personnel have access to the system in specific areas. Access is based on the employee's responsibility within the data environment. For example, only coders have access to the WENS application environment and not the data. DBA's only have access to the data environment (which activity is tracked and only have read permissions). Network Administrators only have access to the network infrastructure and not the WENS application or data.

Our policy on data states that the system will be backed up in real time to our disaster/recovery site. In addition, nightly backups are done every single night and stored on a secure server. Those backups are sent to a tape back up every month.

Appropriate, Fair Pricing Model

Our pricing is straight forward and includes all deployment, training, integrations and updates which simplifies the entire procurement process.