

UMS Alert Systems

Social Media

&

Controlling the network

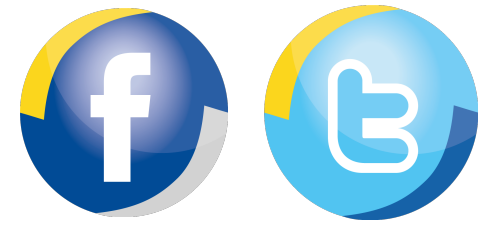


UMS: Reaching everyone, everywhere

Be able to reach everyone

- Take care of everyone – both residents and foreign citizens
- Reach everyone – not exclude anyone due to age or disability

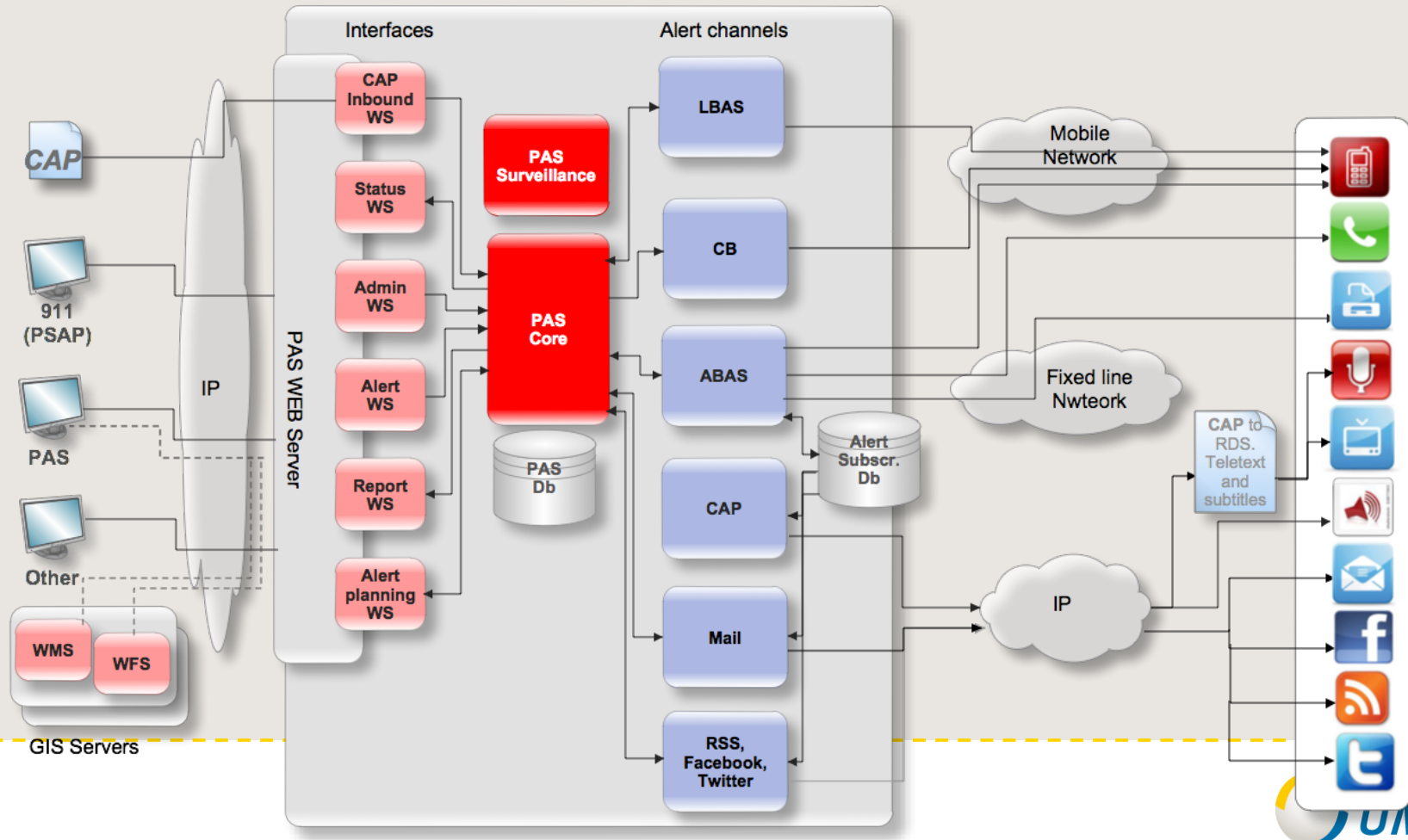




System overview

Multichannel

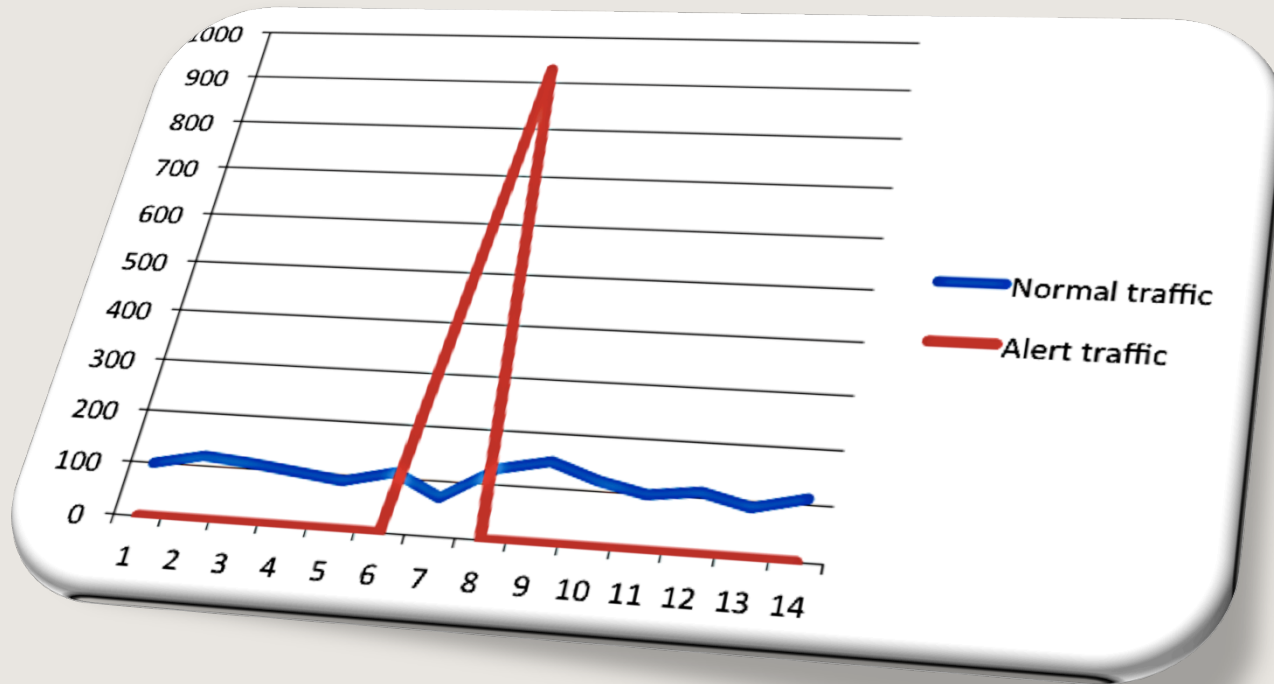
-The use of several channels to reach as many as possible with consistent message



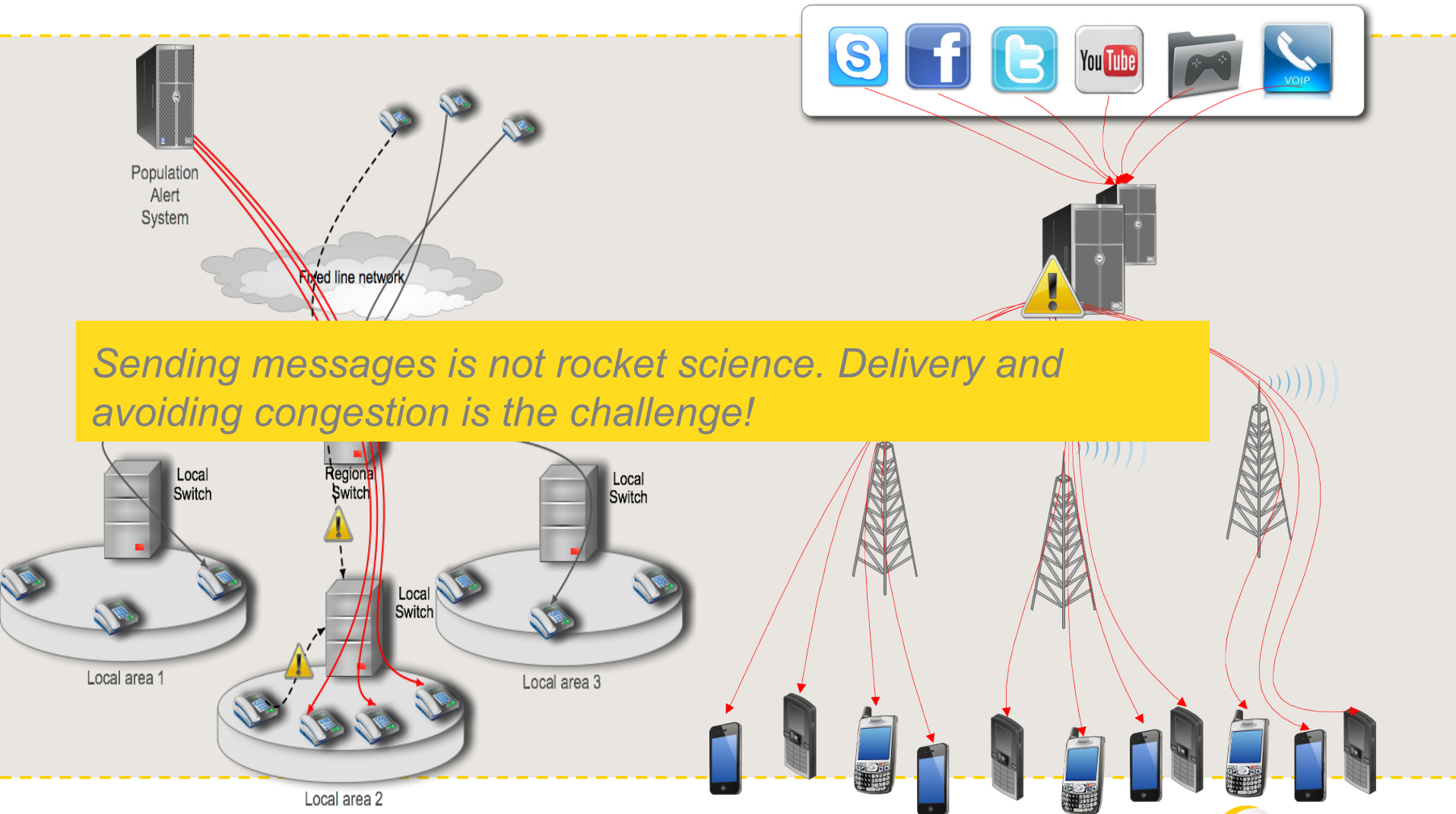
How to make Social Media work during disasters

UMS is addressing important issues for critical communication

- Alert is unlike any other form of communication traffic pattern



UMS helps you control the networks



UMS LBAS

(Location Based Alert System)

How does it work?

LBAS – advanced SMS - elements

Identifying cells

Legislation & implementation

Mobile evolution, securing future feasibility

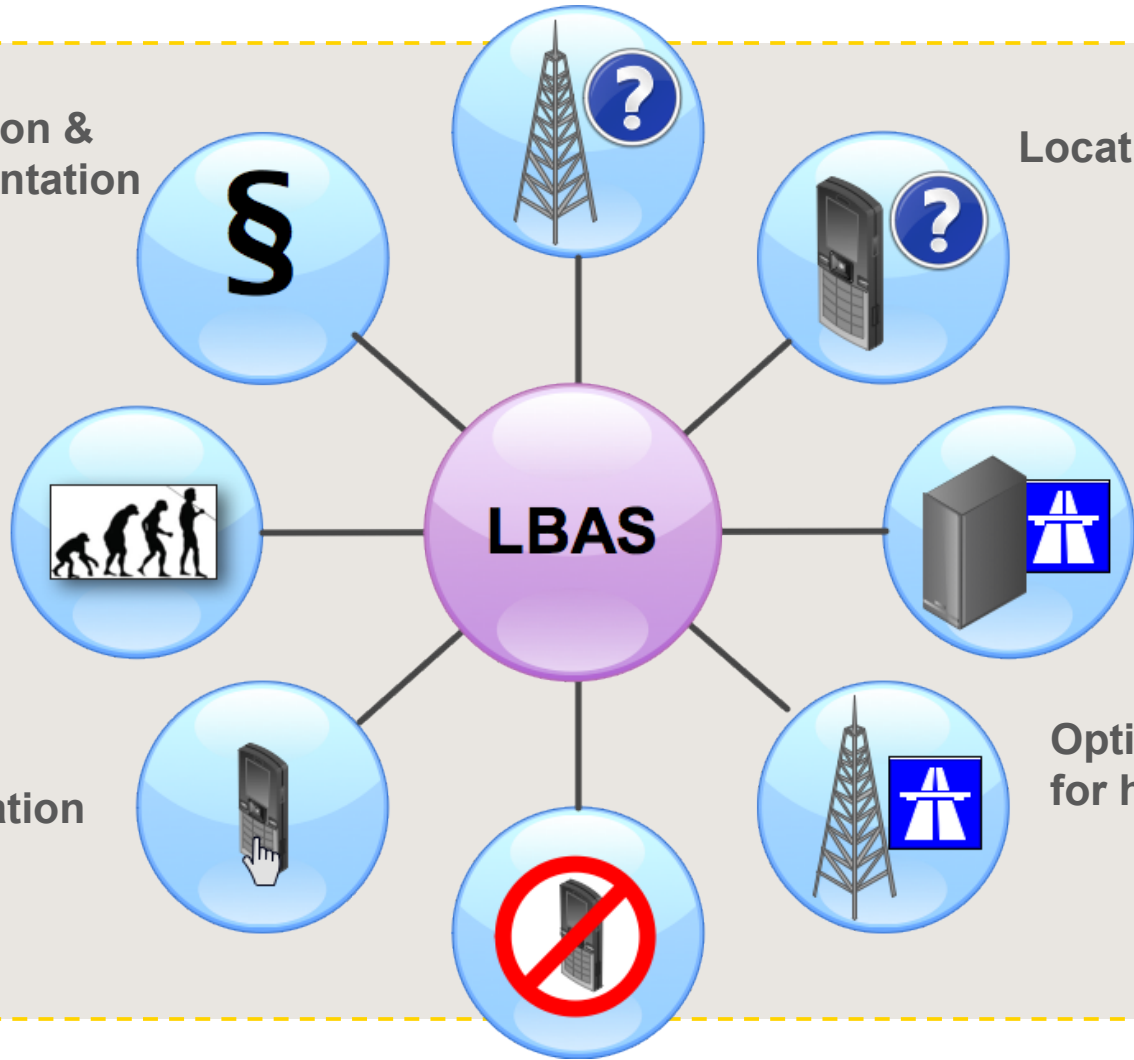
Handset configuration

Locating mobile devices

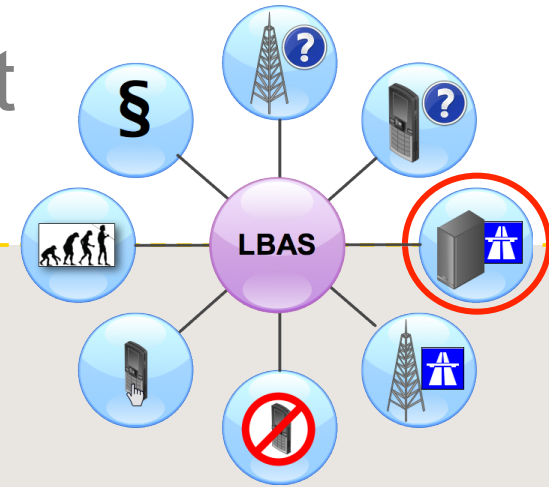
Optimize core network for handling of alerts

Optimize radio interface for handling of alerts

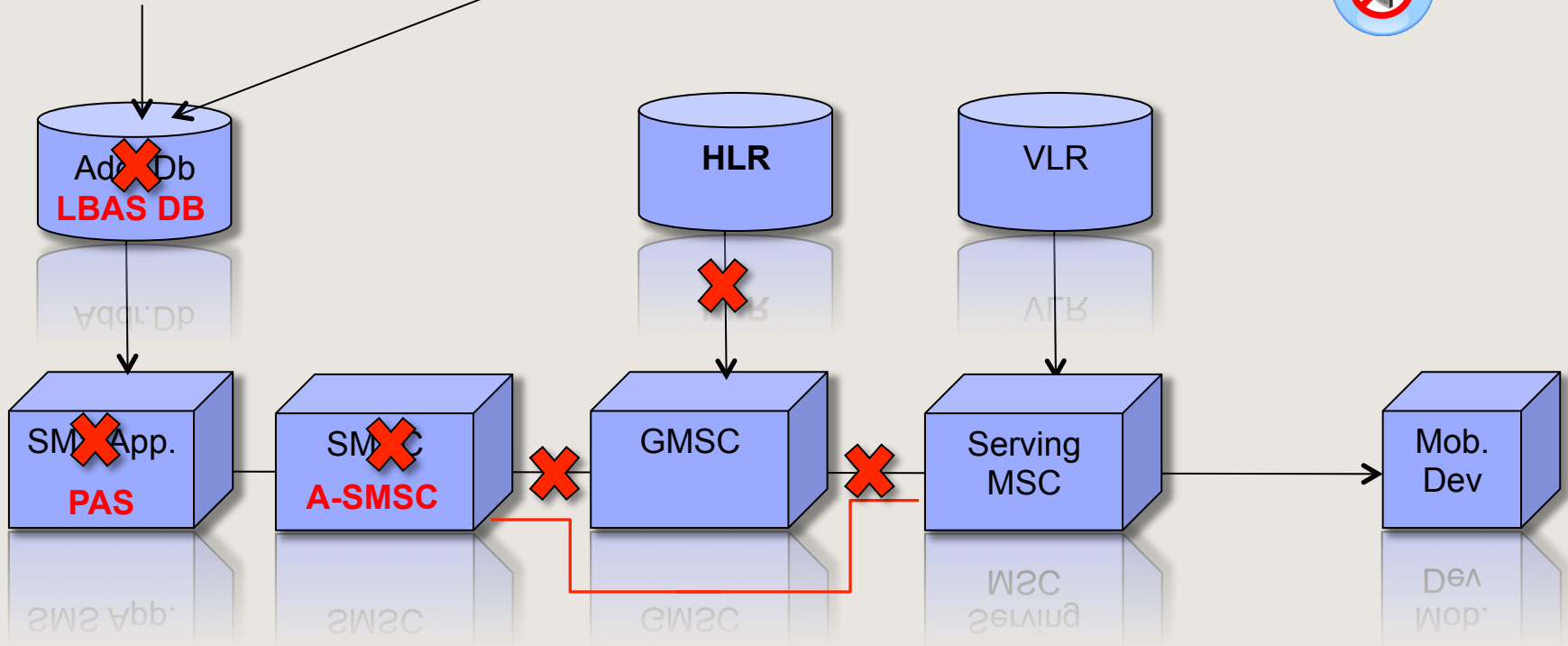
Handling of unpredictable traffic load



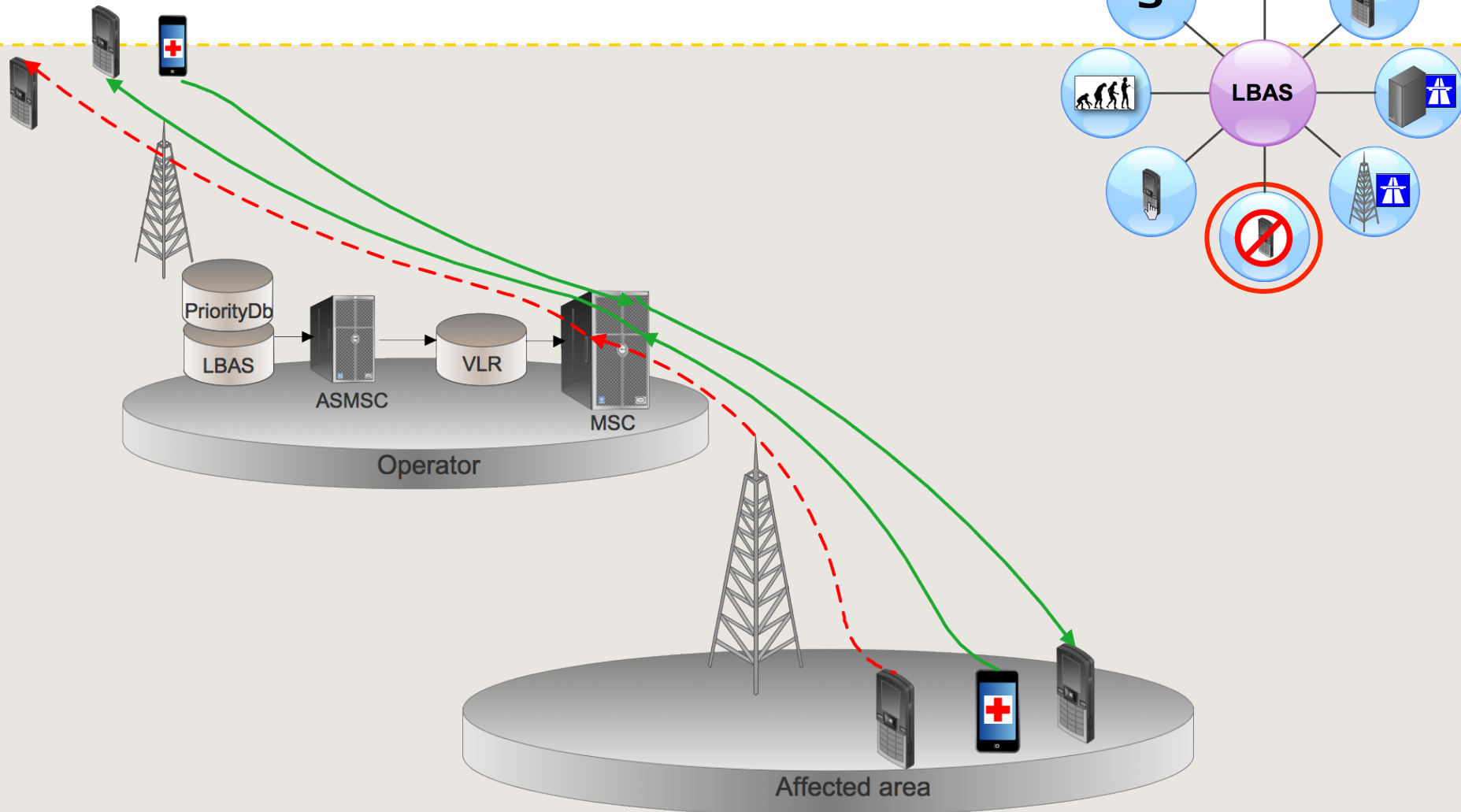
LBAS: Core network enhancement



98220255;msg.content 98220255;MSC_1;CID_1;msg.content
 93466060;msg.content 93466060;MSC_1;CID_1;msg.content
 90081742;msg content 90081742;MSC_1;CID_2;msg content

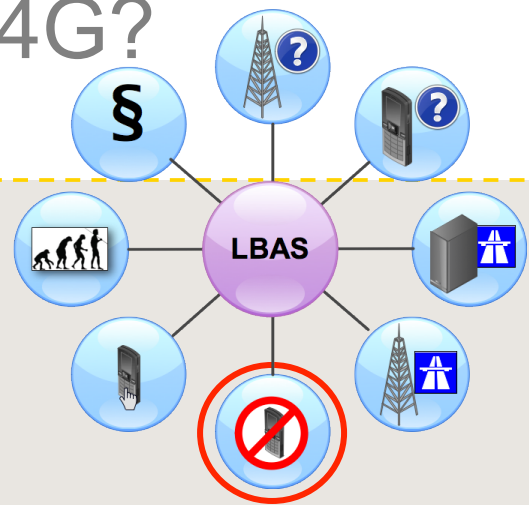
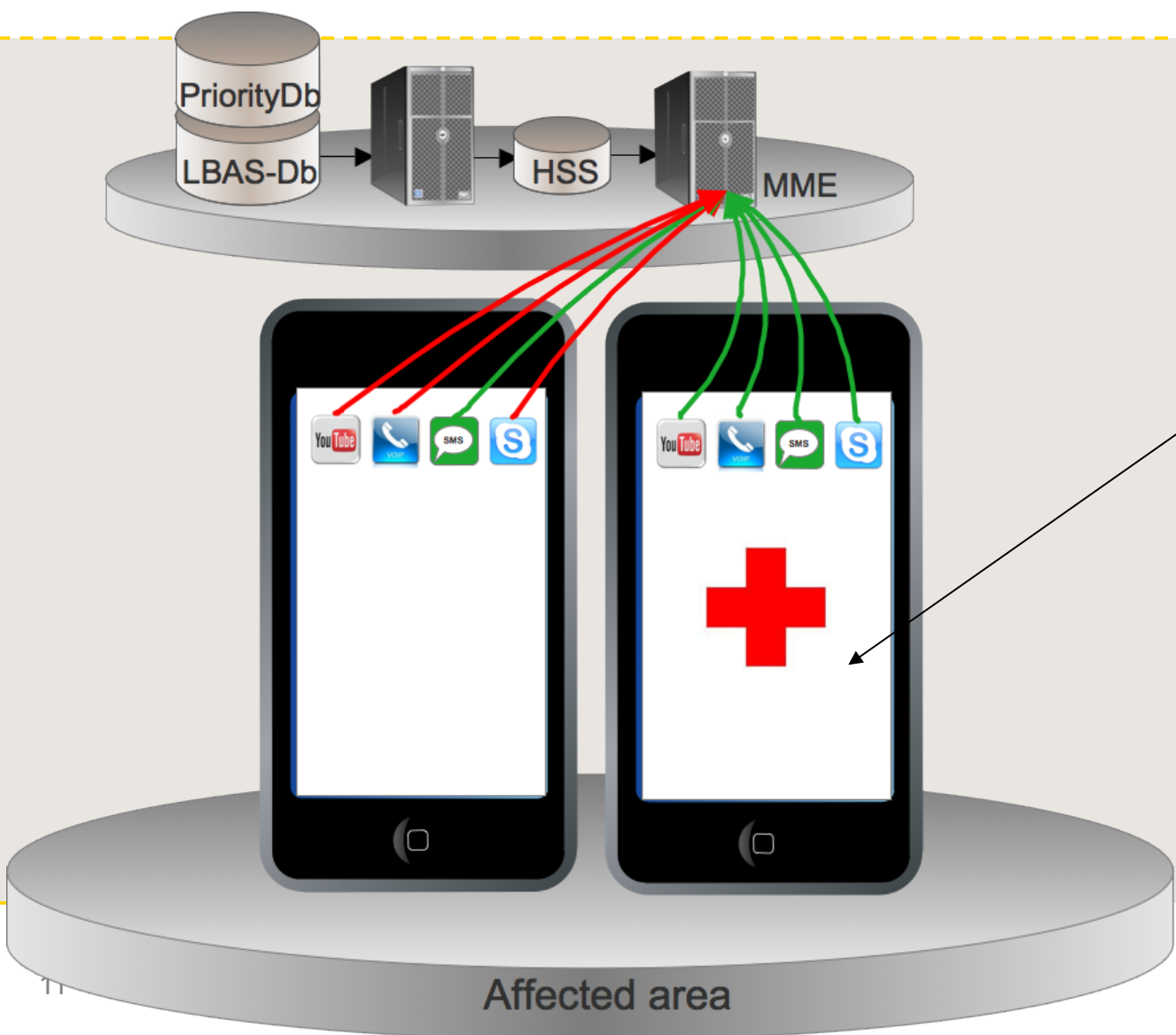


LBAS: Network control



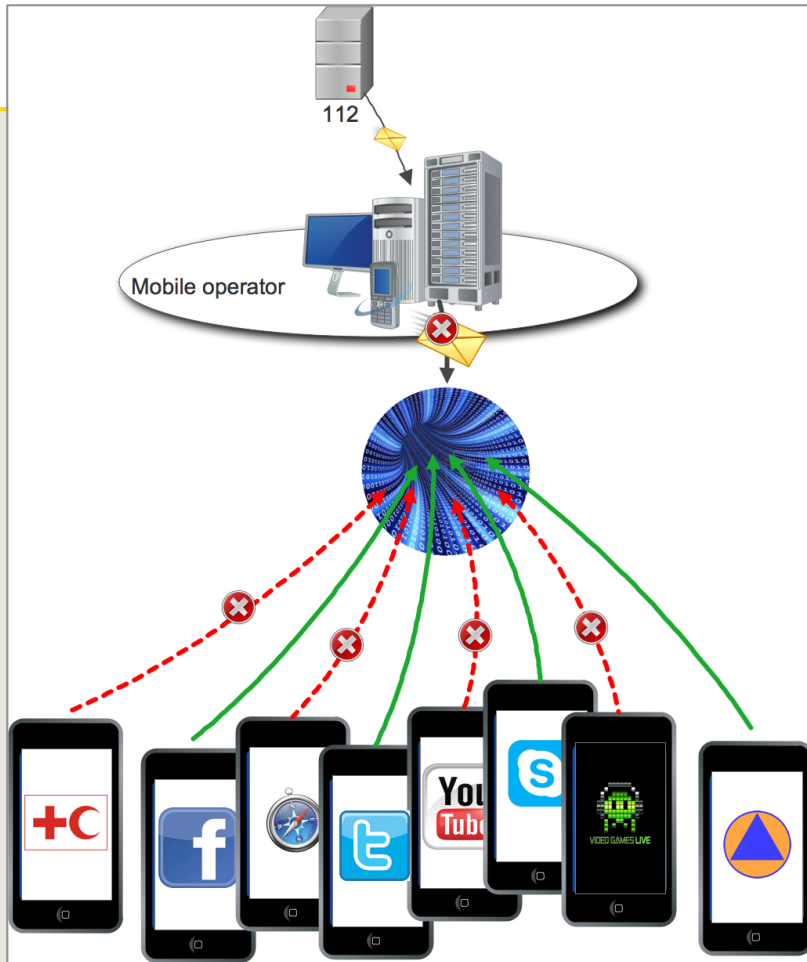
In case of emergency the traffic may be several times higher than normal, caused by concerned civilians. How to deal with the problem?

LBAS: Network control, what about 4G?

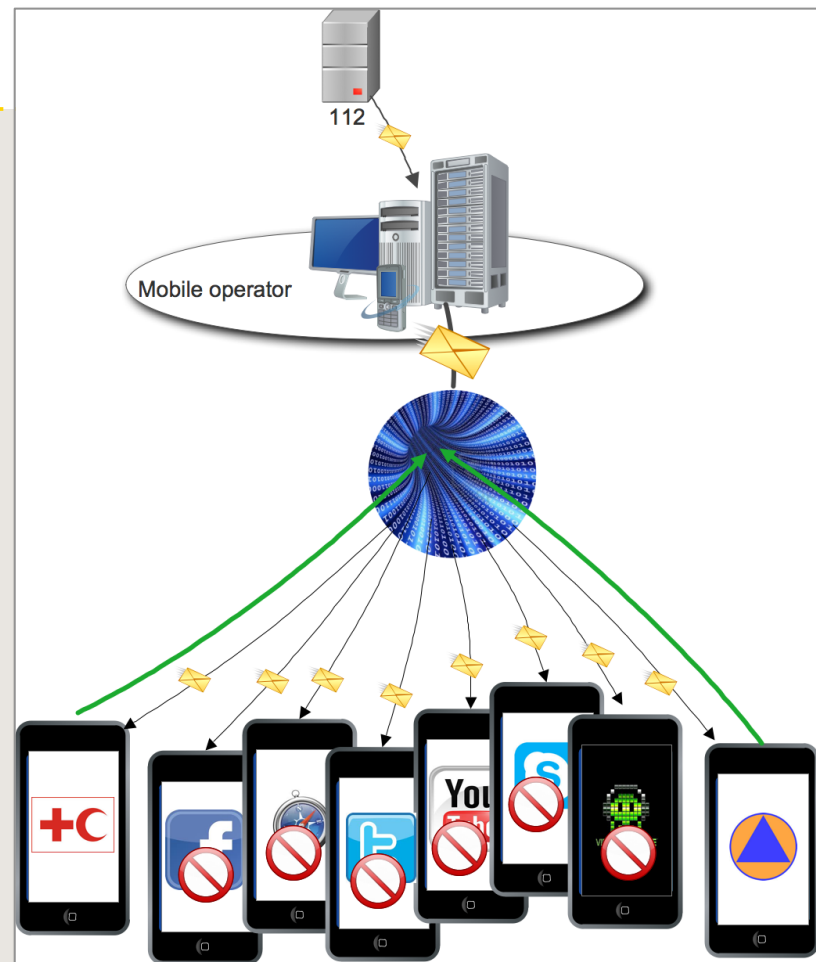


4G/LTE is already congested in new networks!

Network control - result



Large amount of simultaneous real time applications causes congestion



Controlling the network enables reliable message delivery and avoid serious network problems

Why is control of the network important?

- Any alert/information towards mobile phones will stop due to congestion – if you do not have control
- Any reply/response from citizens mobile phone will stop due to congestion – if you do not have control
- *Meaning that Facebook, Twitter, web-pages etc. might not be accessible on mobile phones during a crisis situation!*
 - *UNLESS YOU HAVE CONTROL OF THE NETWORK*

Conclusion

- Social Media is of great importance for sharing information
 - From authorities to citizens
 - From citizens to authorities
 - Among groups/friends
- *Use network control to make sure Social Media channels will work during disasters*

Thank you & contact details

Thank you for your attention!

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