



## Everbridge Unveils PSInsights, an Industry-Leading Public Safety Solution With Real-Time Situational Awareness for Accelerated Emergency Response

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*Everbridge PSInsights™, part of the company's Public Safety solution, provides public authorities with real-time visibility and much-needed detail for faster and more effective emergency communications and response*

SINGAPORE--(BUSINESS WIRE)--Dec. 7, 2022-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#) and national [public warning](#) software solutions, today introduced a new situational awareness capability enabling public safety authorities to gain deep visibility into critical situations – before, during and after they occur – in order to streamline the response and keep people safe. Available as part of the company's Public Safety solution, Everbridge PSInsights™ provides the information and visualization necessary for public safety professionals to properly communicate important life safety information to residents, tourists, or visitors in hazardous situations.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221206006150/en/>



"We get a lot of information from the system," said Tómas Gíslasen, Deputy CEO at 112, Iceland's emergency service. "Knowing how many people there are in the area can help us understand the gravity of the situation and better prepare for the next steps in our rescue efforts."

Everbridge PSInsights provides situational awareness with real-time visibility into the scene of an incident. The technology offers the required level of detail that helps emergency services communicate and respond quicker and more efficiently.

"During a critical event, such as severe weather, flash flooding, or wildfires, public authorities need to quickly act and communicate important life safety information to the public," said Knut Gjerde, Senior Director of Public Warning at Everbridge. "When every second counts, authorities need to clearly understand the situation on the ground to refine the messages they send to everyone in the

affected area to keep them safe. PSInsights provides public safety agencies the level of visibility they require to support the most effective response."

Everbridge PSInsights sheds light on the "black box" in which public authorities operate so that they can:

- Know how many people are impacted by a critical event so they can prepare an effective response
- Determine the exact location of people at risk to send proper instructions or evacuation orders
- Understand the nationalities of those impacted so authorities can communicate in their native languages
- Keep track of the evacuation progress and crowd movement to ensure that no one is left behind

The visual map interface can also complement existing cell broadcast-based population alerting systems and integrate with many leading mass notification platforms.

"When faced with a crisis, public authorities need a complete picture in order to conduct a proper impact assessment, make critical decisions, inform stakeholders, and direct affected people," said Valerie Risk, Vice President of Public Safety Solutions at Everbridge. "Without clear situational awareness of an event, misinformation and misunderstanding can arise and delay response, often increasing the potential damage. PSInsights ensures instant, accurate, dependable, and complete information, which drives efficient decision-making and effective incident response."

Everbridge will demonstrate PSInsights at the [Natural Disasters Expo](#) in Singapore on December 7-8, 2022. Visit us at Booth #447 to learn more about how Everbridge can improve your organization's disaster response and resilience.

In 2021, Everbridge launched 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. Everbridge Public Warning leverages existing telecom infrastructure, with no opt-in required, to reach everyone within a geographic area to reduce disaster risk, support first responder communications, and analyze disaster communication effectiveness for subsequent mitigation

activities. The platform is fully compliant with data privacy regulations including GDPR.

More governments across the globe deploy the Everbridge population alerting solutions than any other provider, offering the ability to reach over two billion residents and visitors in more than 200 countries and territories including the [United Kingdom](#), [Germany](#), [Estonia](#), [Sweden](#), [Norway](#), [Iceland](#), Greece, the Netherlands, Singapore, New Zealand, [Australia](#), [Peru](#), and multiple countries across the Middle East and Africa.

### 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 Organizations 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, product recalls or supply-chain interruptions, over 6,400 customers in 76 countries 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. For more information, visit [www.everbridge.com](http://www.everbridge.com), read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

### 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, 2021 filed with the SEC on February 25, 2022. 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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