



# EVENT ALERT™

**when minutes matter**

## **Rapid communication provides Situation Awareness**

*School staff and police can share critical information in real-time.*

Educators and students are usually on their own during the first critical minutes of a school threat. Experts at the Department of Education, FBI and Secret Service now agree that Situational Response is key to survival in an active shooter incident. Situational Response improves when administrators and educators share real-time information as a threat is unfolding. Being able to share details on what is happening can have a big impact on the outcome of a school threat.



ELERTS offers a solution — a smartphone app that lets educators and staff quickly share information about evolving threats with each other and with local police. With real-time chat, photos and GPS mapping, the quality and speed of information exchange is greatly enhanced. Even when locked down in a classroom, a teacher can receive updates on the situation by using the ELERTS Event Alert app.

School violence is often sudden, and incidents are frequently over before police arrive. While urban shootings may dominate the news, school shootings happen in small towns, too, where response time can be even longer.

The EVENT ALERT app from ELERTS connects school personnel to police without dispatch desk delays or 911 screenings. The ELERTS solution turns a smartphone into a tactical tool.

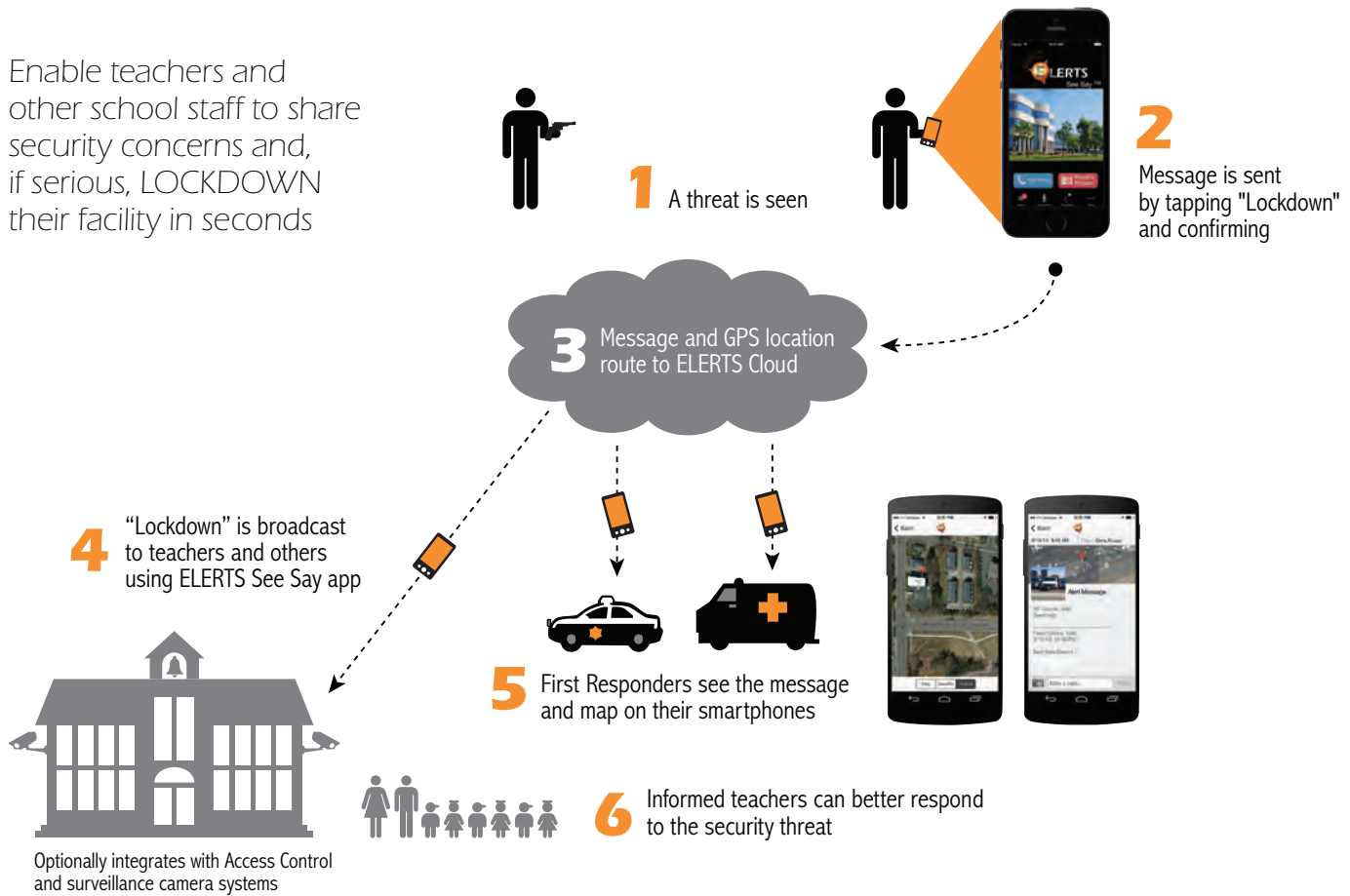
## Benefits and Features

EVENT ALERT by ELERTS is a cloud-based system driven by a smartphone app that integrates real-time chat, photo sharing and GPS mapping.

- Designed for K-12 schools and colleges
- Enhances situation awareness with photos, GPS maps and text chats
- Connects staff directly to local police
- Discreetly broadcasts advisories to school staff
- “Lockdown”, “Evacuate” and “Shelter in Place” buttons
- Can be coupled with access control and surveillance cameras
- Test Mode for practice drills
- PDF report generation for practice drills and incidents



Enable teachers and other school staff to share security concerns and, if serious, LOCKDOWN their facility in seconds



## How it works:

Using EVENT ALERT is easy. App users share what they see and hear. Authorized personnel can initiate a lock down or evacuation for a facility with the touch of a finger.

- Open the EVENT ALERT smartphone app
- Tap "Lockdown" button at the sign of a threat
- Message and GPS location sent to ELERTS Cloud
- Lockdown notification with photo, map and details is broadcast to teachers, police and authorized personnel phones and computers

## Find out more today.

Call 877-256-1971 or email [sales@elerts.com](mailto:sales@elerts.com).  
Request information: [elerts.com/contact/](http://elerts.com/contact/)

## Benefits of threat reporting and geo-location:

- Saves valuable time in pinpointing a threat
- Photos provide physical context
- Can help plan an escape route
- Chat informs all during a changing situation
- Direct communication to First Responders accelerates response





## ELERTS EVENT ALERT key points

Fixed position alarms and panic buttons require being near them, physically. EVENT ALERT is mobile, and people generally have their phones with them wherever they go.

### EVENT ALERT:

- Is cloud-based — requires no hardware
- Uses latest smartphone technology
- Replaces easy-to-miss emails with real-time interactive chat with others in the facility
- Offers a GPS map that adds context to reports
- Remains an open conduit throughout incident

During a lockdown, it is difficult to communicate with teachers isolated in darkened classrooms. EVENT ALERT by ELERTS changes that.

For schools that have invested in security equipment such as surveillance cameras, access control or PA/mass notification systems, EVENT ALERT by ELERTS can offer even more.

*“The Dennis-Yarmouth Regional School District has been on the forefront of emergency preparedness training for many years. We have presented numerous workshops on emergency procedure program development and implementation for other school districts and communities. When we saw ELERTS at a conference last year, we knew EVENT ALERT would make a tremendous difference in empowering our staff, protecting our students, and assisting First Responders. It seems only logical that if the technology exists, to use it. I’m proud that D-Y will be a model for other schools across the country.”*

—Nicholas R. Pasquarosa, Jr., School Resource Officer, Dennis-Yarmouth Regional High School, Massachusetts

