

# Hyper-Reach

## ALERTSMART™

### Send Your Messages to Smart Speakers

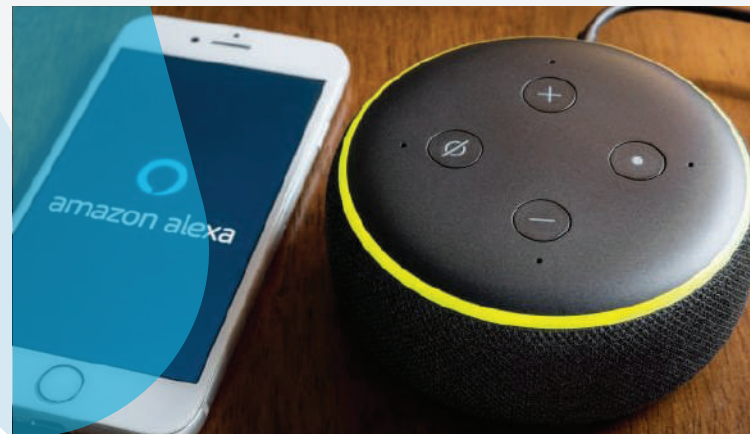


*Increase your reach with younger citizens*

**Smart speakers – such as Amazon’s Alexa** – now outnumber home landlines; and they’re growing fast. Market research shows that more than 100 million households – more than 80% of the US – will have at least one smart speaker over the next few years. They’re showing up everywhere, even in cars! And only Hyper-Reach delivers messages through this fast-growing technology. Here’s how it works:

1. Citizens say “Alexa, enable Hyper-Reach” to activate the skill on their Alexa devices.
2. Citizens are selected for alerts based on their Alexa profile addresses.
3. When sent, the message activates an alert tone and yellow flashes on their Alexa unit.
4. The message is played when the citizen asks for it.

*With the loss of home landlines, your biggest challenge is reaching Millennials and other younger citizens. With Hyper-Reach, you’re demonstrating your commitment to keep up with the latest technology and meet your citizens with the technology they use today.*



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