

City Watch

CITY WATCH

CityWatch gives cities and counties the ability to deliver mass notifications to literally thousands of destinations within minutes. GIS mapping software allows notifications to be targeted.

CityWatch enables your departments to quickly, accurately, and automatically send emergency, informational messages and customer survey messages to literally thousands of contacts, via phone, text messaging, fax, pager, or email.

We are confident that our service will be a great resource for the City of Las Cruces in assisting with efficient mass communications to the public or an internal staff. CityWatch tools provide over 400 municipalities, counties, and entire states the ability to efficiently communicate road closings, public hearings, project timelines, utility outages, weather alerts, and constituent feedback, fill staff resources, public and internal surveys and more.

Las Cruces and City Watch share a philosophy that effective communication helps government leaders be more successful.

About CityWatch



CityWatch On-Site and Hosted Notification

CityWatch allows you to reach thousand of individuals in minutes!

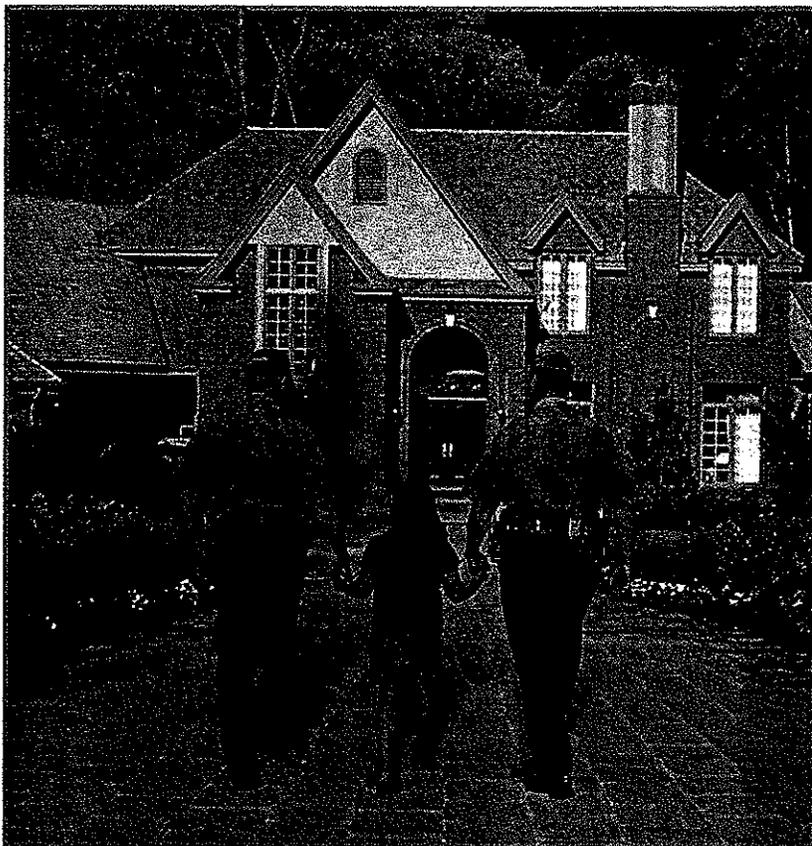
CityWatch, the most widely-used Alert Notification System, is designed to provide an integrated and cost-effective alert notifications for numerous markets. Thousands of organizations and municipalities across the nation are implementing notification systems to address communication needs, to respond to Homeland Security requirements and to deliver important time-sensitive information.

"Using CityWatch...we contacted over 30,000 residents..."

Frisco, Texas

"CityWatch gives us some flexibility that we wouldn't have otherwise."

Campbell County Emergency Management, Gillette Wyoming



"We called on CityWatch Technical Support Staff at three o'clock in the morning... They bent over backwards to help us in our time of need. CityWatch is the only possible way that we can inform our Community quickly with alert information...CityWatch provides instant information flow, creating a safe business climate and community."

Halifax Nova Scotia

Industries Using CityWatch

- Police
- Sheriffs
- 911/Dispatch Centers
- Emergency Management
- Health Agencies
- Utility Companies
- Nuclear Facilities
- Public Works
- Schools
- Military
- and MORE...

CityWatch Applications

- Bio-Terrorism Alerts
- Weather Warnings
- HAZMAT Alerts
- Lost Children Alerts
- Inbound Message Center
- Senior Citizen Health Checks
- Sexual Offender Alerts
- Business Crime Alerts
- Media Press Releases
- Community Alerts
- Meeting Notifications
- Neighborhood Watch Groups
- Team Recruitment
- Flood Alerts
- Evacuations
- Personnel Call-ups
- and MORE...

CityWatch is a Powerful Emergency Notification System...

Emergency Notifications is the heart of the *CityWatch* platform. This powerful feature empowers users to send emergency or informational messages to telephone (land line and cellular), pagers, e-mail, PDA's and Blackberry's, wireless SMS messages, optional fax, and more simultaneously. An outbound notification can be initiated within minutes of an event occurrence. Customizable solutions allow you to design a system or service with the appropriate number of ports (phone lines) to quickly and effectively distribute notifications for your specific community needs.

- Notification messages can be pre-configured or created "on-the-fly" by recording and/or typing the notification information.
- Literally thousands of call lists can be created with unlimited contacts per list.
- Notify multiple lists with one notification
- Comprehensive reports automatically delivered to user via e-mail or view from any web browser

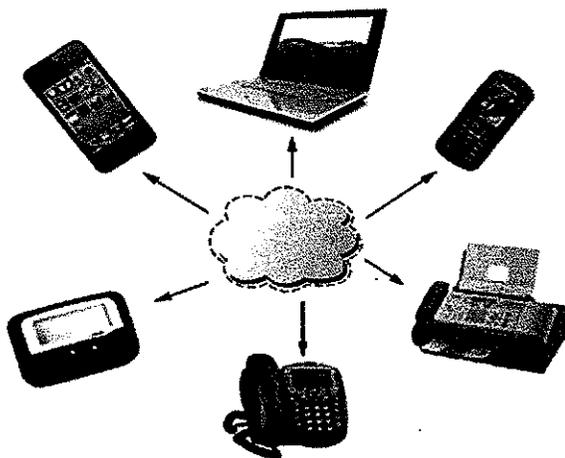


CityWatch features dozens of configurable options, allowing you to create the exact type of notification desired for the targeted audience.

- Message delivery confirmation
- Team building/staffing recruitment
- Secure notifications (requires password before message delivery)
- Scheduled notifications
- Priority override over non-emergency notification
- Adjustable messages
- Call escalation (multiple numbers per contact)
- Automatic call retry on busy/no-answer
- Answering machine/voicemail detection
- Initiate from phone, network or web
- Easily integrates with 3rd party software

Emergency Notification

The Right Information
To the Right Audience
At the Right Time



Phone | SMS | Email | Fax | Pager

CityWatch is a full-featured, **outbound** and **inbound** notification system Hosted Service that enables you to quickly, accurately, and automatically send emergency and informational messages to literally thousands of contacts via phone, cell phone, text messaging, fac, page and e-mail.

Fast and Accurate Notification in an Emergency can mean the Difference between Safety and Catastrophe...

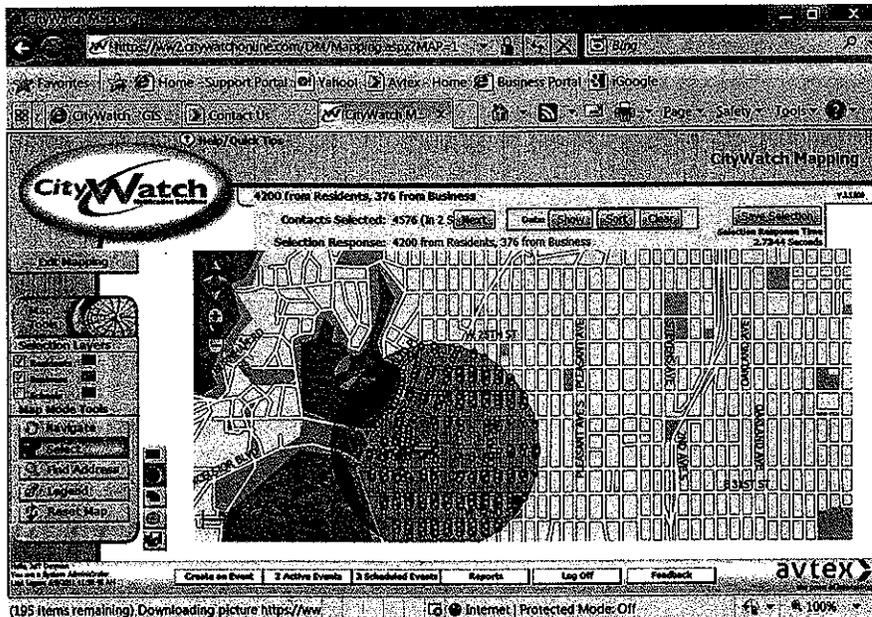
CityWatch
Notification Solutions

(866) 351-4285
www.citywatch.com

Mapping

CityWatch offers flexibility to meet your needs...

CityWatch allows city, county and government organizations to communicate critical events in a timely and managed fashion. It is the industry's leading solution to help organizations streamline and manage critical communication activities and information flow. With CityWatch, you can easily create and send personalized notifications to thousands when time is critical. CityWatch is the proven answer



CityWatch GIS Mapping feature enables you to dynamically define any geographic area to be notified and then send an outbound message to residents, staff, EMS or businesses within your defined area.

- Save payroll costs for personnel time in making phone calls
- Save money on postage, printing and direct mailings
- Enhances and/or replaces existing methods of communication, such as sirens, signs and media
- ESRI-compatible GIS software
- Map bus routes for bus delay notifications



CityWatch Hosted Web Package allows users to access to their CityWatch system's functionality from any web browser. The many benefits to network administrators are:

- Users can access, activate and manage the system remotely from any web browser
- Secure authentication prevents invalid user from access
- Share CityWatch with all departments within a city, county, state or internationally

CityWatch Notification and Data Management

- Initiate a notification to an existing list
- Initiate a notification to a GIS Mapping area
- Create a customized ("ad-hoc") list from an existing notification list or from a user's personalized list Contact directory
- Monitor an active notification's progress, including confirmations received, calls remaining, etc.
- Cancel a notification in progress

CityWatch Data Management

- Obtain and/or email reports from a previous notification
- Manage personalized contact directory
- Upload a contact list from an internal database

Notification Solutions for Critical Events...

The Right Information...

To The Right Audience...

At The Right Time!

CityWatch Surveys

Survey residence, businesses and staff using their telephone keypad. Easily conduct outbound or inbound surveys PLUS receive detailed reports on the results captured.

- Provides a powerful tool to capture important information quickly and accurately without the high costs associated with typical surveys
- Create hundreds of surveys
- Generate comprehensive survey response reports for your analysis

CityWatch Inbound Messaging

CityWatch Inbound Messaging enables you to set-up inbound messaging services for staff, parents, businesses and others to call into the system and obtain information automatically.

- Customize your Message Center to give out information such as crisis updates, meeting schedules, crime tip hotlines, community event calendars and more...
- Create literally hundreds of informational categories and call tree levels
- Take "voice messages" from callers and even immediately transfer calls to live personal assistance

CityNet & Capacity On-Demand

Increase the outbound call capacity of your on-site CityWatch system without adding additional phone lines or hardware. These features allow you to dynamically seize and utilize CityWatch lines (ports) from a neighboring or partnering CityWatch user (CityNet) or the Avtex Service Bureau (Capacity of Demand) when needed.

- Reach hundreds or thousands of additional contacts per hour versus using only your own lines
- Receive one report with the combined call-out information from all systems

"We utilize CityWatch for special notifications such as for honor students, banquets, any necessary emergency announcements to parents, letting them know if there is a bomb threat, any emergency so parents know what is going on with their children."

Belcourt, North Dakota

Clarkstown NY Police credits CityWatch for the quick capture of a man who was arrested for allegedly killing a woman"

Clarkstown, New York



CityWatch Conference Calling

Enable several individuals, from remote locations, to talk simultaneously on a telephone conversation.

- Initiate either inbound or outbound calls
- Acts as your own conference bridge
- Create a conference just like a broadcast using pre-defined lists
- Security code controlled access to a conference
- Activate remotely from any phone
- Each call is automatically connected into the conference call
- Run several conference calls simultaneously

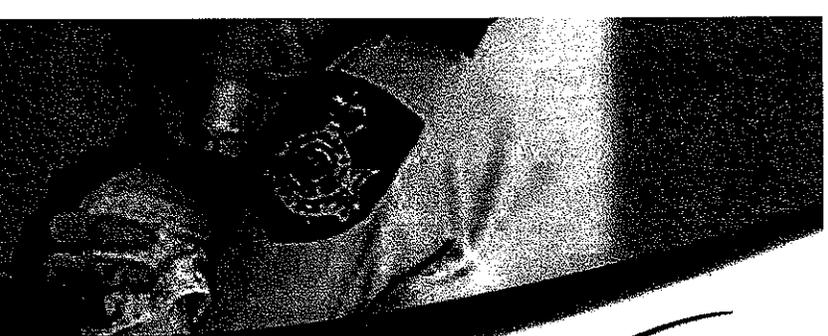
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When Every Second Counts... React Quickly with CityWatch!

Send important time critical information quickly and easily!

CityWatch Notification System Helps Capture Murder Suspect Clarkstown, New York

Police in Clarkstown, New York credits CityWatch for the quick capture of a man who was arrested for allegedly killing a woman.

Police conducted a quick map grid of the area where the crime was committed. Using CityWatch technology, within minutes approximately 1,000 homes and businesses were notified and were given the direction of the man leaving the murder scene. A resident saw an individual who matched the description and notified police.

Thanks to the tip from this resident, Police apprehended the suspect a mile from the murder scene. A second notification was sent indicating that the suspect was apprehended. A local resident stated that she feels more confident because of the calls Police made, especially the call that stated the suspect was apprehended.

CityWatch Notifies 30,000 Residences on Water Line Break Frisco, Texas

In just three hours, CityWatch notification system alerted 30,000 residences around Frisco, Texas of a main water line break.

Authorities realized that their existing on-site ports would not be sufficient to make the volume of calls they needed in a reasonable period of time, so they called upon CityWatch to help. The Support Representatives at CityWatch moved Frisco's residential telephone data to CityWatch hosted Service Bureau system and initiated the notification. Using CityWatch bank of nearly 200 outbound ports, the notification to about 30,000 residents took about three hours.

Frisco County has purchased the Capacity on Demand service for future high capacity situations.

"We have the ability to use CityWatch on a city, a street, or we can map on a computer to call a specific geographic area."

Solano County, California

In a two week period, Davis County used CityWatch on two separate occasions

Salt Lake City, Utah

According to Sergeant Brian Law, Emergency Mgmt. Coordinator for Davis County Sheriff Department, a tractor-trailer rig, hauling a full load of Butane crashed and began leaking the hazardous chemical.

Using CityWatch, Sergeant Brian Law stated, "Over 1,000 initial calls were made in just over one hour. It was a tremendous help to the deputies and police officers who were evacuating the area."

Approximately two weeks later, a mud slide covered a major roadway in South Weber City. Again South Weber City officials used CityWatch to send a message to all residents of the city alerting that the road was closed for an extended period of time. Sergeant Law stated, "This was a great help to the city in being able to manage traffic on the main roadway and helped citizens plan their travel."

Technology Used to Return Lost Boy

Salt Lake City, Utah

A Weber County community came together to make sure a lost little boy found his family.

Weber County Sheriff's office decided to use their innovative CityWatch technology to send almost 1,200 phone messages within one hour. People started showing up to help find this little boy. As it turned out, the grandmother, who was watching the boy fell asleep.

Lt. Terry Thompson, Weber County Sheriff's Office stated, "When she woke up at 9:00, she found out he was missing and called us. We were glad to take him back to her. He was in good shape, good health, and good spirits." Within three hours the family was reunited. It turned out the boy was only six homes away from where he started.



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Success Stories

(cont.)

Reasons why CityWatch is the Leading Notification Solutions Provider...

CityWatch Notification System is Instrumental to Halifax Halifax, Nova Scotia

Over the past 8 years, Halifax, Nova Scotia has proven how powerful and effective their CityWatch Notification System has become. Since implementing CityWatch in 1999, Halifax has assisted the airlines during 9/11 terrorist attacks; alerted businesses to incidents, evacuated 1500 businesses in harms way of a chlorine leak, and much, much more.

"My motto is 'A well informed community is a safer community,' states Gary Martin, Manager of Community Response for the Halifax Regional Municipality. "CityWatch provides an instant information flow, creating a safer business climate and community." After the 9/11 terrorist attacks on New York and Washington, US air space was shut down and more than 40 international flights, carrying over 9,000 passengers were diverted to Halifax. Halifax Emergency Operations worked with the Red Cross to gather and categorize passenger names by each plane. The completed database was used to keep track of where all the passengers were staying such as emergency shelters, schools, hotels, and homes of the citizens of Halifax. Using CityWatch, stranded passengers were automatically notified when their flight was leaving after the air space opened up.

The databases came in various formats from several airlines and were difficult to download, Martin explains. "We called on CityWatch Technical Support Staff at three o'clock in the morning and they quickly converted the databases... They bent over backwards to help us in our time of need."

CityWatch enables Halifax to quickly notify businesses to report criminal activity, theft activity, credit card fraud and other incidents. In addition, "this program encourages people that normally don't get involved to get involved," explained Martin. "Both the Business Watch and Neighborhood Watch programs work the same way."

CityWatch is used at Burnside Industrial Park, consisting of over 1500 businesses, and is the largest industrial park east of Montreal. During a recent chlorine leak, the fire department sent a broadcast to evacuate the area. Within a very short time, all 1500 businesses were evacuated. "The fire department couldn't believe CityWatch could work so quickly...it was a huge success," stated Martin.

The first test of CityWatch happened within days of installation. Police were investigating thefts occurring in a business district that had been going on for five months.

Martin continued, "Within twenty minutes after sending a CityWatch alert describing the individual, the police arrested him."

During an investigation, a police officer on duty had a heart attack and died around 2:00PM. CityWatch was used to notify hundreds of police officers and their families of what happened. "A careful, heart warming message was sent explaining that this police officer died and that our prayers were with his loved ones." Martin continued, "Before the six o'clock news, all police families were notified...it saved a lot of grief and anguish."

CityWatch is effective for business alerts, emergencies, weather warnings, lost children, and Amber alerts. "CityWatch is the only possible way that we can inform our Community quickly with alert information" stated Martin.



Notification Technology Used at Schools Belcourt, North Dakota

Paula Keplin, Data Coordinator of Belcourt ND Turtle Mountain Community Schools, notes "CityWatch provides backup for remote capability should winter storms require cancellations. Blizzard conditions, no travel, can shut down our local media, radio stations, etc.

"We will utilize CityWatch for special notifications such as for honor students, banquets, any necessary emergency announcements to parents, letting them know if there is a bomb threat, any emergency, so parents know what's going on with their children."

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