Innovative Location Based **Alert & Sharing** Service delivering to/from multiple platforms

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Pin Point Alerts  
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Scalable Framework that publishes localized alerts

Based on the idea of “Single Capture : Multi Publish”

Integrates with almost any website, GIS or Alert App

Our algorithm is VERY quick and VERY adaptable

Available as a community or private/team application

Proof of Concept for Major Emergency (Samoa)
“Come out and play!”

Sanjana Hattotuwa

“Be engaged rather than be critical and on the outside”

ICCM, 2011
Instant Delivery to multiple channels

MapAlerter.com
MapAlerter can be used on a global scale

“The same theory applies to Cyclone Alerts as it does to County Council alerts!”

Me, in a moment of wisdom, 2011
Advantages for Global Scenarios

- Timely Distribution of Alerts
- Multi-Platform Delivery
- Self-Managing System
- Multi-Lingual Alert Content
- Robust Server Technology
- Ready for Samoan Exercise
Our aim is to make it easy to share and distribute crisis/crowd information

“Technology is nothing if there is no understanding”

Anahi Ayala, ICCM 2011
You have successfully logged in

**SMS SERVICE ALERTS FOR IRELAND**

As a local authority member you can send alerts to local citizens who are registered on our service.

You can send the following Alerts from the menu on the left:

- Water Service Alerts
- Road Accident Alerts
- Road Works Alerts
- Road Gritting Alerts
- Flood Alerts
- Severe Weather Alerts
- Planning Alerts
- Custom Alerts

If you want to add a new alert to your profile then please Contact Us now and we will build it into the system.

**Additional Account Security:**

We have implemented an additional layer of security, where only registered PCs can send alerts from your account. If you want to limit the amount of computers that can send alerts from your local authority then Contact Us and we will set this up. This works by restricting access to certain IP addresses that access your MapAlerter.com account.
Simple Form... Fill out SMS, Email and Title Info.

Send a Flood Alert
Send a Flood Alert from account ID: waterfordcityco

Use the search button on the Google Map to identify the Flood location. Click around the map to highlight the Alert Zone in red. This alert will be sent to everyone within the drawn area, and the buffer specified below.

Use an Alert Title (eg, Location Summary): (50 Characters Max.)
Provide the location name(s) for this alert and it will be included in our Tweets and Alert Map title listings. Otherwise a generic title will be applied instead, such as “Flood Alert 21/11/2011”.

Geneva

SMS Message (140 Characters)
There is a flood alert in effect at the U, Building E, Geneva. Please evacuate
Valid SMS Content (less than 140 characters)

SMS Message As Gaeilge (140 Characters, Optional)
If a MapAlerter user has selected SMS Alerts “As Gaeilge” then then will receive these if available.
Ta folaireamh tuile in eifeacht ar feadh reimse seo ar Geneva! Neamhaidh do thoil, is e seo :

Enter your Email Alert here:
Feel free to copy and paste from a Web Page, Twitter or a Word Document!

This is the email area - enter the flood alert info here!
Digitize the “Alert Zone”
Upload an MP3 as the Phone Call Content. This sound file will be played to all recipients!

Send to registered citizens within the following buffer from the Flood area: 0.25km

Include Voice Alerts: Yes

* Please note that if you choose Yes for Voice Alerts then registered members will receive an automated phone call about this Flood Alert.
You can upload an MP3 with the voice content. If you do not upload an MP3 file then a generic alert message will be played describing the nature of the alert (e.g. “This is a flood alert…”).
Please do not use Voice Alerts unless it is necessary. This feature is intended for emergency situations only.

MP3 File Upload

[File Path: /Users/brendan/Desktop/sample.mp3]
All Alerts are instantly published on the website:
http://www.mapalerter.com/mapalerter-ireland-alert-map.html
Drill in further to look at each Alert Zone.

Water Service Alert, Water Interruption Notice Kilmuckridge 18/11/11
18/11/2011

Submitted In Council Alerts: 3 days ago

Due to a burst water main, water will be off in Kilmuckridge until 2.00 p.m. approx.

Wexford County Council apologises for any inconvenience caused.
The same information is auto-published to:
http://www.mapalerter.com/ushahidi
Water Service Alert, Water Interruption Notice Gorey 18/11/11
18/11/2011

Due to maintenance works on the Ardmore pumping station, water will be off in the Ardmore Estate Carnew Road until 2.00 p.m. approx.

Wexford County Council apologises for any inconvenience caused.
It only takes a couple of moments to publish a MapAlert.

The same alert can be published to almost any web platform.

This new way of sharing is ideal for crisis mapping and Major Emergency Management.
Our offer for the Samoan Exercise

www.SamoAlert.com

This is our way to communicate effectively using spatial data with SMS, Email, Phone Calls and other methods
This is an **additional** opportunity!

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