



Everbridge Awarded New Public Warning Patent Enabling 5G Multicast Content Distribution for Its Next-Generation Population Alerting Platform Amid COVID-19 Pandemic

January 6, 2021

New patent approved for end-to-end multimedia population alerting capabilities – Everbridge’s 14th as it relates to Public Warning and more than 160 overall across its suite of products – highlighting the need for delivering alerts through a combination of 5G, Cell Broadcast, and multimedia

BURLINGTON, Mass.--(BUSINESS WIRE)--Jan. 6, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management ([CEM](#)), today announced the company received an important new patent related to its world-class [Public Warning](#) system, which already serves the entire populations of 11 countries in Europe, Asia, Oceania, the Middle East, Africa, and the Americas. The patent pertains to a multimedia-capable platform that delivers both traditional text alerts using Cell Broadcast (CB) and multimedia content such as audio, images, and video using Multicast Content Distribution (MCD).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210106005298/en/>



Multicast technology builds upon 5G, the emerging wireless standard poised to become the foundation of next-generation mobile networks. The patent was delivered out of work in support of the European Union (EU) funded [5G-Xcast project](#), which focuses on incorporating broadcast and multicast communication enablers in 5G, in compliance with local regulations and privacy guidelines.

“A missing persons alert, for example, is typically a text-only cell broadcast,” explained Ajay Nigam, Chief Product Officer for Everbridge. “Now, in addition to sending a description of the missing person, a multicast could include a picture of the individual, a video of the area authorities are searching, and audio for the hearing impaired. A more robust alert with rich information could help first responders find the person more quickly with the public’s help, and potentially save a life.”

Everbridge Awarded New Public Warning Patent Enabling 5G Multicast Content Distribution (Graphic: Business Wire)

As the most scalable platform in the industry, Everbridge provides [the only public warning system](#) combining cell-broadcast and address-, group-, and location-based, multi-channel technologies. Everbridge Public Warning meets and exceeds the needs of any country, public authority, or region looking for an advanced warning solution to protect its citizens and visitors, a crucial distinction in light of the European Union directive requiring member countries to have a population-wide alerting system in place by June 2022. Everbridge currently supports population-wide alerting in [Australia](#), [Greece](#), [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore and [Sweden](#), as well as deployments within all of Canada’s provinces and multiple states in [India](#).

Everbridge leverages its CEM platform to deliver [the world’s most widely used population alerting solution](#), reaching over 650 million people in every region of the globe. The platform provides critical event management capabilities across a broad range of threats including natural disasters, cyberattacks, terrorism, and the [ongoing COVID-19 pandemic](#).

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations’ operational response to critical events in order Keep People Safe and Businesses Running™. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,400 global customers rely on the Company’s Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing response plans. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 20 cities around the globe. For more information visit www.everbridge.com

Cautionary Language Concerning Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as “expect,” “anticipate,” “should,” “believe,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “could,” “intend,” variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers’ expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission (“SEC”), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2019 filed with the SEC on February 28, 2020. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

All Everbridge products are trademarks of Everbridge, Inc. in the USA and other countries. All other product or company names mentioned are the property of their respective owners.

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