



# SpectraRep IncidentOne™

## Delivering Critical Data Instantly to Mobile Emergency Management Command Centers and Police Cruisers

### CASE STUDY

**Clark County School District, Nevada**  
**VEGAS PBS**  
**338,000 Students**  
**368 Schools**

Tragic events at Columbine High School and Virginia Tech have amplified the need for school systems across the country to respond to violence quickly and effectively. Implementing a cost-effective system that integrates with numerous providers separates SpectraRep's IncidentOne™ from other emergency management solutions.

### Customer Challenge

In 2006, the Clark County Nevada (Las Vegas) school system lacked the ability to distribute critical information to police and emergency personnel operating in the field. What's more, if a city-wide emergency were to occur, there was no confidence a cell-based system would be able to stay operational or that existing methods of The school system needed the ability to:

- Transmit real-time data over a secure environment to emergency responders at the scene
- Know that the response plans they received were accurate and the most recent version
- View live Security camera video from inside the school
- View on-demand videos to train and prepare personnel
- Reach responders anywhere in the city
- Target responders based on region, authority or just need to know
- Communicate without disruption or reduced bandwidth during the height of an emergency

### Solution

The SpectraRep IncidentOne™ solution enables Clark County to use digital television to provide a wireless emergency communications capability that can deliver critical data instantly to mobile emergency management command centers, police cruisers and other locations during an incident. Through advanced DTV Datacasting, IncidentOne™ maintains its bandwidth, avoids signal congestion, and transmits one signal to multiple receivers in a secure environment to ensure the best possible emergency communication. With the ability to digitally transmit information such as building floor plans, information on medically fragile students, yearbook pictures and lists of hazardous materials, the SpectraRep solution enables first responders to coordinate an immediate response based on accurate information. Since the computer data will be delivered over the VegasPBS digital television signal, emergency managers and school officials will have the power to reach first responders anywhere in Clark County.

### Benefits

By using SpectraRep's DTV Datacasting and emergency management solutions, governments and organizations can transmit authorized alerting, response and recovery information directly to emergency team members over a secure, reliable wireless network that will not suffer from reduced bandwidth during the height of an emergency. DTV Datacasting offers the potential to deliver massive quantities of data to systems, including mobile devices in cars, helicopters or planes, so there is total coverage of an emergency and a coordinated total response.

For more information, please contact:

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### About SpectraRep

SpectraRep, the leading provider of digital media and applications solutions via digital television and satellite, delivers IncidentOne™, an enhanced emergency notification and critical information system that is Common Alerting Protocol (CAP) compliant. The IncidentOne™ system enables the new alerting capabilities identified by the FCC which include state and local notifications in addition to Presidential alerting.

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