

HYPERALERT™



Critical Information. Now.

HyperAlert offers the best in comprehensive, fully integrated critical information systems.

With unparalleled ease of use, Clarion™ is the most reliable and powerful notification platform on the market. While other systems may begin and end with notification, HyperAlert's solutions go far beyond. Our patented technology was the first to integrate robust emergency response planning with notification. We offer a suite of flexible application modules, all seamlessly integrated with Clarion. HyperAlert is dedicated to continual development of new modules to allow our customers to take advantage of the communications revolution in ways unimaginable today. With HyperAlert, our customers are using secure, innovative solutions to usher in the next stage of communications and operational integration in the workforce, government, and local communities.

"The single most user-friendly and intuitively obvious system we've ever seen! A no-brainer first choice product!"

– Russ Pfeifle,
Technical Projects Mgr., I.T.

"HyperAlert is an exceptionally useful and powerful tool."

– Anna Hext,
I.T. Team Leader

Clarion™ Notification Engine

Clarion is the **easiest-to-use notification engine** on the market, and is the backbone of the HyperAlert Product Suite. Users can quickly and easily create messages, build contact groups, send messages to employees and/or customers over phone, pager, fax, PDA or email—and most importantly—instantly verify their responses.

Our **friendly, intuitive interface** lets new users quickly acquire the skills necessary to operate Clarion. A typical training session to introduce new users to the basics of the system takes less than two hours.

Clarion is a powerful technology that allows users to control the method by which information is delivered, to whom it is sent, and how many times a person should be contacted. If the recipients are required to report to a location, Clarion can request their Estimated Time of Arrival (ETA) and will display that information, in real-time, for the user to see. Clarion users can determine:

- the number of contact attempts on each phone,
- the amount of time to wait between contacts,
- how long to wait before leaving a voice message,
- whether to enable or disable voice recognition,
- whether to contact repeatedly, or cease once a PIN identification has been entered.

Status & Directory Components

Additionally, Clarion provides status displays which show the organization's locations, number of people at each location, current security level, and any recently executed notifications. It also includes a comprehensive online Directory containing Employee/Customer Profiles, Location Profiles, Emergency Services and Additional Resources.



▲ The Directory provides easy access to all contact information a response manager may need.

Message Recipient Controls

Clarion's password protected access for updating profiles allows message recipients to determine the most effective contact order of phone numbers for notification, including temporary contact numbers as necessary. Depending on organizational policy, employees can enter and update emergency contact information for their families that can be accessed by Human Resources during an emergency.

Group & Message Editors

To maximize efficiency, groups can be built ahead of time with as few or as many members as necessary. Examples include: managers of a particular business unit; all employees; customers in certain zip codes; residents of a particular street; or any other type of group. Messages can also be created in advance. When a user needs to quickly use Clarion, it's as simple as logging on, selecting a group, typing or selecting a message and clicking Notify.

Data Integration, Access & Security

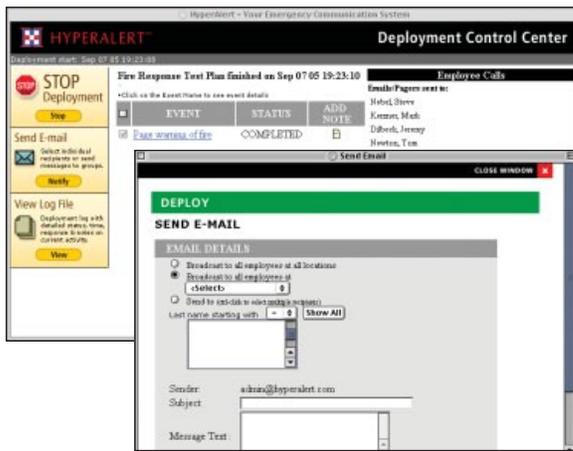
Clarion integrates easily with all major enterprise Human Resource systems (SAP, PeopleSoft, Oracle). Our intelligent data import automatically constructs an organizational chart. Based on this chart, our customers can allow each manager or supervisor to contact the people that work for him or her. The robust security and hierarchy controls also allow key individuals (such as emergency response managers or dispatchers) to be granted additional system capabilities to contact wider groups of people or the entire organization.

Daily Use – Familiarity, Synergy

Clarion's structure means that it can be used by the entire organization for all types of business applications. The ability to use the system on a daily basis for business operations creates familiarity with the system, offering critical support when managers and recipients must use the system during an emergency.

Flexible, Modular Approach

HyperAlert's modular approach allows our customers to decide which applications fit their specific organizational requirements. We conform to and address our customers' needs instead of requiring our customers to conform to us. HyperAlert also provides custom development as necessary to seamlessly integrate our product suite with customer business applications.



▲ The Deployment Control Center gives instant status updates and complete command over plan deployment. Shown above, a Fire Response Plan for a chemical refinery. Plan steps are listed on the left as each is executed with a constantly updating list of response verification and status on the right. While a plan is deploying, the HyperAlert system enables users to multi-task by sending additional emails, or even deploying additional plans.

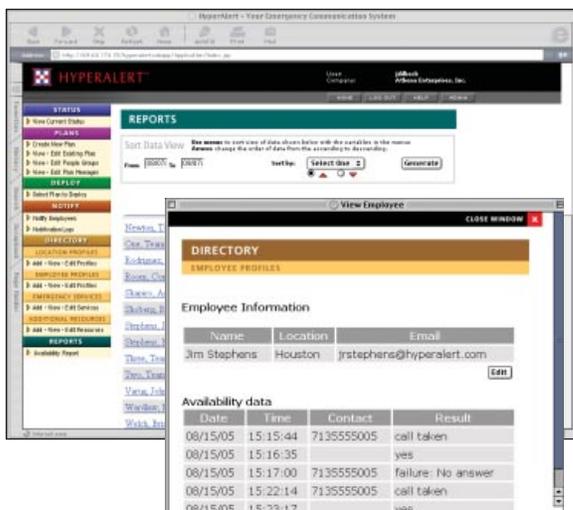
Plans™ Module

Emergency & Response Plans Integration

Our Plans module, in coordination with Clarion, revolutionizes the way emergency planners construct and use ERPs during emergencies. HyperAlert's Plans module allows planners to abstract each of the steps taken during an emergency and upload them to the HyperAlert system. Every step of a plan is identified. Those steps that require mass communication are handled automatically by the seamless module integration with the Clarion platform. The Plans module allows customers to build tactical response plans for each and every scenario the planner can envision.

A Comprehensive Business Tool

Beyond emergency management, the Plans module can be used to create and execute plans to streamline many types of business activities. Plans our customers have developed include: scheduling a conference call or meeting; coordinating organization-wide events; managing off-site vendors with progress notification; and security operation alerts.



▲ The Reports Module, available in all HyperAlert Product Suites, allows for detailed analysis of response patterns and plan deployment logs to help customers manage operational expectations and refine plan effectiveness.

Additional Modules

Telephony Management

Telephony Management allows clients to activate HyperAlert through telephone controls by calling an 800 number, securing access and choosing from a menu of options. Users can activate a plan, record and distribute their own voice messages, or activate Clarion.

Reports

Clarion includes detailed logs as part of our basic package. The Reports module goes one step further and allows customers to track an individual employee's or customer's responses over a period of time spanning multiple notifications. Clients can mine this data for many purposes, including scenario analysis and to manage operational expectations.

Ongoing Commitment to Innovative Business Solutions: Easy, Fast, Reliable

HyperAlert's unique, integrated approach to critical information management enables our customers both to expand their daily operational responsiveness and be prepared for the most difficult situations they may face.

- With systems that are both geographically and technically redundant, HyperAlert products offer an exceptionally high degree of reliability.
- Our infrastructure automatically scales to meet any level of response required from local to global applications. The Clarion notification platform can manage thousands of contacts in an extremely efficient timeframe and execute multiple plans simultaneously. We meet your needs during a crisis and every day with applications that help your organization run more efficiently—all with unparalleled ease of use.
- Our commitment to superior customer service and continued innovation provides you with the easiest, fastest, most reliable and accurate way to manage all your critical information. Now.

"This system adapts to your operational needs rather than forcing you to adapt to it."

– Susan Beatty,
I.T. Manager - Traffic Systems

"I thought your competitor's product was the best in the country until I saw yours perform. Your product is better."

– Sgt. Jorge Roman,
Chief of Training

System Options: Hosted or Licensed

HyperAlert is available both in a secure, web-based hosted environment (ASP), where we maintain all the infrastructure necessary to operate the system, and as a licensed product, where customers install and manage HyperAlert in their IT environments.

HYPERALERT PRODUCT SUITES

With a number of Product Suites available, HyperAlert has a solution that will fit your organization's needs perfectly.

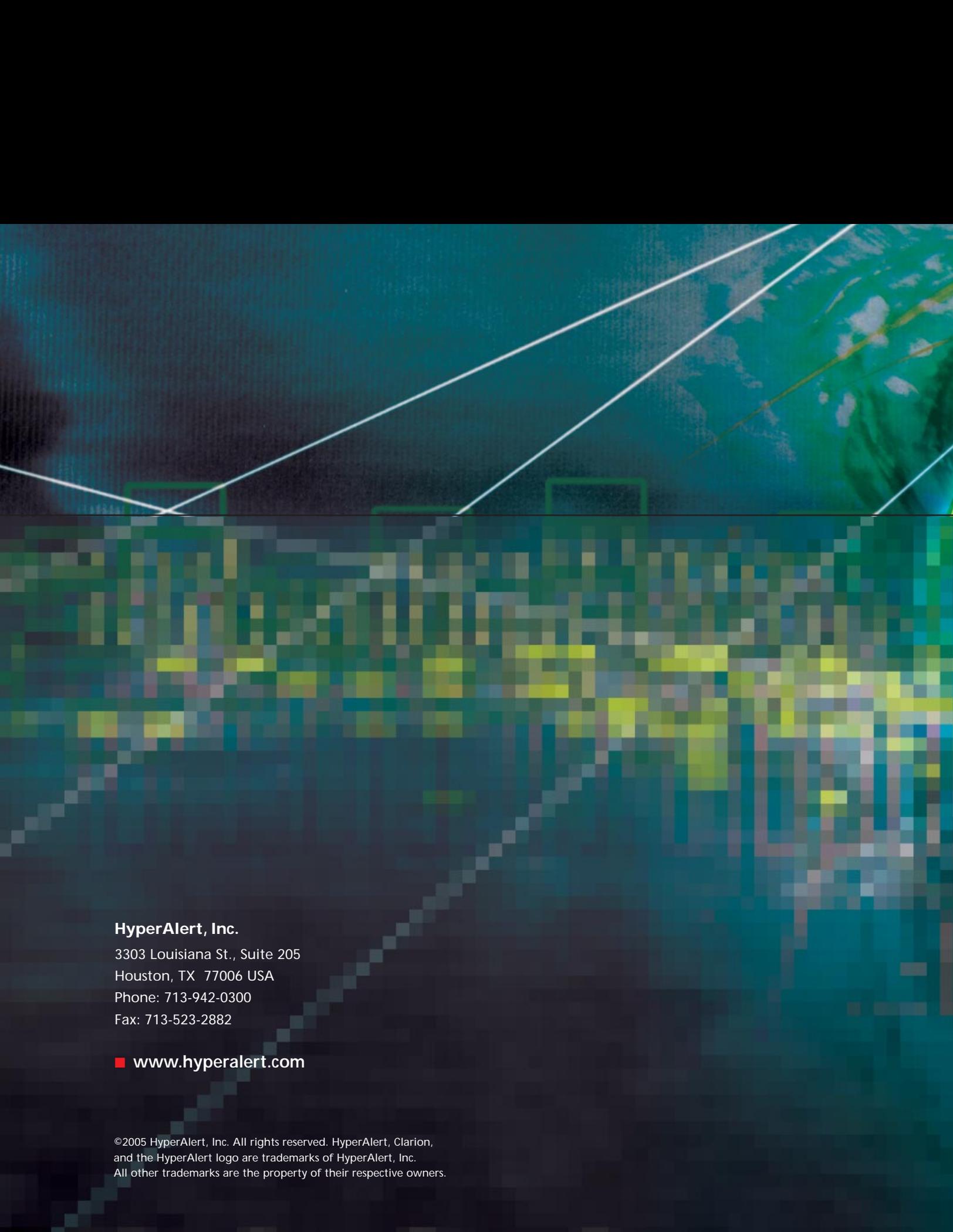
HYPERALERT COMMUNITY EDITION

HYPERALERT SMALL BUSINESS EDITION

HYPERALERT CORPORATE EDITION

HYPERALERT ENTERPRISE EDITION

HYPERALERT GOVERNMENT EDITION



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