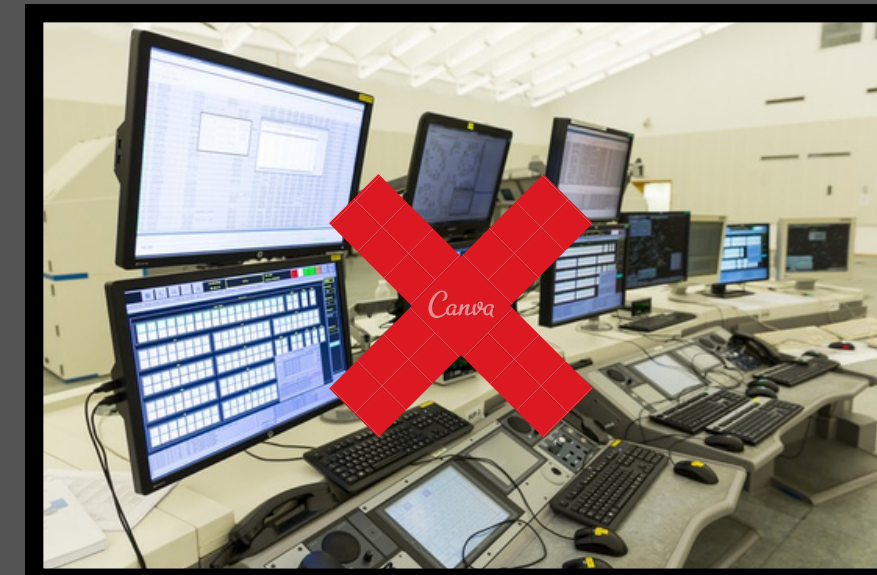


# TIME TO GET SMART ABOUT PUBLIC COMMUNICATIONS



## CITY ARRAY



# PUBLIC COMMUNICATIONS TODAY

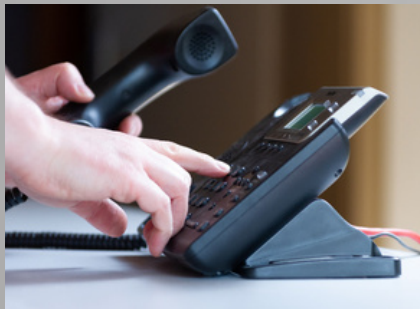


**SURVEY 40+  
EMERGENCY  
MANAGERS**

2021 NSF EMP MICRO SURVEY  
CHALLENGES FACING PUBLIC COMMUNICATIONS

**“INEFFICIENT, BURDENSOME, REACTIONARY VS. PREVENTIVE,  
DID THEY RECEIVE, DID THEY UNDERSTAND, ENGLISH ONLY,  
BUDGET RESTRAINTS, BURNOUT”**

**REVERSE 911**



**OBSOLETE LEGACY  
SYSTEMS**

**SOCIAL MEDIA**



**RUMOR LADEN &  
NOSEY**

**RADIO/TV**



**ARE THEY TUNED IN?**

**EMAIL**



**JUNK/SPAM FOLDER**

**PUSH NOTIFICATION**



**30% OPT IN  
RATES**



**TIME FOR A SMART SOLUTION  
NOW**

**CAMBRIDGE UNIVERSITY  
RESEARCH STUDY FOUND  
BETWEEN**

**2004 TO 2014**

**12 DISASTER PER WEEK  
WORLDWIDE**

**MANY CATASTROPHIC**

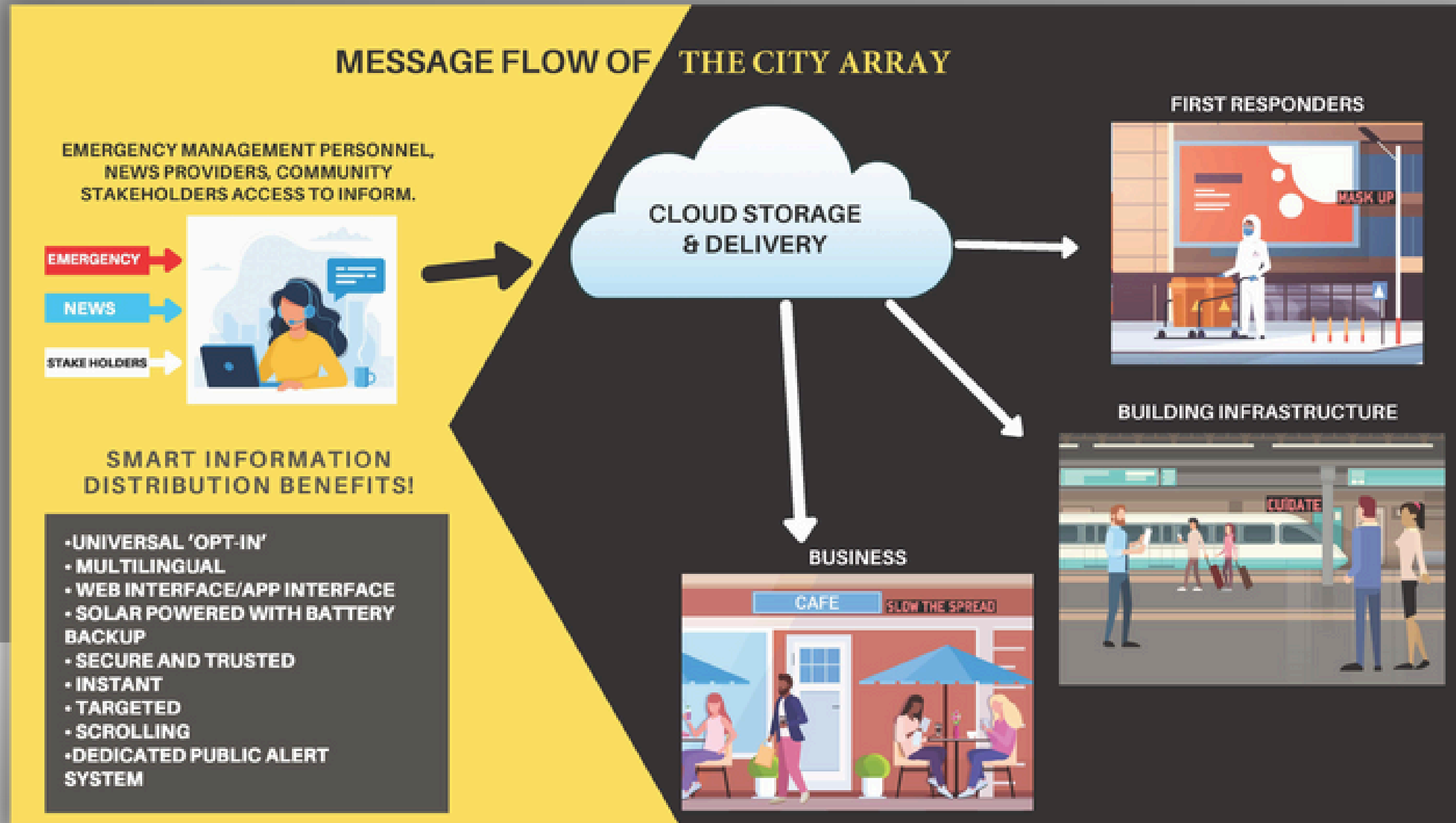
**\*TECHNOLOGIES ENABLING SITUATIONAL  
AWARENESS DURING DISASTER RESPONSE 2020**





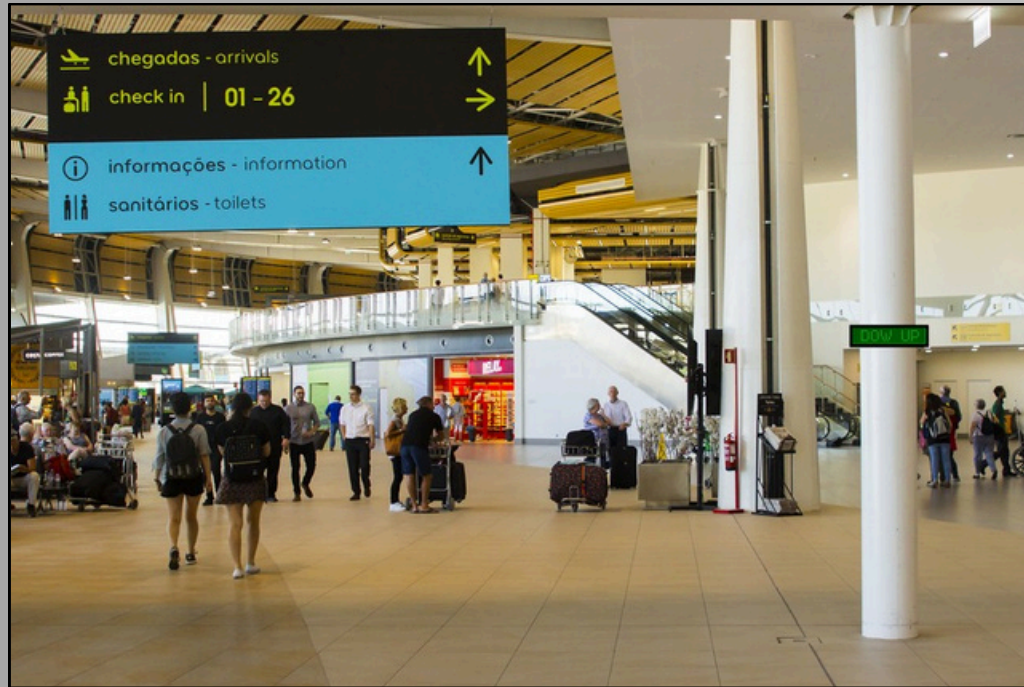
# CITY ARRAY

**FACILITATES SECURE, INSTANT, MULTILINGUAL WIRELESS MESSAGE DISTRIBUTION  
CITIES, FACILITIES, CONCOURSES**



**DEDICATED PUBLIC COMMUNICATIONS PLATFORM**



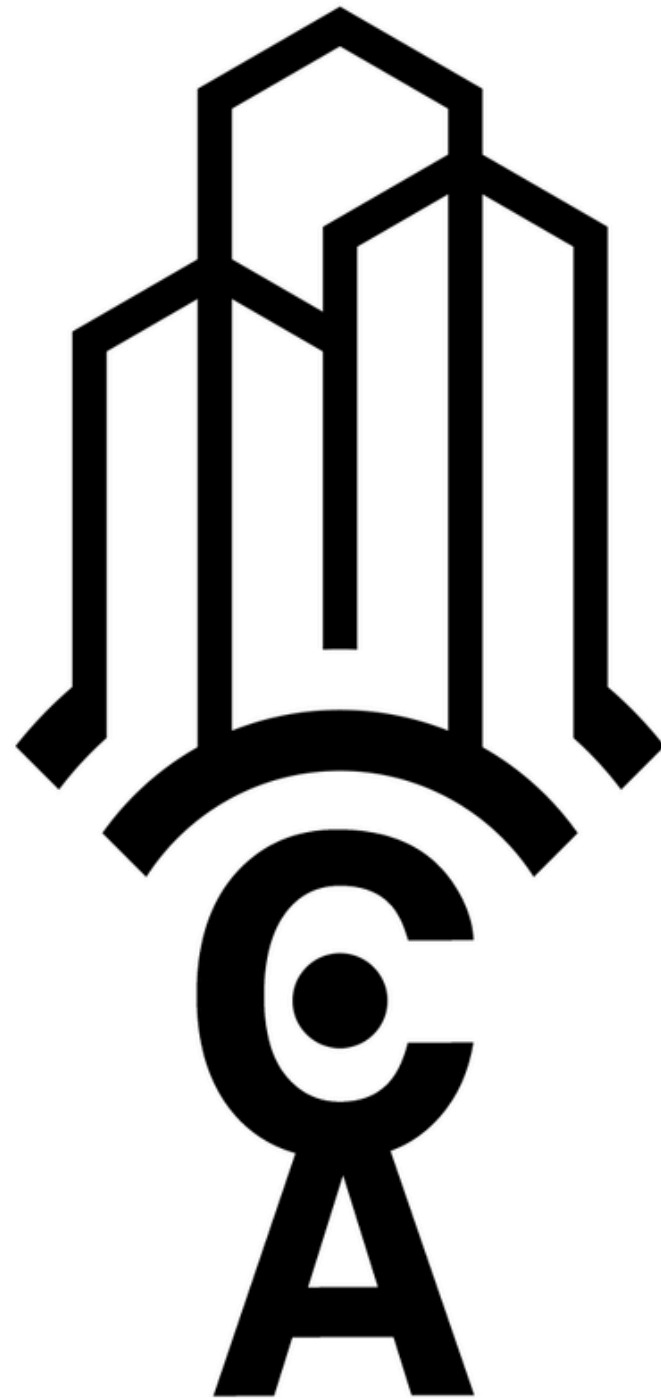


**DON'T GO TO WHERE THEY ARE  
GIVE THEM A PLACE TO GO  
FOR TIMELY & DYNAMIC INFO**





# CITY ARRAY



**ONE  
PLATFORM  
TO  
REACH THEM  
ALL**