

# UMS Alert Systems

Social Media

&

Controlling the network

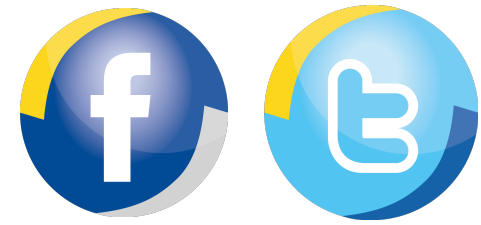


# UMS: Reaching everyone, everywhere

## Be able to reach everyone

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

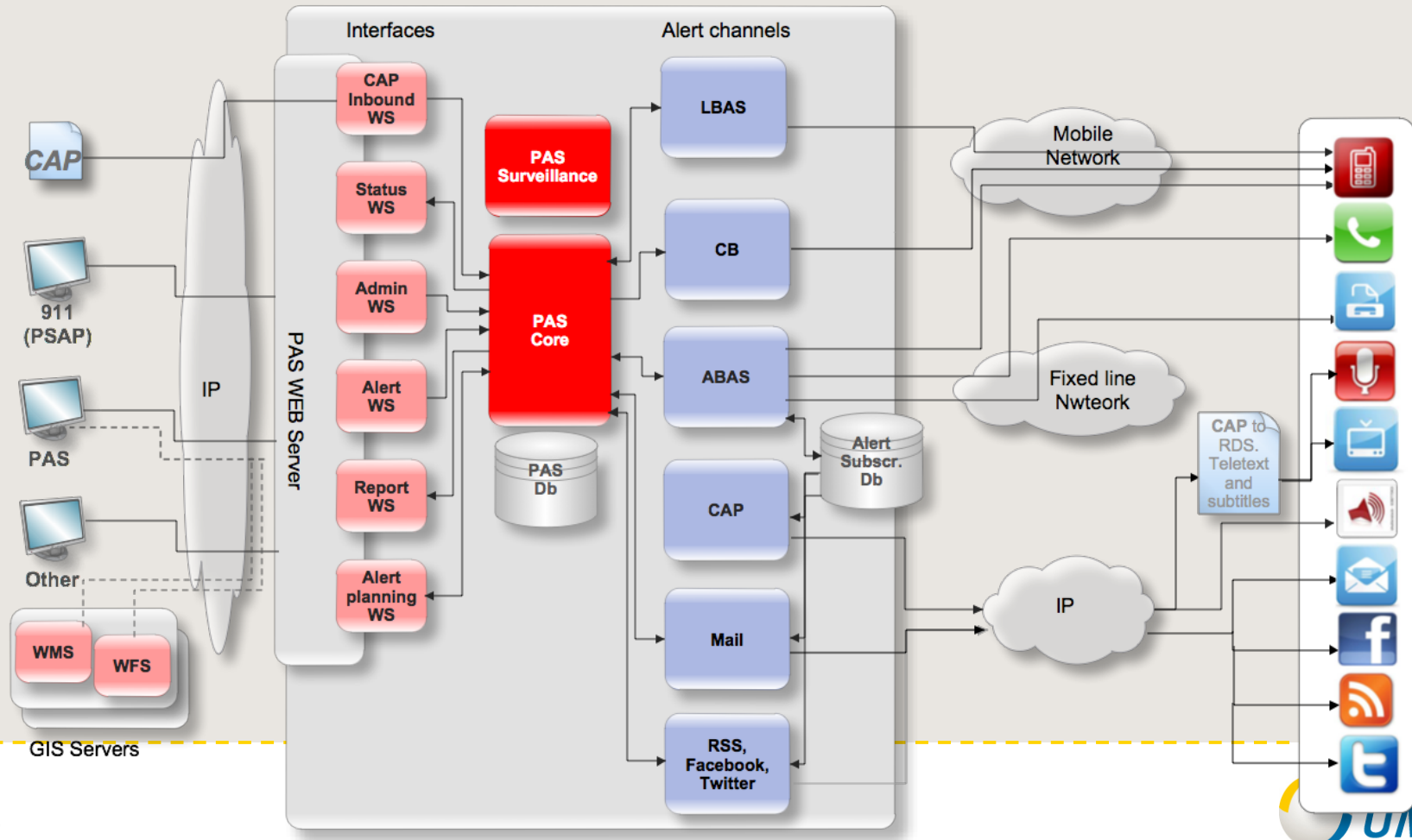




# System overview

## Multichannel

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

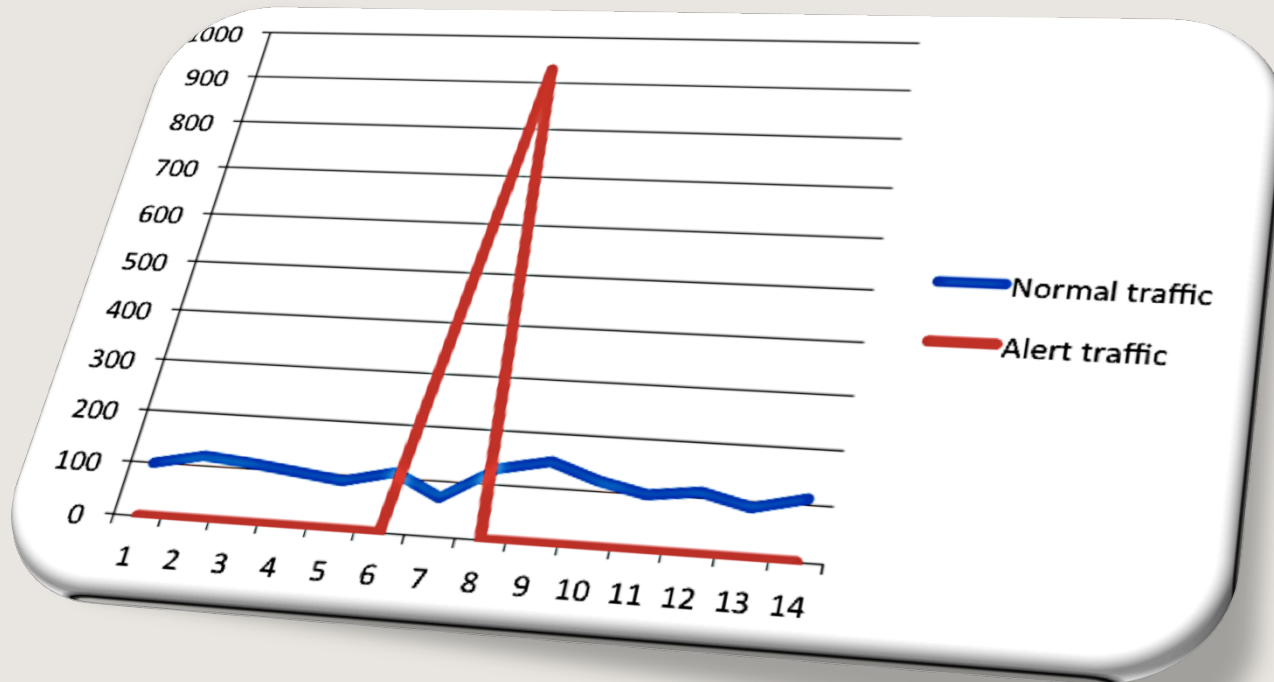


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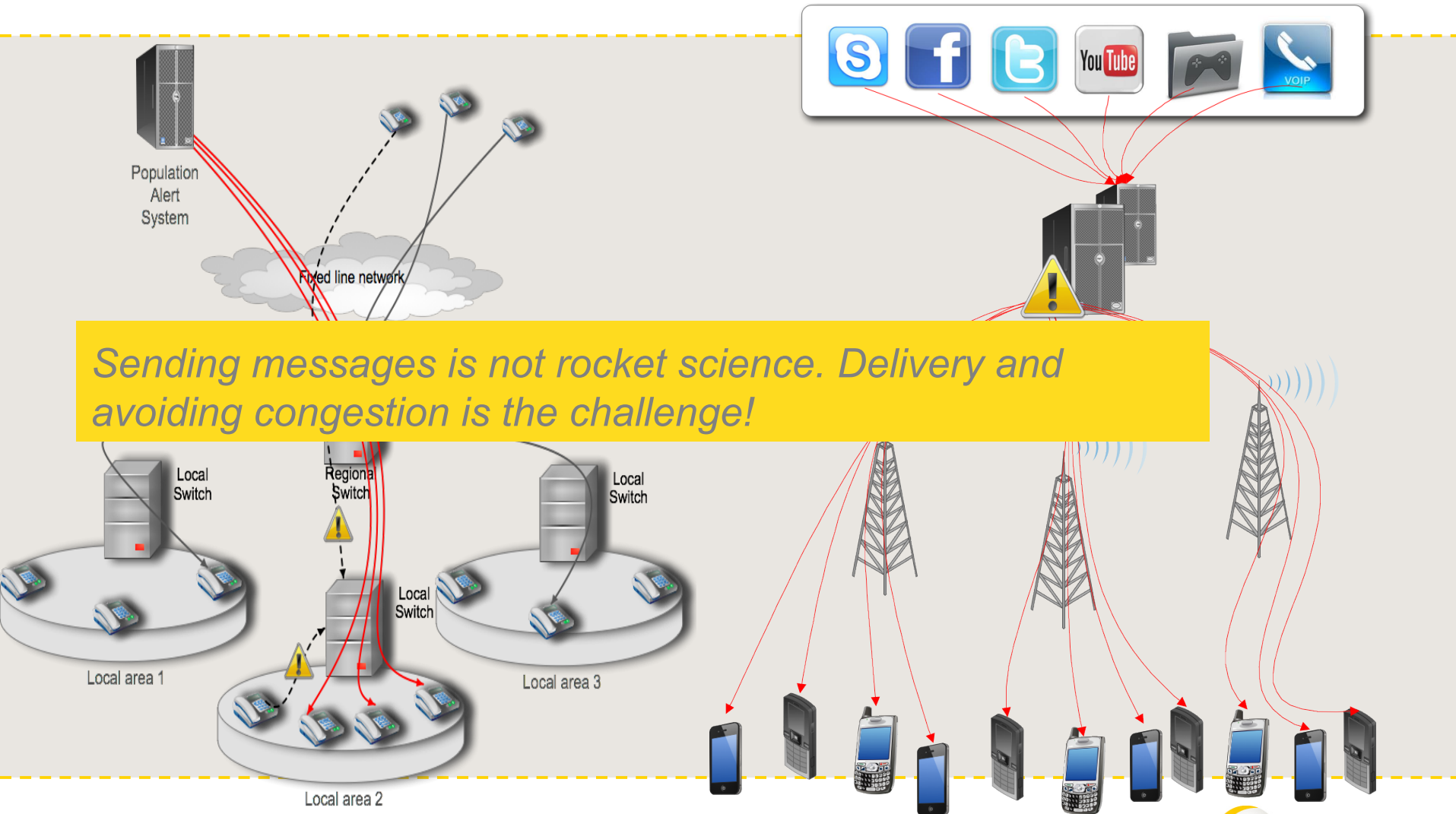
# How to make Social Media work during disasters

# UMS is addressing important issues for critical communication

- Alert is unlike any other form of communication traffic pattern



# UMS helps you control the networks



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# UMS LBAS (Location Based Alert System)

How does it work?

# LBAS – advanced SMS - elements

Identifying cells

Legislation & implementation

Mobile evolution, securing future feasibility

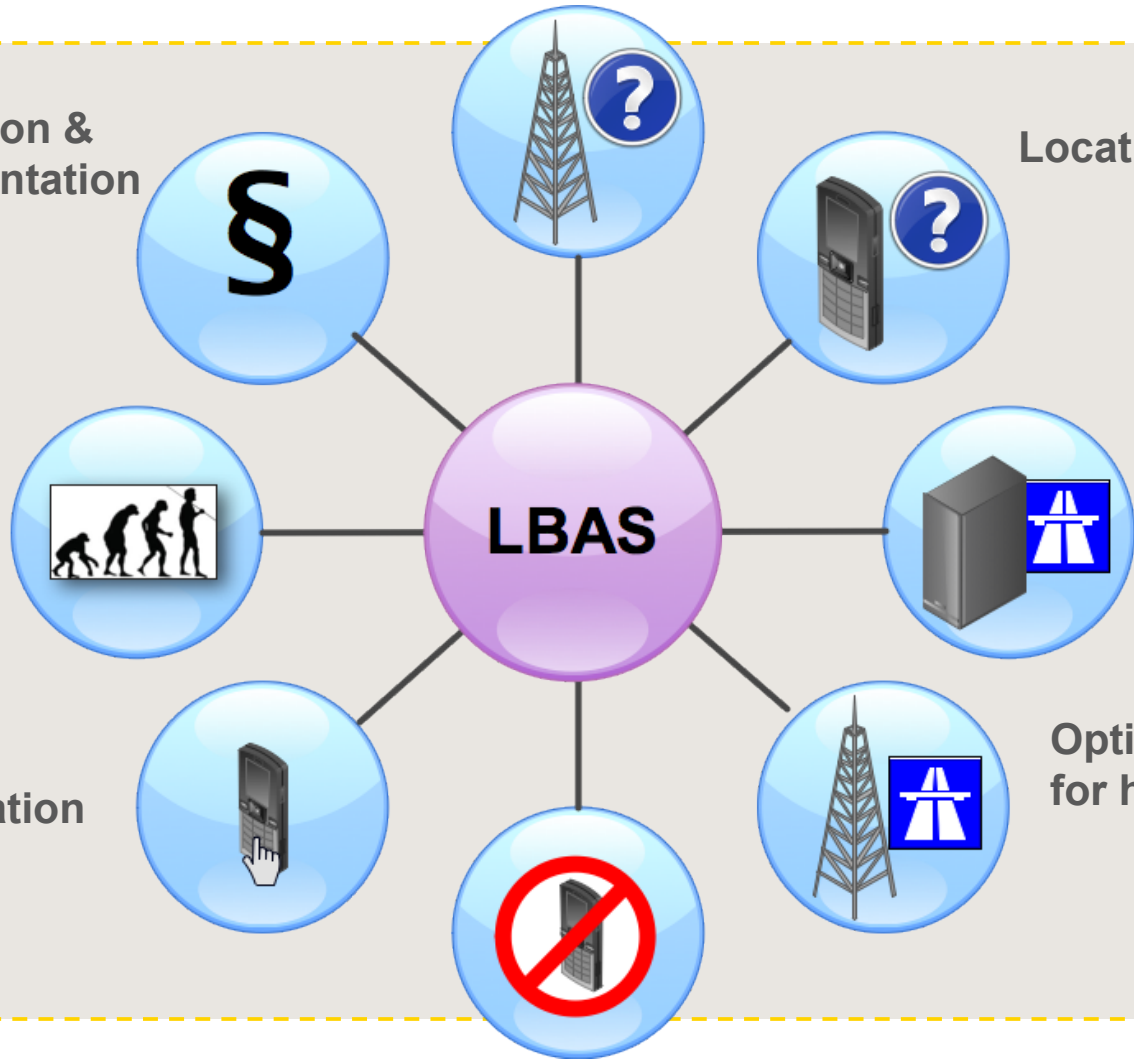
Handset configuration

Locating mobile devices

Optimize core network for handling of alerts

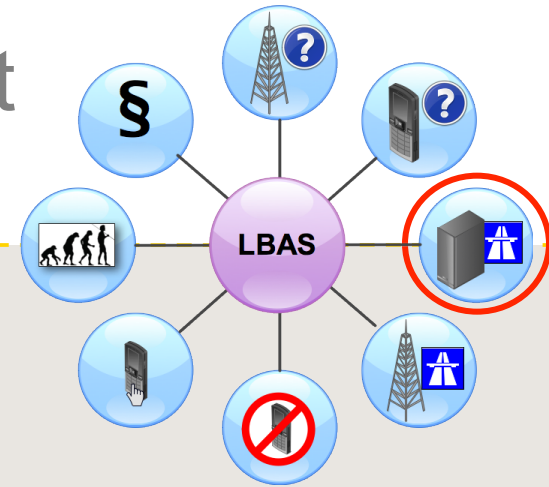
Optimize radio interface for handling of alerts

Handling of unpredictable traffic load

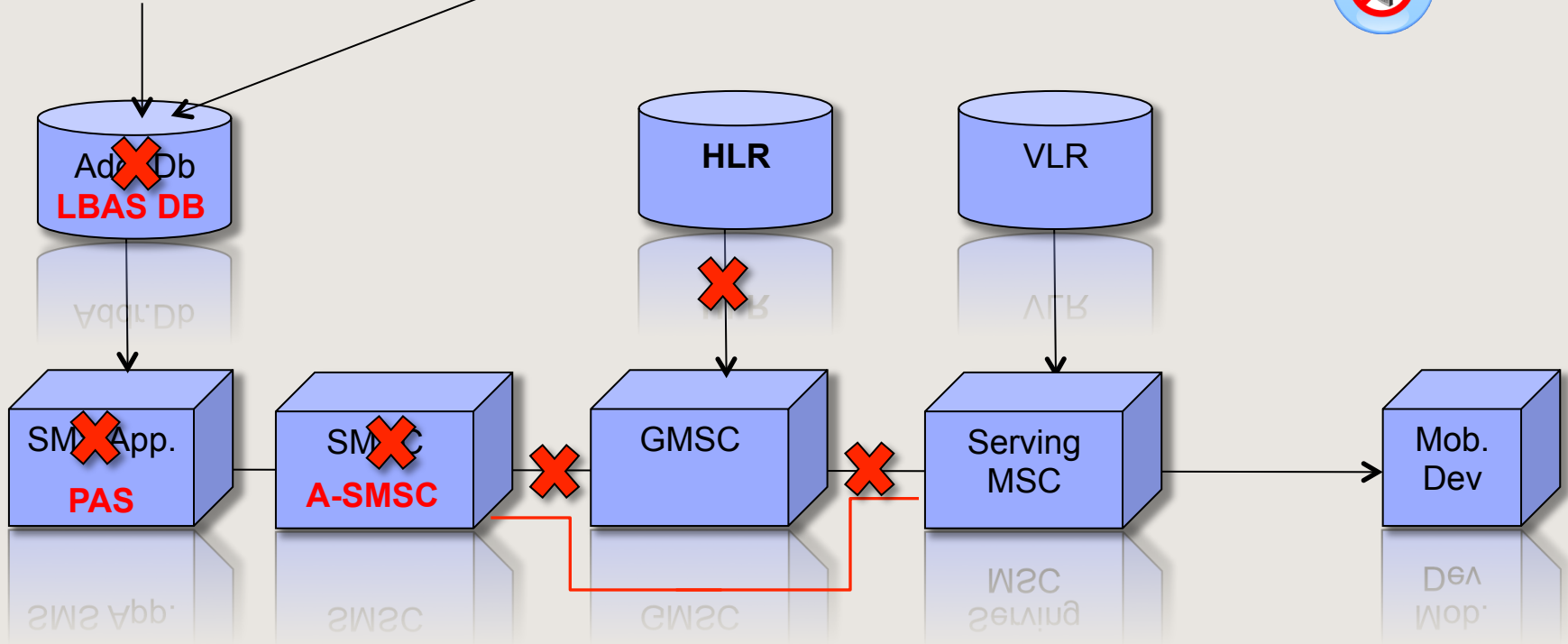




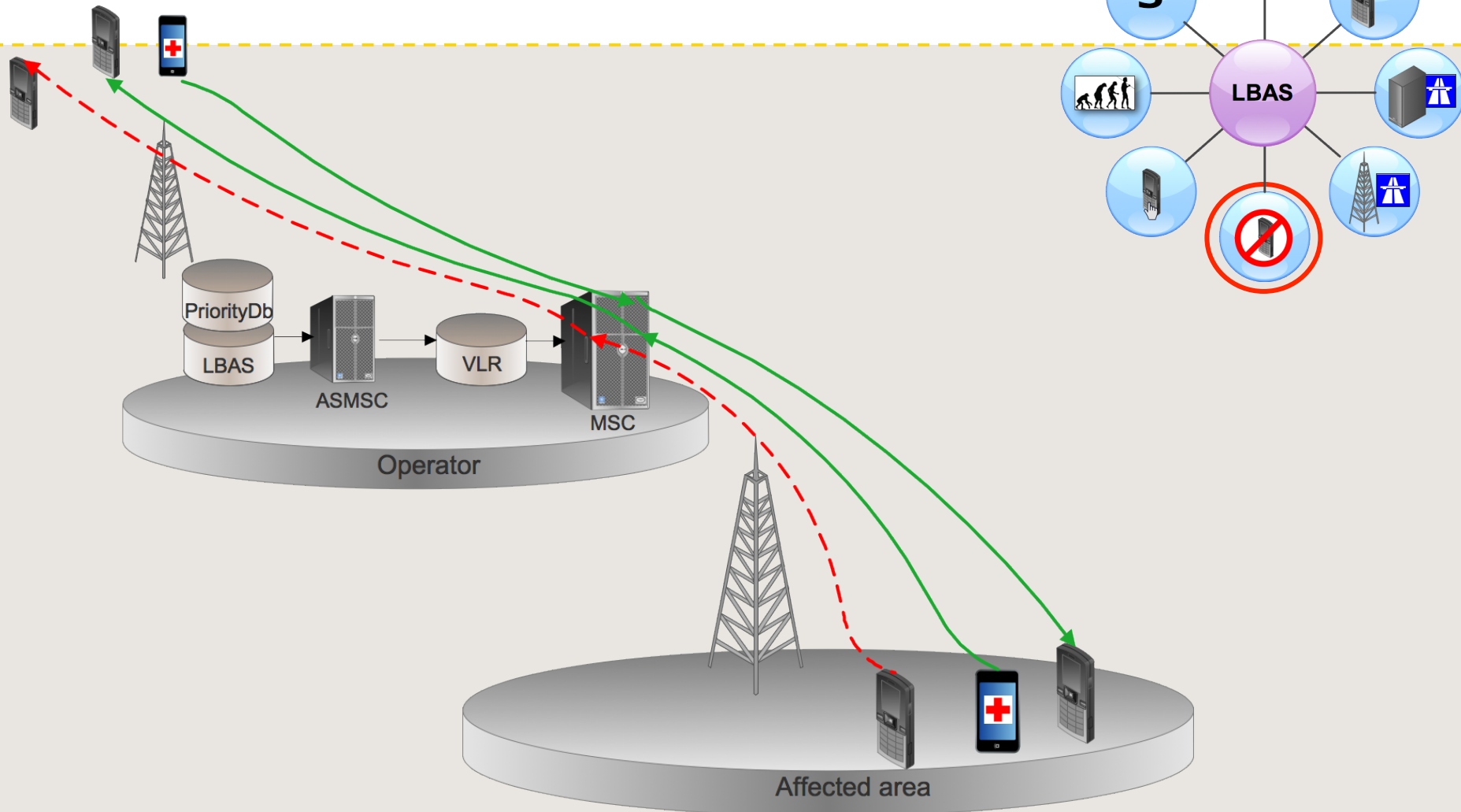
# LBAS: Core network enhancement



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



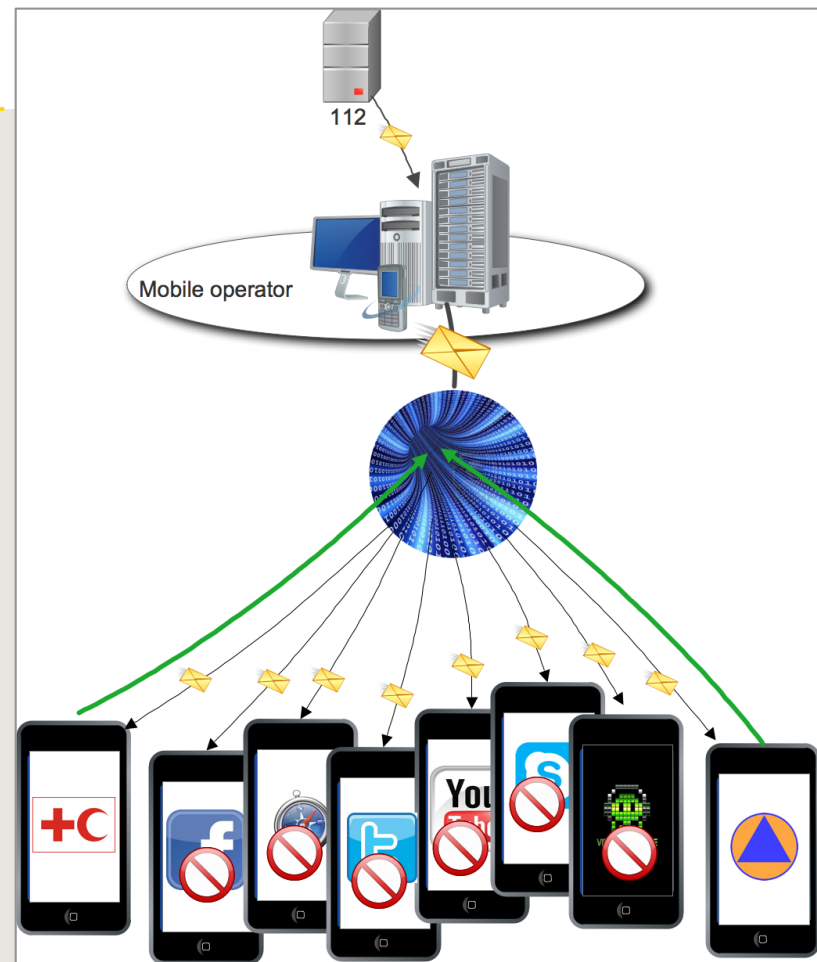
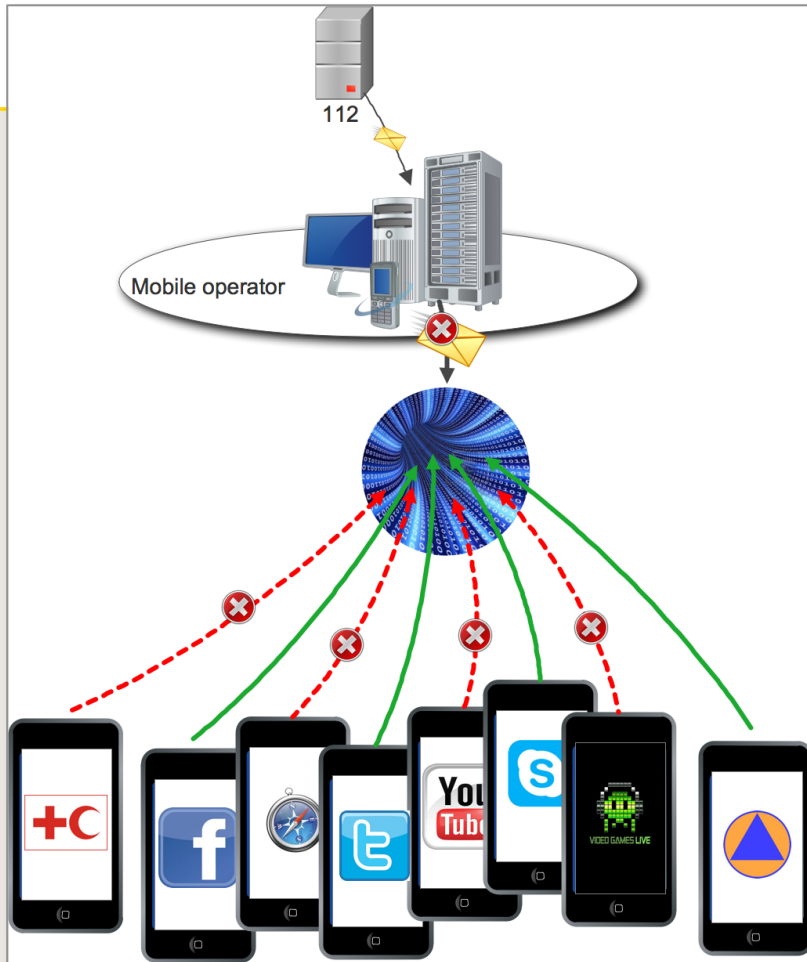
# LBAS: Network control



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



# Network control - result



# Why is control of the network important?

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- 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

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- 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

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*Thank you for your attention!*

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