Quarterly
Connection *Newsletter*

Included in this issue:

▼ **Omnilert Gun Detect**
The industry's first visual gun detection solution

▼ **And the Winner is....**
Campus Safety Magazine's 2020 Campus Safety BEST Awards

Highlights

The Omnilert team has been quite busy since our last newsletter! Of course, the highlight being the recent launch of our AI-powered, visual gun detection solution. From product development to customer support, we all rallied around the introduction of our ground-breaking technology that reduces the time from first sighting to alerting to a handful of seconds. We will provide more detail on **Gun Detect**, as well as a number of other exciting accomplishments in the following newsletter.

Advance Warning Before Shots Are Fired

AI Visual Gun Detection

Prevention, Notification, Engagement, and Management

Traditional emergency mass notification systems are designed to send fast and reliable alerts in crisis situations to mitigate risk. Unfortunately, <u>simply notifying people is not always enough.</u> Organizations not only need to inform those who could be impacted, but also engage them, manage the situation, and share intelligence with first responders. Even better, what if they could prevent an incident from happening in the first place?

Omnilert Gun Detect, the industry's first visual gun detection solution, leverages artificial intelligence (AI) to reliably and rapidly recognize firearms and immediately trigger multi-channel alerts and automated pre-defined safety protocols. The combination of these rich capabilities provides safety teams with the broadest array of solutions, spanning prevention, notification, engagement, and management.

ABC News picked up on the Omnilert announcement and <u>interviewed our CEO, Dave Fraser,</u> and we also produced our own <u>introductory video</u> and <u>full length demonstration.</u>

While you may not see as many <u>active shooter incidents</u> in the news lately, they have certainly not gone away. The pandemic and the election superseded active shooter events in recent media coverage. To some extent, the numbers are currently down in schools due to distance learning, but in the long term there has been an increasing trend in active killer situations. We still need to be mindful of these critical incidents, especially as students and employees return to campus and work.

And the Winner is...

Campus Safety Magazine's 2020 Campus Safety BEST Awards were recently announced and we were excited to hear Omnilert Manage was named the winner! These annual awards honor superior emergency management and safety solutions for institutions of higher education, K-12 campuses, and healthcare organizations.

Omnilert Manage is a leading-edge critical event management system that allows for the automation of predefined actions to initiate reliable, expedited responses and eliminate the potential for human error. The multi-channel solution provides two-way interactivity and incident management through its mobile application, enabling customers to quickly gain actionable information from users through polling, tip submissions, and telemetry from their devices, such as the user's location. Follow up communications can then be sent to successively more targeted groups based on the information received.

This year's winner was chosen through independent voting by a panel of judges, along with the editors of Campus Safety Magazine. Entries were judged on innovation, functionality, competitive advantages, benefits to the installer or monitoring provider, and benefits to the end user.

Time To Upgrade From LiveSafe?

If you haven't heard the news, the mobile safety app [LiveSafe was acquired by Vector Solutions](#), an e-learning and performance management provider.

While we can't know all the reasons for the sale, we can certainly speculate how business might look given the [dirty little secret of app-based systems](#) like LiveSafe. Customers may want to take this opportunity to reevaluate their options, as technologies are often discontinued or underfunded in these situations.

Even if the acquisition is not disruptive in the short-term, app-only providers lack reach and are just not effective emergency response solutions. Estimates suggest only 7% actually download emergency notification apps and only 10% of those users will enable location services. That means you can only reach 7% of your audience in an emergency. LiveSafe's app-only approach can hardly qualify as a safety solution if it covers less than 10% of your audience.

Omnilert has developed a way to close the app adoption gap for good. The "100% installed" [Omnilert Instant App](#) (also available as a conventional native app in the Google Play Store and the Apple App Store) provides the complete app experience to users without requiring them to download or install anything. It ensures the rich functionality of an app can always be accessed by subscribers, equating to a 100% installation and adoption rate.

Are you an existing LiveSafe customer wondering what to do now? Let us save you from LiveSafe. Show us your invoice and we will beat it.

Higher Education Resources

Omnilert partnered with various higher education associations and campus safety outlets over the past several months to bring campus safety leaders virtual content on topics ranging from The Clery Act in a Virtual World to Preparing for an Active Shooter in the Year 2020.

If you missed the webinars, summaries can be found on the Omnilert Blog

Featured FAQ

Can I send an alert from my phone?

The administrator portal is most typically thought of as being used from the desktop. In our increasingly mobile lifestyle, however, it's easier to reach for your phone or tablet in order to send out messages.

For this reason, Omnilert's interface is "responsive" to the device you are using, which means it will automatically conform to your screen size and make it easy to use while on the go.

You can make it easy to access by saving a link on your phone's home screen:

- Navigate to the portal with your browser at ACCOUNTNAME.omnilert.net/admin/
- Go to the browser's menu and select "Add to Homescreen"

There is also an Omnilert Scenarios mobile application available for Android and iOS. It can be used to send alerts and to quickly initiate complex emergency response actions directly from your smartphone. The app can be downloaded from the app stores. You will need to enter your Account Key, which can be found in the "Scenarios" section of the administrator portal.

Upcoming News and Events

◀ **Return to Work: Securing and Mitigating Risk in an Institutional Environment During a Pandemic Webinar**
Tuesday, November 17
3:00pm EST

◀ **Campus Security & Life Safety Virtual Summit**
Wednesday, November 18

◀ **Campus Safety Online Summit**
Tuesday, December 1
Wednesday, December 2

◀ **How to Clery: Building a Clery Compliance Committee**
Thursday, December 10
2:00pm EST

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