



Everbridge Awarded Revolutionary New Public Warning Patent for Technology that Automates the Selection of the Optimal Communications Channels to Reach the Broadest, Hyper-Targeted Populations – as Fast as Possible – During a Crisis

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Game-changing innovation combines the speed of Cell Broadcast with the precision, filtering, control and historical capabilities of Location-Based SMS to automatically and dynamically switch to the right communication method to reach the right recipients for the right use case, at country-scale

BURLINGTON, Mass.--(BUSINESS WIRE)--Mar. 5, 2021-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management](#) (CEM), today announced the company received a revolutionary new patent related to its world-class [Public Warning](#) system. The patent pertains to technology focused on hybrid population alerting systems and intelligent sending of messages in public mobile networks.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210305005260/en/>



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.

The new patent entitled “*Intelligent Messaging-Channel Selection and Related Features For Alert Systems*” covers functionality around efficient and optimized sending of mass notifications to the public, and the automatic selection of channels to be used, to ensure emergency notifications are sent to as many hyper-targeted populations, whether resident or traveler, as fast as possible, leaving no one behind during a crisis.

Everbridge Awarded Revolutionary New Public Warning Patent (Photo: Business Wire)

“Through the strategic combination of leading technologies in the industry, we are yielding intellectual property that would otherwise not have been possible,” said Imad Mouline, Chief Technology Officer at Everbridge, referring to Everbridge’s [2018 acquisition of UMS](#) and [2020 acquisition of one2many](#). “This patent represents a key part of our strategy to continue to offer the next-generation of public warning technology. Everbridge enables governments and entire countries to leverage a single platform to communicate during all stages of a crisis, and to all stakeholders, by leveraging automation that ensures the right communications channels are used for the right purposes, leaving no one behind in an emergency.”

When executing large-scale population alerting, some channels will have better reach but can be slower and result in the need for more time to get all notifications delivered. Other channels might reach a smaller percentage of the population but can disseminate an alert extremely fast. The methodology described in the new Everbridge patent will automatically make a decision on which dissemination channel to use, based on the individual use case, the real-time status of the communication networks, and various demographic and technical characteristics of the intended recipients. The Everbridge Public Warning platform will select whether to use SMS or Cell Broadcast, or when to use a hybrid model of each, to reach the right segment of the population, in the right area, at the right time.

The patent also describes estimation algorithms to calculate the time it will take to send out all messages with the different channels available in the system (based on dissemination channel *technology*, what *generation* of mobile network used, and *congestion* measurements).

In some cases, for example, a system based on the methodology in this patent, will start sending messages on one dissemination channel, and then later automatically switch to other channels for ‘whole area’ or to ‘certain mobile cell towers’ in an area in order to maximize reach.

“If you are aware of approaching severe weather,” said Morten Seliussen, Senior Director of Engineering at Everbridge, “it becomes imperative to prepare emergency alerts and notifications based on where people live or where they work, versus where they are right now. Similarly, if you have a missing person or virus hot spot, the location where people are right now is not always as important as where they were at the time of a certain event, or who had passed through an impact area. With this innovation, we have the ability to go back in time using very unique underlying technologies and techniques to deliver the most effective and targeted mass notification to the most relevant population.”

Continuing its market-leading innovation in population alerting technologies, Everbridge was also [recently awarded a new patent](#) for end-to-end

multimedia population alerting capabilities, highlighting the need for delivering alerts through a combination of 5G, cell broadcast, and multimedia.

More [local](#), [state](#), and national governments across the globe deploy the Everbridge Platform than any other solution, offering the ability to reach over 700 million people in more than 200 countries. Everbridge represents the first population alerting provider to support 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. Everbridge supports population-wide alerting in countries across Europe, Asia, Oceania, The Middle East, Africa, and South America including [Australia](#), Greece, [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore and [Sweden](#). Everbridge's population alerting capabilities also power some of the most populous states in North America including [Florida](#), [New York](#), and [California](#), as well as over 3,700 municipalities, counties and cities within 49 of the 50 United States, within all of Canada's provinces, and throughout Europe and Asia, including deployments within multiple populous 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 to 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 5,600 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 modalities, 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, 2020 filed with the SEC on February 26, 2021. 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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