

The City of Trenton Selects Emergency Notification Provider:

Hyper-Reach Chosen to Help Protect Lives and Property

January 26, 2018 / Rochester, NY

For Immediate Release

Telephone-based mass notification systems are used by thousands of public safety agencies across the US to warn citizens about local emergencies, hazards and other threats. Now the City of Trenton announces that they have selected Hyper-Reach to help bring this same life-saving capability to the area. Hyper-Reach is a state of the art mass emergency notification system designed specifically for public safety. The City of Trenton expects to have the service fully operational by the end of January.

The new emergency alert system will provide rapid notification of hazardous and urgent situations using a mix of telephone calls, text and email messages, and even TTY/TDD service for the hearing impaired. The system sends thousands of these messages to geographically targeted households in seconds, and can simultaneously deliver them to an even broader audience via social media, as well as sending broadcast messages to most current mobile telephones (made since 2011) in an affected area by providing access to FEMA's Wireless Emergency Alert (WEA) system.

"Our job is to protect the citizens of Trenton as effectively and cost-effectively as possible." said Steve Voss, Director of Police and Fire for the City of Trenton. "We reviewed all the major vendors for emergency notification service, and Hyper-Reach gave us everything we needed at an unbelievable price. We're really excited about this new capability."

The City of Trenton plans to use the service primarily for alerts about weather and environmental hazards, criminal activity and missing persons. Landline phones are automatically enrolled, but mobile phones and email addresses are only included when people enroll. Residents and people who work in the City of Trenton are encouraged to enroll now either by calling (734) 304-7572 , going to the website <http://hyper-reach.com/mitrentonsignup.html>, or by downloading the Hyper-Reach Anywhere app on their smartphone. Hyper-Reach Anywhere is a free smartphone app that allows individual citizens to manage and monitor the alerts they receive, both for their home and office addresses and for other addresses they care about, such as those of elderly relatives or friends.

“We’re honored to have been selected by the City of Trenton to provide its emergency alerts,” said Sam Asher, President of Hyper-Reach. “It’s gratifying to be part of an effort to save lives and protect property and we take that responsibility very seriously.”

About Hyper-Reach

Hyper-Reach (www.hyper-reach.com) is a mass notification system with over 15 years of experience in emergency messaging. Hyper-Reach sends messages via automated telephone calls, text messaging (SMS), email, and social media, such as Twitter. Other uses of Hyper-Reach include Amber alerts, toxic chemical warnings, and armed shooter alerts. In addition to 911 centers, Hyper-Reach is used by law enforcement, educational institutions, and corporations.

For more information about Hyper-Reach, go to www.hyper-reach.com or call [855-266-8439](tel:855-266-8439) (855 2-Notify).