

# CRISIS-DRIVEN ALERT & CONTROL™

Government Agencies

**ACTIVATE. COMMUNICATE. MITIGATE.  
YOUR COMPLETE EMERGENCY  
MANAGEMENT SOLUTION.**



An aerial night photograph of a city, likely San Francisco, showing the Golden Gate Bridge and other bridges crossing a large body of water. The city lights are visible in the background, and the sky is a mix of orange and blue from the sunset or sunrise. The image is split into two main color zones: a dark blue/black area on the left and a bright orange area on the right.

**WE DON'T  
WANT TO  
ALARM YOU.**

**BUT WE WILL.**

Being a city or county emergency manager can be a thankless task. While you have a responsibility to keep civilians and public employees safe, communicating severe weather, potential wildfires, imminent flooding or any other public threat can present major challenges.

That's why it's essential for public emergency managers to be able to instantly Activate protective actions, Communicate with workers and civilians, and Mitigate the effects of any emergent scenario.

### **And that's why C-DAC is essential for Your Community.**

Crisis-Driven Alert & Control™ (C-DAC) is an area-wide emergency alert and notification system that coordinates multiple communication channels and initiates protective actions to mitigate the effects of a crisis.

C-DAC directs personal communication to targeted recipients, coordinates mass notification using any device, and provides adaptive intelligent controls to secure the environment. While a crisis may be random, your response shouldn't be.

Please read on to learn more about how C-DAC operates in a public emergency situation.





## EMERGENCY SCENARIO 1: THE CENTRALERT CORE SYSTEM SETUP

Regardless of your community's individual needs, all CentrAlert systems begin with a C-DAC Computer and a Guardian User Interface to operate it. The C-DAC then comes bundled with various software modules that can control any hardware, be it CentrAlert or third-party. For the purposes of this example, let's assume that you have a C-DAC with three of our most popular modules.

In the event of severe weather, wildfires or floods, the **Guardian User Interface** enables the operator to activate sirens using the **SOS Siren Controller**, use **C-DAC Messenger** to send messages to essential contacts via email and SMS, and utilize the **Emergency Audio Relay System (EARS)** to transmit essential instructions via emergency AM broadcast stations.

While this approach is no doubt effective, C-DAC has the power to make such an event both easier and safer by adding further Activation, Communication and Mitigation options.

### CentrAlert Core System Setup

- C-DAC Computer
- Guardian User Interface
- SOS Siren Controller
- C-DAC Messenger
- Emergency Audio Relay System (EARS)



# EMERGENCY SCENARIO 2: ADVANCED CENTRALERT ACTIVATION, MITIGATION AND COMMUNICATION OPTIONS

## Available Upgrades:

- Networked C-DAC
- Guardian User Interface
- Mobile Guardian
- C-DAC Aware
- Dam Breach Detect
- Lightning Detection

Our next emergency scenario is the same as the first. Severe weather, wildfires or floods threaten the safety of your residents and workers. While the core C-DAC system is perfectly capable of protecting your community, **what if there was even more that could be done?**

### **ACTIVATE.**

What if you had multiple C-DACs and **Guardian User Interfaces** connected via network, allowing several activation points (**Networked C-DAC**)? What if you had mobile access to your C-DAC, enabling you to activate a protective action from anywhere with a VPN connection (**Mobile Guardian**)?

### **MITIGATE.**

What if siren and communication commands could be activated automatically as soon as C-DAC

detected an imminent tornado (**C-DAC Aware**)? What if C-DAC could detect a dam breach and immediately notify workers and residents (**Dam Breach Detect**)? What if sensors could detect lightning and send out alerts warning workers to seek shelter (**Lightning Detection**)?

What if these solutions weren't a "what if?" Through C-DAC's various software modules and custom configurations, your emergency management system is only limited by your imagination.

### **COMMUNICATE.**

Activation and Mitigation are only two pieces of the puzzle. To truly take command of any emergency, you need a crisis communication app that will allow workers and civilians to **Know NOW!**



**EMERGENCY MANAGER**  
with the Know NOW! App

**PRIVATE ALERT**

**PUBLIC ALERT**

**FC**

**FIRE CREW**

**PW**

**PUBLIC WORKERS**

**SE**

**SECURITY**

**PUB**

**PUBLIC**



Fire Crew responds to the hazard and contains it.



Workers evacuate via the safest route.



Security cordons off the perimeter of the affected area.

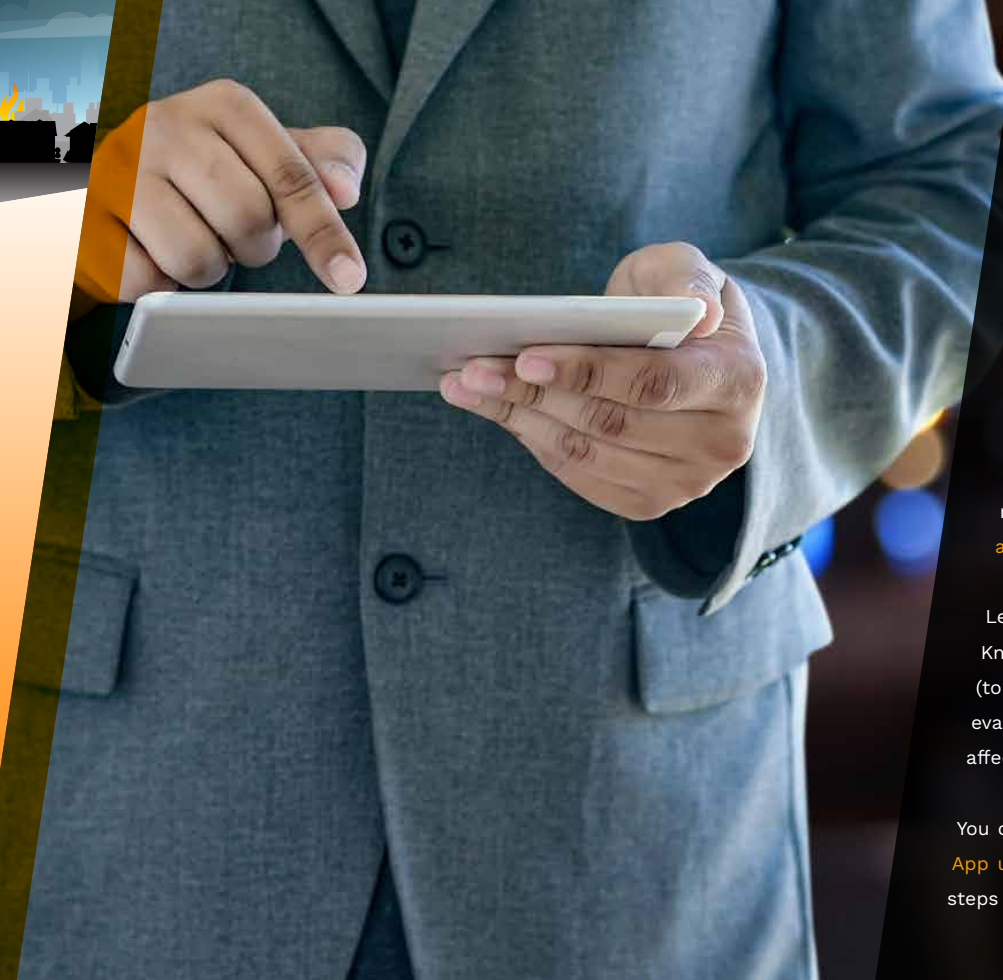


Public is informed of any essential community information.

**Hazard Contained**

**Workers Safe**

**Public Informed**



## Emergency Scenario 3: The Know NOW! App

In any crisis situation, emergency managers need to get the right message to the right people at the right time.

The Know NOW! App allows the operator to send Public Alerts (to any local App user) and Private Alerts (to operator-generated groups) so that clarity can be provided in any emergency scenario. These alerts appear as push notifications on the recipient's phone with the ability to add locations, photos, videos, audio, documents and web links to give context to the alert.

Let's use the same wildfire example as before. Using the Know NOW! App, you can send Private Alerts to the fire team (to contain the fire), to any nearby public workers (with an evacuation plan) and to local law enforcement (to cordon off the affected area).

You can then utilize Know NOW! to send a Public Alert to inform App users in the area about the event, along with the mitigation steps taken.





## CRISIS-DRIVEN ALERT & CONTROL AND THE KNOW NOW! APP

DON'T JUST MAKE  
IT SAFER. MAKE IT  
EASIER.

At CentrAlert, we're proud to have our products at the forefront of modern emergency management needs.

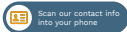
As our technology develops and requirements change, we will continue to offer innovative new solutions to protect the residents and employees of cities, counties and other municipalities, no matter how small.

That being said, we also realize that **training and support** are of paramount importance to anyone utilizing our systems. To this end, we also offer various **Technical**

**Support Plans** with 24/7 software support, **online training videos**, system maintenance checks and much more.

It might sound strange but our mission at CentrAlert is to **make your emergency scenario as uneventful as possible**. By availing of the new advancements with our C-DAC and Know NOW! App, you will gain the ability to offer calm responses to dramatic events.

For more information on any of our products or to schedule a demo, **please visit [centralert.com](https://centralert.com)**.



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