



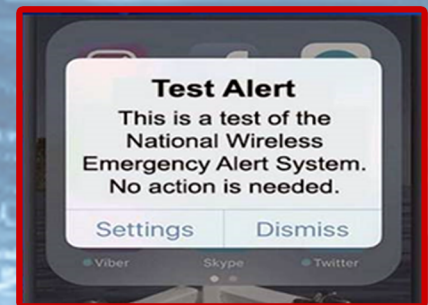
## Overview:

Desktop Alert, Inc is an approved vendor provider of FEMA IPAWS Alerting software. IPAWS (Integrated Public Alert & Warning System) utilizes federal and state built in infrastructure such as cable TV providers and Phone Carrier Providers to disseminate the alerts. Many have seen these alerts on their TV screen or Phone usually a monthly test. In order to send alerts to public citizens to a designated geographical area by IPAWS software, testing is a critical part of the process. Please visit us online at <https://desktopalert.net> to schedule a demo today!

## Emergency Alert System (EAS)



- These messages are exclusively for television and radio broadcast transmission.
- They can be delivered in two languages simultaneously.
- For both radio and TV, the message for broadcast is limited to 1600 characters.
- One supplementary audio clip may be attached to each message.
- For TV, as the audio announcement plays, the written message will also crawl across the screen, typically twice.
- Only use Federal Information Processing Standards (FIPS) codes. EAS does not recognize polygons.
- FIPS codes and Event codes are monitored by your LP1 broadcasters.
- Your launch to IPAWS is not complete until you go back to your broadcasters and verify they're monitoring for your FIPS codes and Event codes. Do NOT assume the LP1 will automatically do so.
- During live IPAWS testing, use Required Weekly Test (RWT), Required Monthly Test (RMT) or Practice/Demo (DMO). All other programmed codes will be broadcast; therefore, accidental transmission may result if you use a code other than RWT, DMO or RMT during a test.

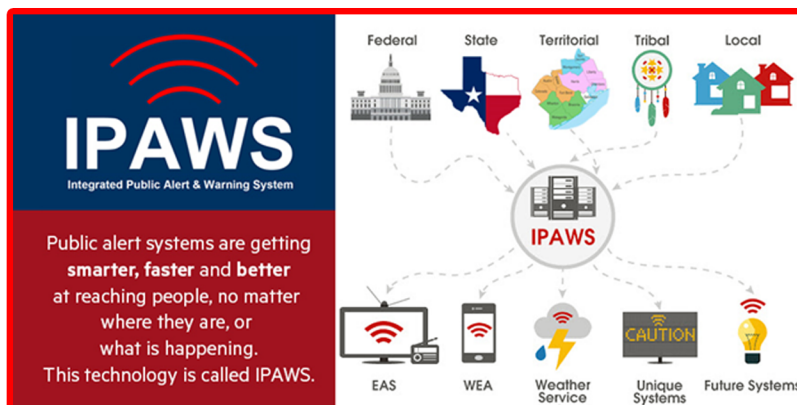


## Wireless Emergency Alert (WEA)

- These messages are sent to cell phones via push broadcast through cellular service towers. Push broadcasts will still be delivered even when regular text messages and phone calls over wireless devices are jammed.
- Messages can go out in Spanish or English simultaneously, with a mandatory minimum of 90 characters in English and up to four blocks of 90 and 360 characters total.
- Supplementary audio clips cannot be attached; WEA only recognizes a typed message.
- The 90-character minimum is a requirement because all cell phones can receive this message length. While some cell phones can receive the full 360 characters, this is dependent on:
  - The cellular provider
  - Individual acceptance of software updates to the phone
- Best practice is to put out all the information available in those four blocks of 90 and 360 in order to provide as much detail to as many people as possible.
- Delivery is based on the recipient's geographic location (proximity to a cell tower). The cellular providers determine when and where notifications are received, so make sure to contact those providers to determine range distribution and geographic overlap parameters. Each provider has different policies for WEA.
- Use FIPS or Polygon. If no Polygon is provided, FIPS is the default.
- Polygons and Geographic Information System (GIS) overlays are restricted to 100 nodes.
- For live IPAWS testing, use Demonstration Message (DMO) handling code only.
- "Cancel" will stop an active push broadcast.
- "Update" will cancel an active alert and send a new one.

## Wireless Emergency Alert (WEA)

- These messages run on radio frequencies outside the normal AM or FM broadcast bands.
- Agencies cannot attach supplementary audio clips.
- Messages go out in English only, with Spanish available at the direction of your Weather Field Office (WFO).
- You can identify a Requesting Agency for NWEM.
- Your WFO will review and edit each message to conform to the NOAA text-to-speech standards. Therefore, these alerts will be delayed until that process is completed by human interaction.
- Updates are not handled as emergencies, so best practice is to send a new alert.
- Use FIPS codes only. NWEM does not integrate with maps at this time.
- For testing codes, check with your local WFO.



Public alert systems are getting **smarter, faster and better** at reaching people, no matter where they are, or what is happening. This technology is called IPAWS.