

Quarterly **Connection** *Newsletter*

Included in this issue:

- ▼ **Omnilert Engage**
The Industry's First Solution
for Mass Engagement
- ▼ **Going for the Gold**
Gold Medalist in the
2021 Emergency Mass
Notification Software
Reviews



HIGHLIGHTS

2021 is already shaping up to be an exciting year! We kicked off January with a gold medal from Software Reviews for outranking competitors in product capabilities and customer support. The award was closely followed by the launch of Omnilert Engage, the industry's first solution for mass engagement. Engage and Gun Detect continue to receive a lot of attention from customers, prospects, analysts, and the media. **[Read on to learn more...](#)**



**Going for
the**

gold



Omnilert was notified in January that we would be recognized as the gold medalist in the 2021

Emergency Mass Notification

SoftwareReviews. The award was based on the collective input from actual customers on satisfaction with product features, vendor experience, capabilities, and emotional sentiment. The fact that the award was based entirely on customer reviews made it that much more meaningful to us.

Omnilert received perfect scores in innovation, inspiration, reliability, productivity, performance, security, transparency, friendliness, knowledge, and effectiveness. We secured first place in a variety of areas representing vendor capabilities and product features, including customer support.

Omnilert truly values our customers and appreciates the positive reviews. Thank you so much for the high ratings. We are proud to serve you and look forward to continuing to work with you in the years to come.

As you may recall, Omnilert was also recently named the winner of Campus Safety Magazine's 2020 Campus Safety BEST Awards honoring superior emergency management and safety solutions for institutions of higher education, K-12 campuses, and healthcare organizations. Entries were judged on innovation, functionality, competitive advantages, benefits to the installer or monitoring provider, and benefits to the end user.

Introducing **Omnilert Engage**

The Industry's First Solution for Mass Engagement

We understand how difficult it can be to open a dialog and manage incoming information from a large group of people in an emergency situation. For that reason, Omnilert introduced the industry's first solution for [mass engagement](#) in January 2021.



[Omnilert Engage](#) empowers small safety teams to have rich, targeted interaction with large audiences. The audience can

be easily subdivided into groups, which can be contacted and queried independently as to their specific needs and observations.

Traditional emergency systems are limited to one-way broadcast or a two-way function that forces organizations into 1:1 communications, which clearly does not work in real-life situations with thousands of people. Engage enables mass engagement through group triage, the ability to repeatedly subdivide people into manageable groups, and dynamic messaging, whereby each group can be individually messaged with information or queries most relevant to them.

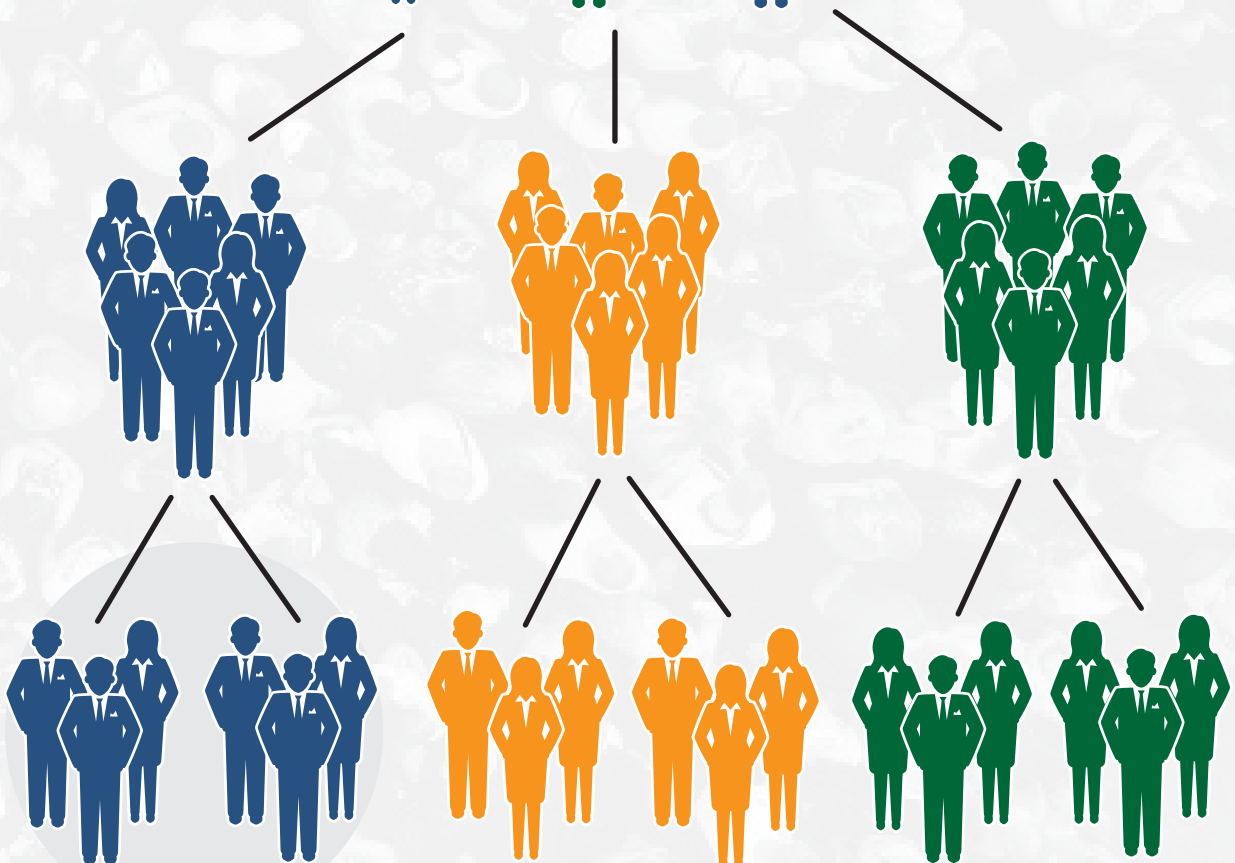
In addition, Engage offers location-based selection and messaging, so groups can be handled differently based on their whereabouts and the associated threats. Given the dynamic nature of emergencies, administrators are provided with a dashboard to visualize and map responses in real-time. People who respond late to administrative messages and queries are automatically “caught up” by prompts to respond, assignments to the appropriate groups, and being sent the most relevant communications.

Omnilert Engage can be added to your installation quickly and easily. Watch a [brief demo](#) of Engage or [contact us](#) for additional information.

SAFETY TEAM



LARGE AUDIENCE



AT RISK

A Proactive Response to Gun Violence

When asked in our November 2020 customer survey which emergency situation is most concerning to you, the number one answer was an active shooter. A recent Navigate360 Zogby Safety and Wellbeing Poll found that 52% of parents feel their child's school is more dangerous, and 41% feel their workplace is less safe than it was six months ago. In addition, 55% say they would not know what to do should an emergency occur in school or at work, while 54% said their office had no plan in place to deal with an emergency. This is set against a backdrop in which one in seven Americans say they do not feel safe at work and 57% of teens are worried a shooting could happen at their school.

Shootings remain top-of-mind in the U.S. — Spikes in gun violence have made organizations realize they need to be more prepared to protect their people. In December, Omnilert announced a new [partnership with Navigate360](#) to augment

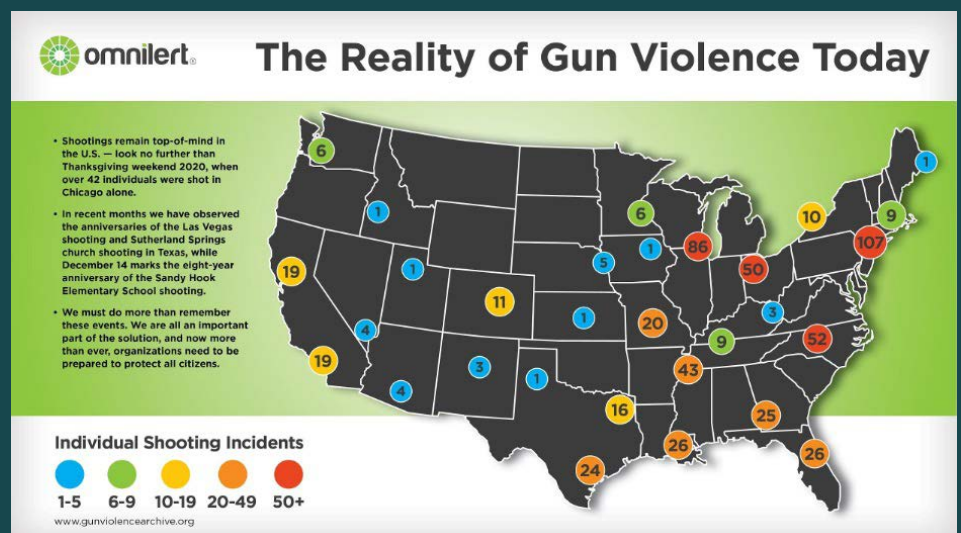
that preparedness with the combination of next-generation artificial intelligence (AI) technology and unmatched active shooter response training.

Omnilert Gun Detect is a visual gun detection solution that enables organizations to receive advance warning before shots are even fired by immediately triggering multi-channel alerts and automated pre-defined safety protocols.

The mass notification integration reduces time from first sighting to alerting to a handful of seconds. Navigate360 works in concert with this new offering through its ALICE Training, the first civilian active shooter preparedness training program to focus on proactive response.

We are excited to partner with Navigate360 and to align our passion for saving lives. It is a perfect match because both organizations share a relentless pursuit of innovation and a calling to create a safe community.

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Gun Detect in the News

[Omnilert Gun Detect](#) has been featured in several broadcast interviews and news articles over the past few months. Here are the links in case you missed them:

- [ABC - "New artificial intelligence feature to detect guns through surveillance video"](#)
- [FOX - "Gun detection technology could be used by businesses to warn of potential danger"](#)
- [Cheddar - "Omnilert CEO on creating the first AI gun detection software"](#)
- [Fast Company - "The Capitol riot is spurring new interest in gun-detection AI"](#)



We realize it is important to see how the technology performs in your own environment and would like to offer the following options:

- [Evaluate](#) Gun Detect by downloading the software or by requesting it to be sent to you on a USB drive
- [Send](#) us some footage and we will run it through the Gun Detect software to show you how it works



- ▶ **Workplace Violence in Hospitals Webinar**
March (Date TBD)
- ▶ **Workplace Violence and Active Shooter Strategies Webinar**
Wednesday, March 24
- ▶ **[Campus Security and Life Safety Virtual Summit](#)**
Wednesday, March 24
- ▶ **Trending in Video Surveillance Webinar**
Thursday, April 8
- ▶ **[Clery Act Beyond the Basics: Reading the Regs - Part II Webinar](#)**
Wednesday, April 14

Contact Marketing@Omnilert.com to be updated on the latest news and events.



880 Harrison Street SE,
Leesburg, VA 20175
800-256-9264
omnilert.com

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