



# Opti-Alert: Personalized alerting via different multi-channel alerting systems

Michael Klafft

Fraunhofer FOKUS and FOM University of Applied Sciences

[Michael.Klafft@fokus.fraunhofer.de](mailto:Michael.Klafft@fokus.fraunhofer.de)

Sören Hantke

E\*Message Wireless Information Services Deutschland GmbH

[S.Hantke@emessage.de](mailto:S.Hantke@emessage.de)





## Agenda

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- The Opti-Alert project
- Architectural concept of the Opti-Alert system
- Demonstration Scenarios
- User interface and alert composition
- Live demonstration of the alert system (in the lobby)





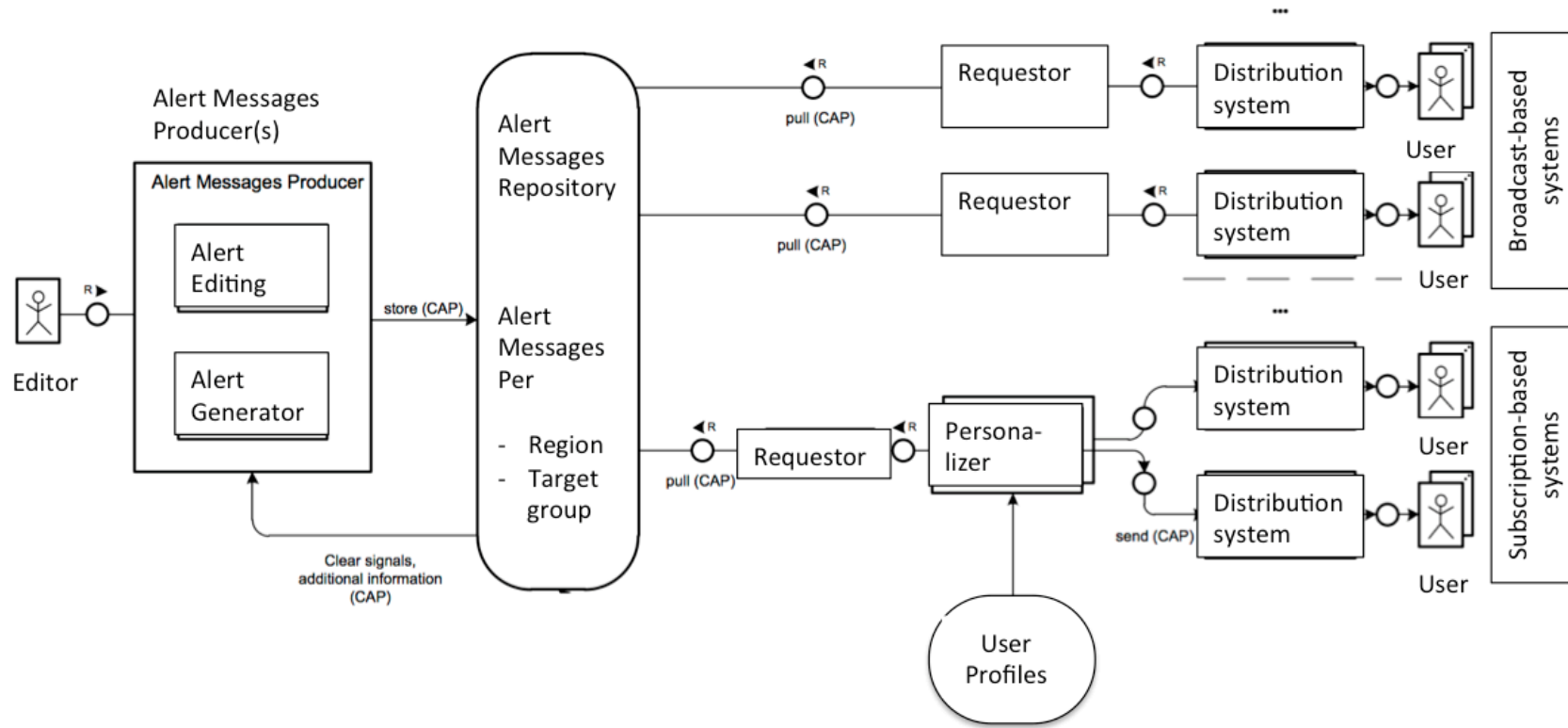
## The Opti-Alert project

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- EU research project
- Funded under the 7th Framework Programme (Grant Agreement No. 261699)
- Goal: raising the efficiency of alerting systems
  - through personalization of alert messages
  - through the integration of different heterogeneous alerting components (distribution systems and front-ends)
- Interdisciplinary project involving partners from six different countries: Austria, France, Germany, Italy, the Netherlands, Sweden
- Duration January 2011 – April 2014



# Architectural concept



## 2 Demonstration scenarios

- Scenario 1: Expected severe flooding in the City of Hamburg



The photo indicates the area of the fish market which often suffers from severe flooding (source: Pixelio).

## 2 Demonstration scenarios

- Toxic gas emission



due to a burning road tanker



## Goals of the demonstration

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### Goals:

- Demonstrate personalized alerting
  - Foreigners (language!)
  - Parents with children
- Demonstrate the integration of (currently 2) different alerting systems
  - Subscription based / broadcast-based
  - Alerting Channels: E-Mail, SMS, Pagers



# The „Warn Management System“ (WMS)

- Incidents
- Overview
- My incidents
- Add new incident

## Associated Clients Incidents Optialert

Current incidents Closed incidents



[spring tide](#)  
in high waters/spring tide  
Valid from 10/29/13 10:44 AM



[spring tide](#)  
in high waters/spring tide  
Valid from 10/28/13 7:24 PM



[transportation accident involving hazardous materials](#)  
in industrial spill  
Valid from 10/28/13 7:09 PM



[transportation accident involving hazardous materials](#)  
in industrial spill  
Valid from 10/28/13 3:56 PM



[transportation accident involving hazardous materials](#)  
in industrial spill  
Valid from 10/28/13 2:22 PM



[transportation accident involving hazardous materials](#)  
in industrial spill  
Valid from 10/28/13 2:10 PM



[heavy rainfall causes high waters](#)  
in high waters/spring tide  
Valid from 10/25/13 2:59 PM

### Filter and sort

Sort by:

Creation date

Filter by:

User:

All

Severity:

All

From:

To:

Filter



- Step 1: Categorizing the type of alert

System Optialert Change password Logout

Incident Overview My Account

### Select hazard category

<b>natural events</b>	Extreme weather >>	dam breaking causes high waters
others	area fire >>	heavy rainfall causes high waters
technological events	earth moving >>	high waters in creeks and rivers
	<b>high waters/spring tide</b>	<b>spring tide</b>
	meteor strike	

Cancel Use this

Intended warnings:

Type of this warning:\*

## Step 2: Defining the alert parameters



OptiAlert

new incident

### Enter new incident

**Incident information**

Hazard category\* **spring tide**  
in natural events > high waters/spring tide  
[Change hazard category](#)

Severity\* **D1 D2 D3 D4**  
D3: Significant threat to life or property

[+] Show memo

---

**Intended warnings:**

Type of this warning\*

Possible dangers:

Recommended measures:

free-text:

Warning Groups\*:

## Step 3: Confirming the alert

Severity D3: Significant threat to life or property

Warnings

Type of this warning:	Hazard warning
Possible dangers	High risk of inundations in the hours to come
Recommended measures:	Please evacuate the danger zone to protect yourself
Warning Groups:	english german
Areas:	Fischmarkt

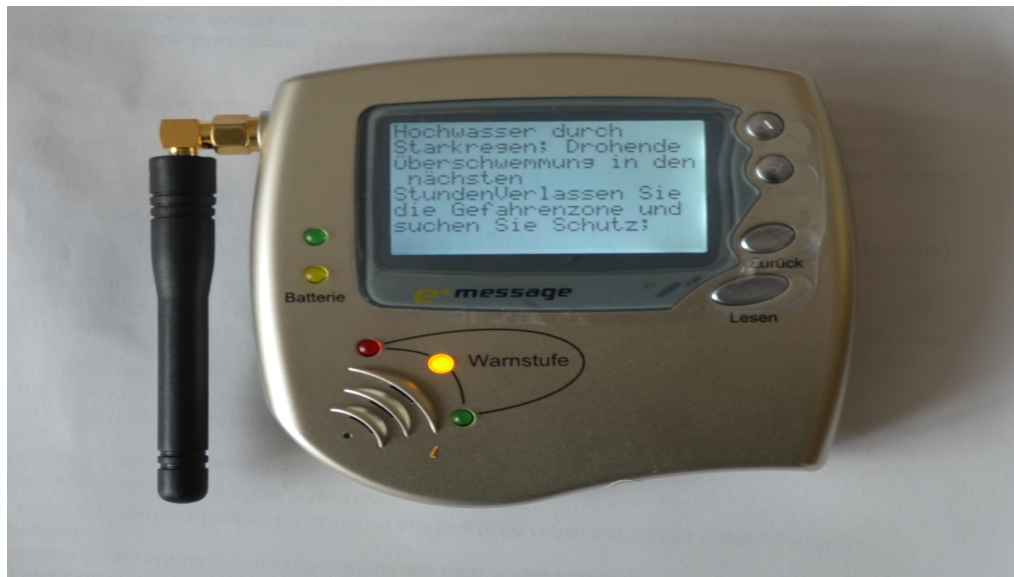
Password: .....

Cancel Publish warning

Incident prepared.

Fischmarkt (predefined) ausserhalb (predefined)

via mobile phones and pagers





# Distribution of alert messages

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via e-mail

## High risk of inundations

Postcode: D-22765

Severity: Severe

Valid until: 31.10.2013, 02:52

Your Disaster Management Agency alerts: High risk of inundations in the hours to come.

### Recommended Instructions

Please pick up your children at school or at the kindergarten. Then evacuate the danger zone to protect yourself!

[Danger Area Map](#)

This message was distributed by the civil protection service. In case of questions or recommendations you can contact us at : [contact@opti-alert.eu](mailto:contact@opti-alert.eu).



**Thank you for your attention!**  
**Please visit our demonstration stand outside**

This research was in part financed by the European Commission through the Opti-Alert project grant (Grant Agreement No. 261699). For more information on our project, visit [www.opti-alert.eu](http://www.opti-alert.eu)