FROST & SULLIVAN

Homeland Security Alert.

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A key component of robust critical infrastructure protection is alerting all needed personnel in response to a crisis using communication networks, and then keeping them appraised of new information as events unfold to minimize the impact on personnel and property. AtHoc Inc., of San Mateo, California, is a leading provider of enterprise-class network-centric, interactive crisis communication systems. In late June 2013, the US Department of Homeland Security (DHS) awarded AtHoc the Support Anti-terrorism by Fostering Effective Technology (SAFETY) Act Designation for its Interactive Warning System, known as AtHoc IWSAlerts™. The SAFETY Designation recognizes IWSAlerts as a Qualified Anti-Terrorism Technology (QATT), thus making AtHoc the first supplier of emergency mass notification (EMNS) technology to receive the SAFETY Act Designation.

The US Congress enacted the SAFETY Act in 2002 as part of the Homeland Security Act of 2002 (Title VIII, Subtitle G) to provide several levels of liability protection for suppliers of anti-terrorism technologies. This Act protects manufacturers or sellers of anti-terrorism technologies and provides incentives to ensure that the threat of liability does not deter them from developing, commercializing, and deploying technologies that could potentially save lives. As a result, no action can be taken against the user of a

SAFETY Act designated technology, thus, the SAFETY designation protects AtHoc and its customers against property or personal injury claims following an act of terror. The AtHoc technology suite is currently deployed by the DHS for its own internal use across three of its major agencies, including the US Coast Guard, Transportation Security Administration (TSA), and Customs and Border Protection. AtHoc designed its IWSAlerts solution to provide emergency mass notification across an entire distributed enterprise by automating end-to-end crisis communication for homeland security, public safety, and personnel protection purposes. The California company designed its solutions to leverage an organization's existing IP (Internet protocol) network, literally transforming it into a bi-directional notification system that can be easily managed and activated through a centralized Web-based console. The IWSAlerts system empowers emergency managers to swiftly and reliably disseminate alerts and emergency instruction to as many as hundreds of thousands of people within minutes, anywhere in the world through multiple, redundant technologies and devices.

"We've been a trusted partner to the Department of Defense for nearly a decade," stated Dubhe Beinhorn, vice president, government and homeland security at AtHoc. "In August 2010, after extensive review of the events surrounding the tragic shooting of US military personnel at Fort Hood the DoD [Department of Defense] issued a series of directives regarding emergency notification. One mandate, issued by the Secretary of Defense, was that all Services must implement a mass notification system by January 2014 that is capable of reliably reaching all impacted personnel within 10 minutes of an incident. That directive has further strengthened our partnership across the DoD, and

we have continued to evolve our platform to precisely meet their requirements, and to help all DoD units achieve compliance with this mandate."

Personnel Accountability, the ability to communicate bi-directionally while tracking and reporting the GPS (global positioning system) location and status of each impacted individual, has escalated to a critical requirement in Homeland Security circles over the last year, according to Beinhorn. With that in mind, AtHoc spent the last 12 months enhancing its platform with robust capabilities to account for all impacted personnel in an enterprise, alerting, tracking and reporting on as many as hundreds of thousands across multiple distributed locations in any emergency. The resulting new module enables real-time visibility into personnel location and status for effective crisis handling and response. An operations center or the organizational leadership uses the AtHoc Personnel Status Tracking and Accountability capability to request status from select groups or the entire unit. Emergency management is provided an accurate summary view or detailed delivery report of each alert recipient across the enterprise.

AtHoc’s IWS platform was built from the ground around a private, enterprise-class cloud architecture that can support a multitude of disparate bases, posts, or units, with monitoring and management from a central unified console. During the implementation process, the system can be preconfigured for a broad array of potential emergency scenarios along with associated notification and alerting actions. A tornado warning and a chemical spill, for example, could be configured

in advance so that responding to actual incidents is highly efficient when seconds count.

The system's real-time, two-way communication enables emergency manager to request alert responses and status for accountability reports. All responses are captured and the resulting analysis yields actionable information for early crisis control and resolution.
The system can rapidly alert personnel across multiple integrated channels and redundant devices. These include networked mobile/smartphones, computers, IP phones, landlines, SMS/text, e-mail, social networks, and more. In addition, the IWSAlerts platform provides Common Alerting Protocol (CAP)-based integration for non-IP technologies, for example, fire panels and alarms, public address (PA) systems, sirens, digital display boards, cable television, and two-way radios; as well as compliance with FEMA's Integrated Public Alert Warning System (IPAWS).

The AtHoc solution meets all government and commercial emergency management, disaster recovery, and continuity planning requirements. This includes including fire and building safety regulations, such as NFPA 72 2010/2013 and DoD UFC 04-021-01.

AtHoc is the pioneer and recognized leader in providing network-centric interactive crisis communication systems to military, homeland security, government, healthcare, industrial, and commercial organizations. AtHoc’s products are used for physical security, force protection, personnel accountability, recall, and regulatory compliance. Millions of end-users worldwide, in organizations such as the US Air Force, US Army, US Navy, US Marine Corps, US Coast Guard, US

Department of Veterans Affairs, Transportation Security Administration, and US Customs and Border Protection rely on AtHoc's unified notification systems for their emergency alerting and critical communication needs.

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