

Emergency Alerting on the Computer Desktop

When an emergency situation strikes a college campus... every second counts



In the aftermath of unfortunate campus incidents, many higher education institutions have implemented text and email messaging for emergency alerting purposes. Now, as solutions have evolved, campus officials realize that it is critical to engage multiple channels quickly to get the word out to a campus community in the event of an emergency.

SpectraRep's ActiveCrawl RSS® software has been recognized by many institutions as a key channel in the event of an emergency. This product works by turning all campus computers into emergency alerting devices. Once a message is sent, within seconds an audible alert sounds while a large text message scrolls across all computers. Classroom computers, lab computers, library computers, as well as faculty and staff computers receive the emergency message within seconds of being sent.



ActiveAccess

ActiveCrawl RSS is a certified partner of e2Campus

Desktop Crawls Have Maximum Visibility

ActiveCrawl RSS helps overcome the problem of people missing critical alerts by adding a vital alerting channel. With so many people gathered in front of a computer in the campus environment, ActiveCrawl RSS is an ideal way to broadcast a message quickly and efficiently.

Colleges cannot mandate adoption of text and email solutions; however by implementing ActiveCrawl RSS, a campus can push an emergency message out to all university owned computer assets. The solution is also available for individual download to student owned machines, providing multiple ways for campus security officials to deliver information.

ActiveCrawl RSS provides a vital channel for an affordable cost so that campus officials can feel confident that they are doing all in their power to alert students, faculty and staff in the event of an emergency.

Colleges Using ActiveCrawl RSS



ActiveCrawl RSS

Automatic Delivery of Emergency Alerting RSS Feeds Via Desktop Text Crawls



  Campus emergency alert via ActiveCrawl RSS

Advantages of ActiveCrawl RSS

- **Fast Delivery Time**—Messages are seen on the desktop within seconds of being sent
- **Reach**—Because students and faculty use their computer for multiple hours a day, more people will see emergency messages on the computer screen than any other platform like digital signs.
- **Always in front technology**—There is no need to check emails or a website for an emergency message, messages appear immediately on the computer screen in front of any application.
- **Instant Notification On and Off Campus**—Messages are delivered to classroom, library and lab computers as

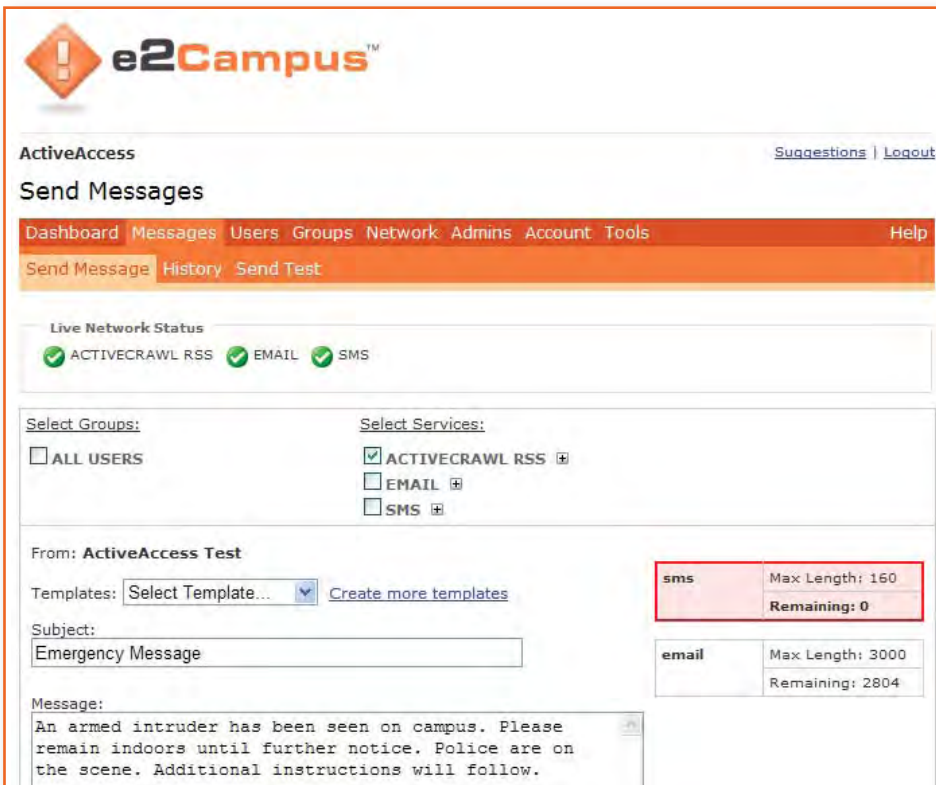
well as faculty and staff campus owned machines. Student and faculty individually owned laptops can also receive emergency messages.

- **Minimal CPU usage**—ActiveCrawl RSS runs on the AdobeAir platform and uses minimal computer resources. The application sits quietly and unobtrusively in a user's tray until an emergency notification is sent.
- **Custom Built**—Each software is customized to include your preferred product name, color, logo etc.

Why Use ActiveCrawl RSS

- Turns all campus computers into emergency alerting devices

- Easy to use—seamlessly integrates with e2Campus or your own internally created emergency alert RSS feed
- Cost effective means of alerting students, faculty and staff directly to the desktop
- Alerts your Campus immediately, messages are delivered within seconds of being sent
- Creates a multi modal environment for campus alerting by adding a critical alerting channel—the computer desktop
- Uses the existing network already in place to turn all campus computers into emergency alerting devices with no need for additional power or wiring
- Significant cost savings over platforms like digital signage



The screenshot shows the e2Campus ActiveAccess interface. At the top is the e2Campus logo. Below it, the 'ActiveAccess' header includes 'Suggestions' and 'Logout' links. The main section is titled 'Send Messages' and contains a navigation bar with 'Dashboard', 'Messages', 'Users', 'Groups', 'Network', 'Admins', 'Account', 'Tools', and 'Help'. Underneath, there are tabs for 'Send Message', 'History', and 'Send Test'. A 'Live Network Status' section shows three green checkmarks for 'ACTIVECRAWL RSS', 'EMAIL', and 'SMS'. Below this are 'Select Groups:' and 'Select Services:' sections. 'ALL USERS' is selected under groups, and 'ACTIVECRAWL RSS', 'EMAIL', and 'SMS' are selected under services. The 'From:' field is 'ActiveAccess Test'. There are 'Templates:' and 'Subject:' fields. The 'Message:' field contains the text: 'An armed intruder has been seen on campus. Please remain indoors until further notice. Police are on the scene. Additional instructions will follow.' On the right side, there are two boxes for 'sms' (Max Length: 160, Remaining: 0) and 'email' (Max Length: 3000, Remaining: 2804).

How ActiveCrawl Works

As a certified endpoint partner with e2Campus, ActiveCrawl RSS seamlessly integrates with the existing e2Campus user interface to make sending an alert to the computer desktop a breeze. Simply type a message that you wish to send and click the ActiveCrawl RSS box to send to all desktops.

If you are not an e2Campus user, your IT staff can utilize an existing RSS feed used for campus security or create one that can be incorporated into our software. For example our clients have created an internal campus security feed which they provide to us and we then build into our product.

For more information about ActiveAccess visit www.spectraprep.com.
For a demonstration, please call Rodger Melchiori at 703.802.2979 or email rmelchiori@spectraprep.com.



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