



Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

Fact sheet: News Alert Public

★ **What is the vision of „ News Alert Public“?**

“Quickly inform affected users on their mobile devices about all imaginable types of disasters within a certain area.”

★ **Target Group:**

End users: Citizens and travellers

Third party: Local and regional authorities and companies

★ **Benefits for End User:**

- ★ Immediate notification about relevant incidents
- ★ Notification via mobile phone
- ★ Various alternative notification channels
- ★ Messaging and call setup

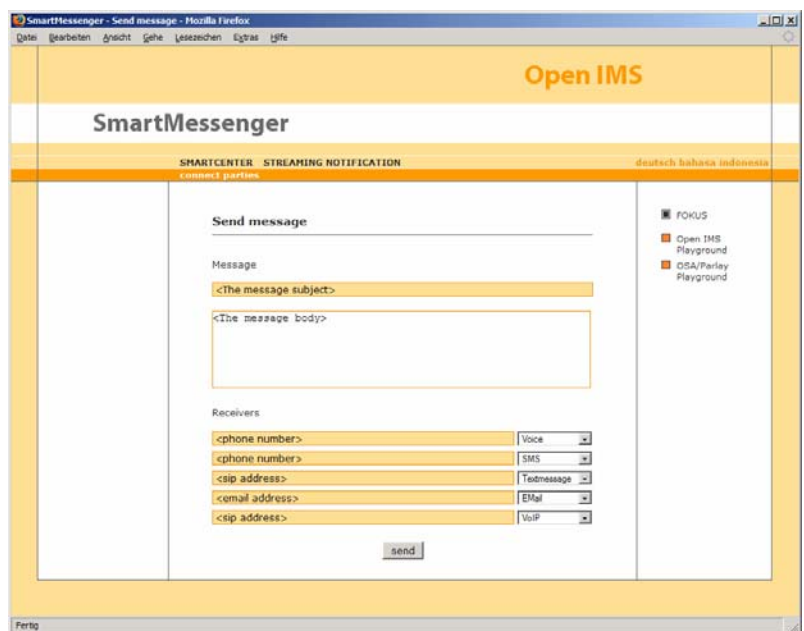
★ **Business Model:**

Service offered free of charge by local government and tourist boards

News Alert as part of general e-government solution

★ **Commercial Status:**

Not yet available; Prototype focusing on technical aspects of efficient notification mechanisms



★ **Technologies:**

Pushed alarm/notification messages in various formats (SMS, Voice Call, Alert News)
Call setup between parties

★ **Realization by sda and FOKUS:**

Web interface for sending messages and setting up calls
Based on messaging gateway developed at FOKUS

★ **Feedback from Evaluation:**

Besides disaster alarms also other important e-government information for citizens, e.g. expiration of permit of residence

Concerns about possible misuse (SMS spamming)

When used as public information channel, means for topic selection required: out of scope