



Everbridge Unveils Next-Generation Front-End Alerting Interface for Industry-Leading Global Public Warning Platform

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Critical Event Management (CEM) leader announces new Public Warning Center, featuring first-of-its-kind Hybrid Cell Broadcast and Location-Based SMS Alerting Gateway

OSLO, Norway--(BUSINESS WIRE)--Jan. 19, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced the launch of its enhanced Public Warning Center, the first-of-its-kind modular and multi-channel front-end interface featuring the ability to create and transmit a combination of [cell broadcast and address-, group-, and location-based SMS alerts for countrywide alerting](#) from a single console.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210119005380/en/>



Offering a best-in-class user interface (UI) and modern design, the highly-flexible Public Warning Center serves as the gateway for the industry's largest and only [public warning system](#) supporting any configuration from basic single-channel to more sophisticated hybrid options combining cell-broadcast and multi-channel technologies, including SMS, [video](#), social media, TV, radio, digital signage, sirens, website, emails, and more – whether on-premises, hosted, or SaaS.

“Governments require the best of both options – the capability to deliver a massive number of messages very quickly as well as the ability to target precisely who receives particular alerts. Everbridge is the only population alerting provider that eliminates these tradeoffs and delivers optimized capabilities based on the needs of each country,” said Michael Hallowes, former National Director, Australia's Emergency Alert Program, and Managing Director of Zefonar.

Critical Event Management (CEM) leader announces new Public Warning Center (Photo: Business Wire)

Everbridge also [recently announced a new patent](#) for its revolutionary work in enabling *end-to-end multimedia population alerting capabilities*. The patent – Everbridge's 14th as it relates to Public Warning and one of more than 160 overall across its suite of products – highlights the need for delivering alerts through a combination of 5G, cell broadcast, and multimedia.

With a design focused on simplicity, security and reliability, the new application provides unparalleled user experience, responsiveness, and performance. The Public Warning Center interface completes the full integration of the company's recent acquisition of [one2many](#), the world's market leader in 4G/5G cell broadcast.

World-renowned UI/UX technologist and designer [Dr. John Maeda](#), who serves as Everbridge's Chief Customer Experience Officer and has been recognized as one of the “75 Most Influential People of the 21st Century” by *Esquire* stated, “Launching this innovative Public Warning front-end will provide alerting authorities the unprecedented flexibility they need to reach out and communicate with the public when it matters most, and via the most appropriate communication channels. The highly modular architecture of Public Warning Center builds on our team's vast experience and client feedback, bringing together global best practices from countries around the world.”

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 with 5G compatibility enabling multimedia content alerting distribution. The new Public Warning Center meets and exceeds the needs of [any public authority looking for an advanced warning solution to protect its citizens and visitors](#) – from EU-directive approved systems to more sophisticated hybrid and multi-channel alert and warning platforms.

Everbridge represents the first population alerting provider to serve the entire populations of 11 countries in Europe, Asia, Oceania, the Middle East, Africa, and the Americas, supporting five European Union (EU) countries in conjunction with the EU mandate requiring member countries to have a population-wide alerting system in place by June 2022. In compliance with GDPR, Everbridge Public Warning neither collects nor stores personally identifiable information (PII) data.

“With Everbridge, public authorities can reach millions in seconds as our solution leverages the speed and network throughput of cell broadcast

technology and the population movement analytics, multi-language capability, and two-way communication of address-, group-, and location-based SMS," said Javier Colado, Senior Vice President, International.

More [local](#), [state](#), and national governments deploy the Everbridge Platform than any other solution, offering the ability to reach over 650 million people across the globe. Everbridge currently supports population-wide alerting in 11 countries including [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](#).

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.

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