



# Public Warning System

## Industry Perspective



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# 9 PWS government customers in the past 3 years



Denmark



Ukraine



Israel



Vienna



Latvia



Qatar



India (AP)



Chile



Honduras

9

Governments

85

MNOs

25

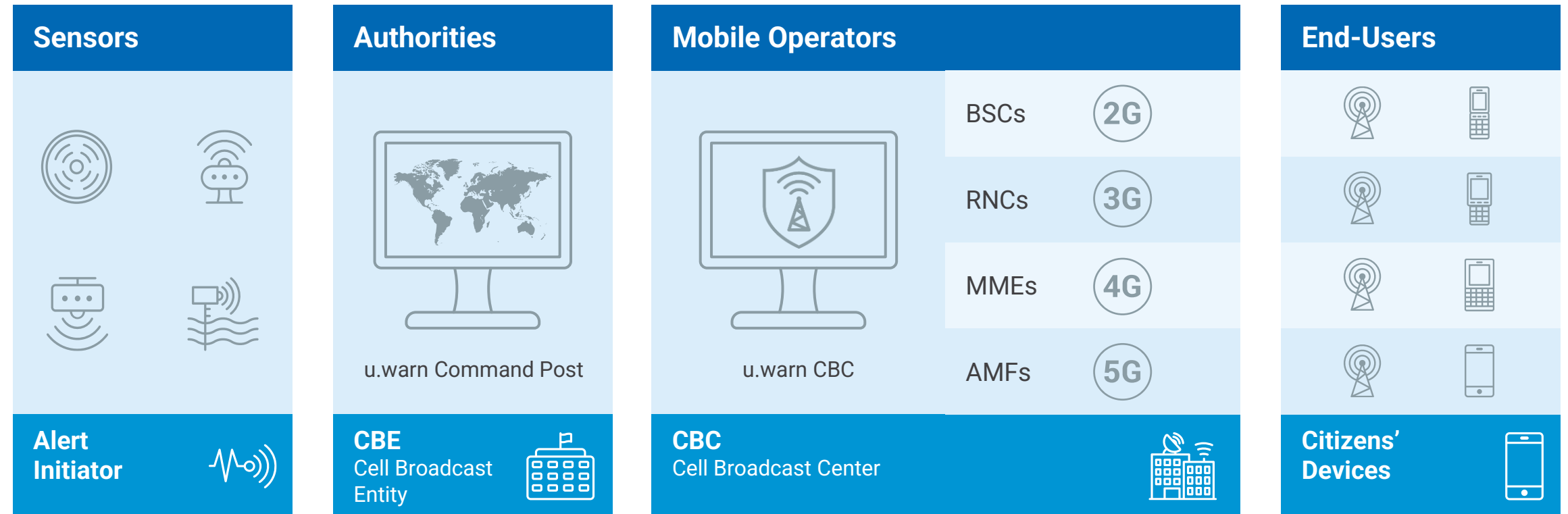
Countries

1K

Alerts/day

1B

Subscribers





Realtime &  
location-based  
alerts

Works also  
when the  
**network is  
jammed**

Does not  
**exhaust**  
network  
resources

Does not  
**require** data

Compatible  
with all cellular  
technologies  
5G; 4G; 3G; 2G

Support of  
all RAN/core  
vendors

performance

Zero Downtime

Complies with **all emergency standards** (CMAS, EU-Alert...)



# CBE – Cell Broadcast Entity (Command Post)

A central alert creation & management tool for all delivery channels



**Predefined  
alert templates  
and libraries**



**Predefined  
target areas**



**Customized  
operation  
workflow**



**Multiple  
alert languages**



**Easy to use  
customized GUI**



**Multiple  
government  
agencies**



**Hundreds  
of users**



**Users' roles and  
responsibilities  
Management**



Cell  
broadcast

LB-SMS

Emergency  
Apps

Sirens

TV

Radio

Billboards

Emergency  
Portal

Galileo  
EWSS

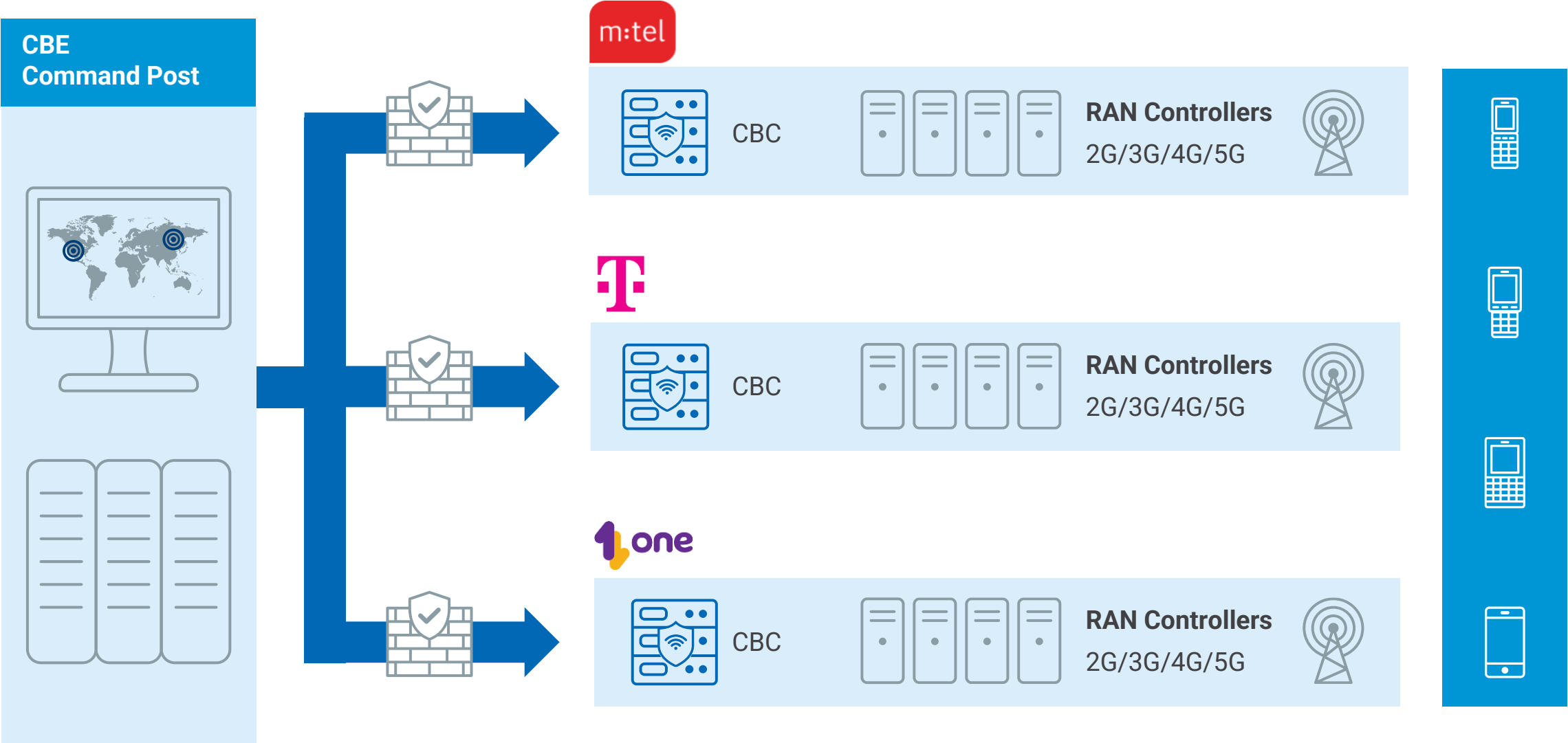
Email

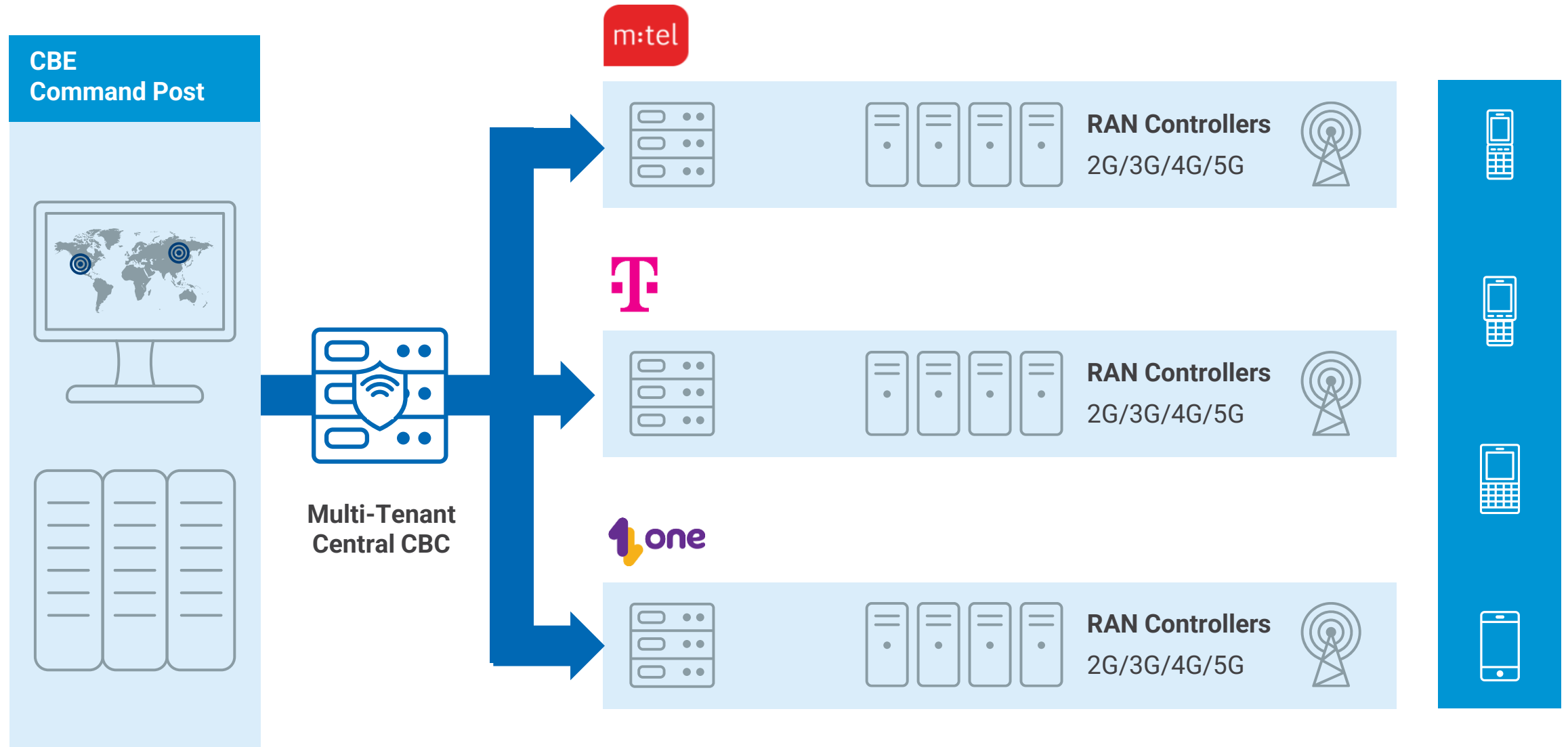
IVR

Desktop

- ◆ MNOs cooperation is a must
- ◆ Geo-Redundancy has been implemented by 95% of the customers
- ◆ Local CAP customization and finalization
- ◆ Cooperation with Apple and Google should be incorporated early enough in the project plan
- ◆ Local data centers / HW provider expedite the implementation
- ◆ Public education before first testing is highly recommended
- ◆ Cooperation with neighboring countries could be effective
- ◆ Topics to consider in advance
  - ◆ Central or multiple CBC?
  - ◆ Languages and alert appearance on the device
  - ◆ Used cases, channels allocation, and audio alarms



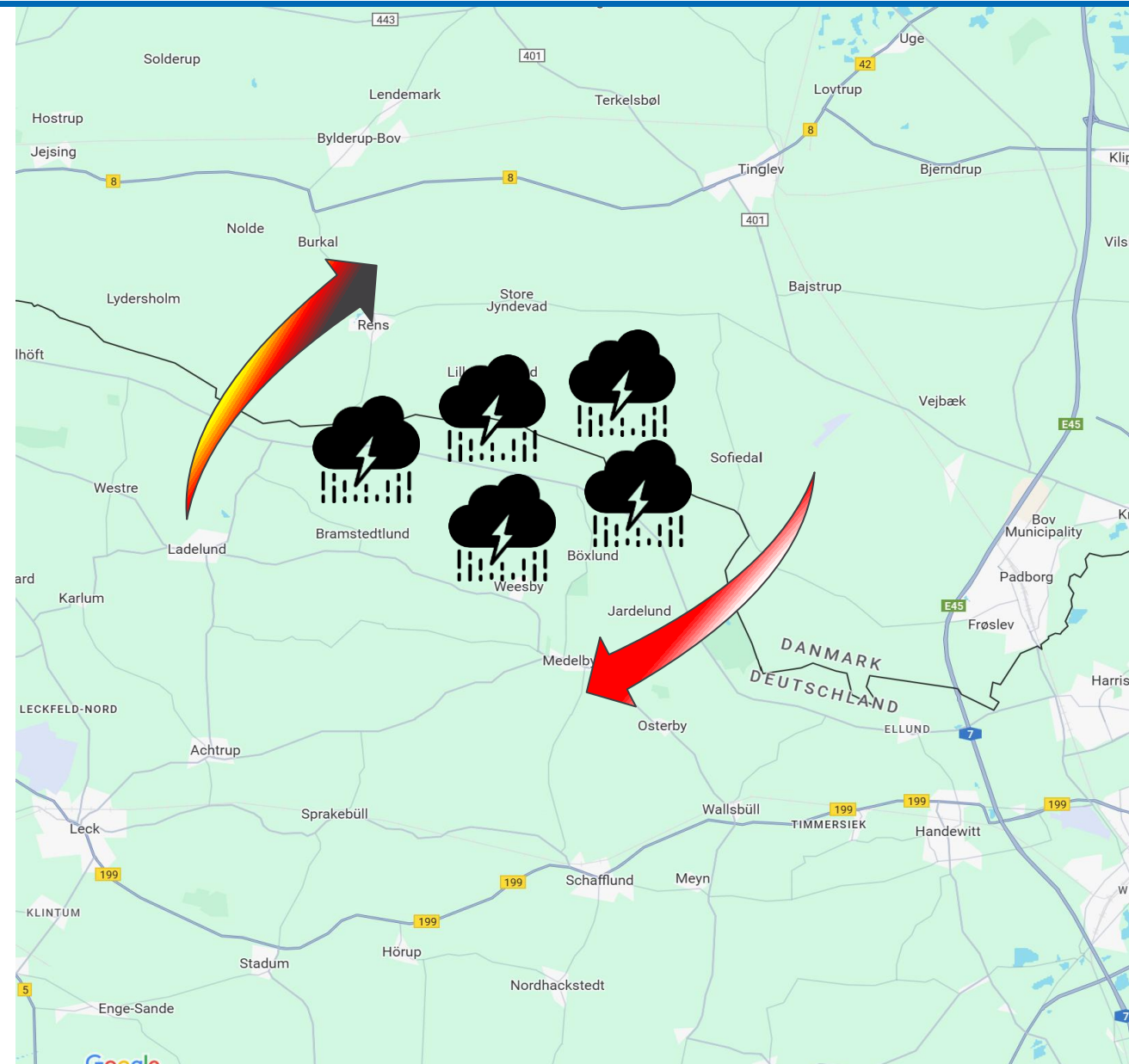


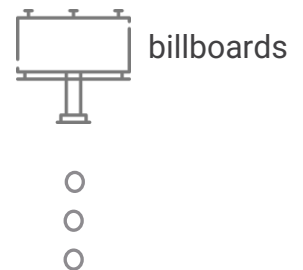
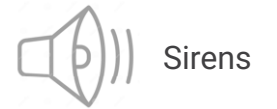
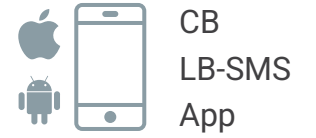




## Unique cooperation with the German Civil Protection and Disaster Assistance – BBK

- ◆ Realtime data sharing on close-border incidents that may cross over
- ◆ In case of an alert being disseminated in either Germany or in Denmark close to the border area, the alert information will be automatically shared with both CBEs, and the other party can decide whether to create a parallel alert at its own area.
- ◆ In any case, the information kept on our Command Post, allows the system operator to act according to the procedure.







# Thank you for your attention!

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