

hyper-reach®

the power of instant communication

FEATURES

Easy. Secure. Reliable.

Hyper-Reach® was built from the ground up as an *Emergency* mass notification system. Designed to give public safety and emergency communicators the power to create and send messages easily with intuitive web and mobile interfaces, the full range of delivery options and immediate feedback and reporting.



FEATURES

- **Web and Phone-based Community Sign-up** allows citizens to register and manage their messaging, with or *without* a computer.
- **RecordTime™**: Record messages in your voice, *on your PC* for maximum speed.
- **IPAWS/WEA**: Reach mobile phones regardless of registration.
- **Mobile Smartphone App**: The next generation of message delivery.
- **Hyper-Reach Mapping**: the fastest, easiest mapping you'll ever use.
- **Premium SMS Text Messaging** for the fastest possible delivery.
- **Automated Weather Alerts**: Immediate alerts using National Weather Service warnings.
- **PerfectAnswer™**: Makes your message sound more natural, so more people listen to it.

- **Language Support**: Send your message in Spanish, French, or any language you want.
- **Recipient Response**: Lets you ask for and get answers to your messages.
- Easily manage and use **Multiple Contact Lists**.
- **Powerful Controls**: Number of and intervals between attempts, time of day, etc.
- **Wellness Checks**: to keep tabs on vulnerable citizens.
- **Tiered Login**: privileges to manage multiple users, departments and sub accounts.
- **Text to Speech**: that you can understand.

OUR COMMITMENT

We never compromise our standards. Determined to remain the easiest-to-use full-featured emergency mass notification service, we are committed to treating our customers with speed, intelligence, and courtesy.

Hyper-Reach® *Easy. Secure. Reliable.*

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Find out for yourself!

Put the power of preparedness in your hands.

Call the Asher Group at **855-2NOTIFY (855) 266-8439**.

Visit us at www.hyper-reach.com or send us an e-mail at info@ashergroup.com

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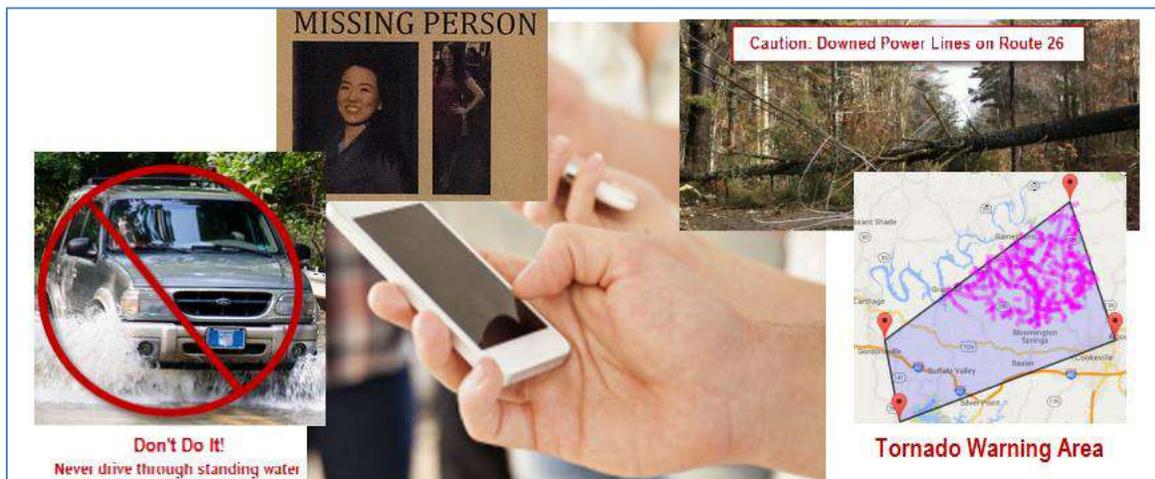
3300 Monroe Avenue • Suite 317
Rochester, New York 14618
Toll Free: 1-855-266-8439



Hyper-Reach Image Reach™

Increase the Impact of Your Message by Six Times or More!

To reach people in the most effective way, you need to add pictures, maps, video and other media whenever it's useful and available. **Now**, with our **exclusive** Image Reach feature, you can quickly add images and other files, along with extended text to your emergency alerts. Here's how it works:



1. You create your basic text, email or social media message;
2. You upload the picture file;
3. We create a unique URL that's included in your text, email or social media message;
4. When your recipient gets the message, they click on the link and see the image you sent.

The results are powerful: With a picture worth 1,000 words, you've increased the power of your message by more than six times. And since people share more messages with images, you'll reach more people. More message, more people, more effectively. That's reach!

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Hyper-Reach® Easy. Secure. Reliable.



Find out for yourself!

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Now has the Power of I.P.A.W.S.

A whole new era in Emergency Notification is now as close as your Hyper-Reach® system.

I.P.A.W.S. (Integrated Public Alert and Warning System) allows a certified agency to notify people within reach of a local cell tower about an impending emergency. This means that even someone driving through your area – no sign up needed, no residency needed – will be alerted within minutes.

Hyper-Reach is among the first emergency notification systems to be certified and offer technology for notifying the public of emergencies.

- No data to collect.
- Access people you cannot normally reach such as commuters traveling through your area.
- No sign up required from the community.
- Affordable during tough budget times.
- No minutes to buy.
- Enhances your current notification methods, or as a stand alone solution.
- No hosting equipment to store or maintain on site.

In truth, there is no way that a community can afford to go without **I.P.A.W.S.** The cost of saving one life or one minute of response time is far more than the cost of Hyper-Reach's **I.P.A.W.S.**

Ask us how to get certified!

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MAPPING

Easy. Secure. Reliable.

**OUR CUSTOMERS
DRIVE OUR
DEVELOPMENT**

Improved with even more mapping enhancements. Hyper-Reach, the already easy to use mapping solution is more accurate, more efficient and yes, even more user friendly.

Faster, Easier, More Accurate!

Of course we built-in user friendly features like exclusion of designated addresses, **direct integration with your 9-1-1 ANI/ALI data**, cloned campaigns, and full web access with no specialized hardware or software needed.

- ✓ **IT'S EASY** to navigate and pinpoint locations.
- ✓ **IT'S EASY** to zoom in and out.
- ✓ **IT'S EASY** to find streets, intersections and buildings.
- ✓ **IT'S EASY** to get a satellite view of your target area.
- ✓ **IT'S EASY** to auto-save pre-designated shapes at the press of a button (sectors, zones, police beats).
- ✓ **IT'S EASY** to search address points with exploded view.



Alert Your Community with Cutting Edge Speed and Accuracy!

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Mobile: The Next Generation of Messaging

Harness the Power of Mobile Technology to Get Your Message out Fast.

- Mobile-based interface for creating and sending messages
- Smartphone app for citizens to receive and manage messages.
- IPAWS/WEA for message delivery to all mobile phones.*
- Comprehensive outreach strategy to get phones registered and apps downloaded.
- The only company willing to guarantee registration rates.

* WEA equipped phones only



More citizens have mobile phones than landlines. Can you reach them?



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Communication Saves Lives



"The Hyper-reach system is easy to use. It helps us in a timely, quick manner. The Customer service is excellent – above and beyond, unlike our previous vendor who promised us service but didn't follow through."

Dan Miller
Emergency Services Specialist, Saratoga County, New York

"The Hyper-Reach people are excellent to work with, timely, expeditious. It's an easy to use system!"

Dave Costin
911 Director, Putnam County, Indiana

"The most reliable system I have ever used, coupled with the simplicity of use makes Hyper-Reach our choice. "

Chris Masiongale
911 Director, Overton-Pickett Counties, Tennessee

"H-R makes it extremely easy to contact officers for short notice overtime. We can call the SWAT team in one call without the dispatcher having to make separate calls. We find that Hyper-Reach comes in handy for just about anything we want to tell people: fireworks bans, water main breaks."

Don Sax
Police Captain, City of Belleville, Illinois

"Hyper-reach is an invaluable tool for reaching the public when the need arises. Hyper-reach allows for targeted messages to be sent to the public for local area emergencies such as missing people, barricaded gunman or other localized events."

John Merklinger
911 Director, Monroe County, New York

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