

# Think bigger. Plan smarter. Act faster.



**Everyone wants to be safe where they live, work, go to school and congregate. We believe technology is required to make this a reality.**

Emergency response today is complex, and safety is a collaborative responsibility. Rave Mobile Safety with AT&T solutions are designed to operate in emergency situations.

The Rave Platform is purpose-built for critical communication and collaboration to enable emergency notifications, critical data sharing and response coordination.

From planned events to crisis scenarios, the Rave Platform provides timely and targeted communications, interconnects public, private and 9-1-1 response teams, delivers personal safety applications and enhances emergency preparedness and response. Public safety agencies, campus safety officials and corporate security professionals rely on Rave to save lives, manage critical incidents, and increase operational resiliency.

## Potential Benefits

- Increased response
- Informed coordination
- Improved situational awareness
- Positive citizen engagement
- Reduced impact

## Features

- Deliver critical information to the right people at the right time
- Immediate access to wellness, safety and support resources
- Empowerment of community, employees and/or students
- Enhanced safety of soft targets
- Direct connection to 9-1-1



Whether working late or spotting suspicious behavior, employees and students can feel safe with a personal safety app directly on their phone. As part of Rave's critical communication and collaboration platform, **Rave Guardian with AT&T** provides a variety of safety and protection features so that help is only a click away.

**Rave Guardian with AT&T** key features include an emergency call button, safety timer and virtual escort, anonymous tip functionality, a content directory, and more to:

- Helps protect employees and lone workers
- Provide easy access to assistance
- Connect directly to 9-1-1 and security
- Share resources on-the-go
- Identify potential threats or dangerous activity

### **Rave Guardian with AT&T** Product Description

**Always be informed & active**  
Whether remote or on the move, people will have the information they need to remain safe. Rave Guardian with AT&T improves emergency response and situational awareness as critical information lives directly within the app alongside key features like:

- **Geo-targeted polling alerts**
- **Critical content library**
- **Call directory**

**Stay connected & safe**  
Provide access to valuable tools and resources through the custom-branded mobile app. Engaging directly through Rave Guardian with AT&T (customized to fit your brand or image or colors) allows users a more comfortable and reliable experience, as well as driving more positive engagement as they can:

- **Anonymous tips**
- **Virtual safety timer**
- **Emergency call button**

**Monitor health & wellness**  
In addition to providing valuable and targeted information, Rave Guardian with AT&T can help monitor the health of your employees on a recurring basis with:

- **Dynamic polling**
- **Two-way messaging**
- **Real-time reporting**

## Rave Guardian with AT&T Product Features

### Custom branding

Provide a better, more familiar user experience with school or company colors and branding including header logo, background colors and new, colorful icons.

### Library of resources

An on-demand content directory one click away of emergency procedures, schedules and best practices to easily find the assistance or resource needed.

### Call directory

Easy access to a directory of important numbers or hotlines of those that can help.

### Safety timer virtual escort

Set virtual safety times for an extra layer of security no matter the time or location.

### Geo-targeted polling alerts

Push notifications to those working in the field, traveling, or entering a specific area of your campus based on pre-set location grids.

### Anonymous text-to-tip

Discreetly connect with security by sending anonymous tips with photos or locations as needed.

### Recurring/scheduled polling

Dynamic polling and/or automated health checks.

### Two-way messaging

Back and forth conversation with administrators or first responders to report unsafe behavior or health concerns.

### Emergency call button

Directly connect to 9-1-1 or security with an emergency call button on the home screen and live video streaming to articulate and identify the location and severity of an emergency.

### Real-time reporting and incident logs

Help prepare, recover, and mitigate future emergency events.

## Pricing

Rave Guardian with AT&T – Alert Annual License per FTE \$7.50/FTE

Rave Guardian with AT&T – Set-Up Fee \$2,500

Rave Guardian with AT&T – Alert Annual License \$15

Rave Guardian with AT&T – Collaborate Annual License \$5

Rave Guardian with AT&T – Rave Notifier \$3

Rave Guardian with AT&T – Additional SMS Opt-In Keyword \$2,500

Rave Guardian with AT&T – Additional Eyewitness Keyword \$1,500

Rave Guardian with AT&T – Additional Non-Emergency Messaging - 50,000 message segments \$2,500

Rave Guardian with AT&T – Additional Non-Emergency Messaging - 250,000 message segments \$10,000

Rave Guardian with AT&T – Additional Non-Emergency Messaging - 500,000 message segments \$15,000

Rave Guardian with AT&T – IPAWS License \$1,800

Rave Guardian with AT&T – IPAWS Set-Up Fee \$2,500

*AT&T invoices institution for annual license fee based on institution's full-time enrollment  
No cost to staff and faculty*

From minor medical situations to major catastrophes, **Rave Panic Button with AT&T's** application provides one-push activation of any type of emergency. With Rave's critical communication and collaboration platform, create a direct connection to 9-1-1, first responders, and on-site personnel to trigger immediate response.



## Rave Panic Button with AT&T key features and functionality to protect your critical infrastructure:

- Inform all the right people instantly
- Help everyone take the appropriate and necessary actions
- Bring first responders on-scene quicker and smarter
- Support technology and agency Interoperability
- Ensure Compliance with State Regulations

## Rave Panic Button with AT&T Product Description

### Speed response times

9-1-1 integration enables emergency contact and initiates notifications to additional parties with:

- **First responder connection**
- **Situational command view**
- **Reporting and analytics**

### Improve collaboration in emergency response

Rave provides a safety and collaboration solution which provides the necessary tools to react quickly. First responders can determine

the greatest area of need and communicate instructions to on-site personnel and also:

- **Emergency call button**
- **Inbound/outbound CAP integration**
- **Drill management**

### Gather and deliver critical information

Put emergency procedures, evacuation routes, and other valuable resources at the fingertips of staff members with a customizable, in-app content directory alongside other valuable functionality.

- **Internal onsite, staff communication**
- **Status checks, georeferenced floor plans and live video streaming**
- **Reunification**



## Rave Panic Button with AT&T Product Features

### 9-1-1 integration

Enhanced data can be delivered to 9-1-1 including device location, facility information, and type of activation.

### Map-based control center

A map-based common operating picture of the situation with real-time status of on-scene actions to coordinate multiple responder agencies.

### Activation history and reporting

Total visibility and log of activation history, including specifics of the panic alert, location mapping, and all messaging, for reporting and auditing.

### One-click emergency activation

Trigger an alert via the mobile app or voice call, landline within a room or office, or local 9-1-1 agency.

### Multi-mode broadcasting

Broadcast to additional channels like desktop alerts, digital signage, video systems, access controls, websites, signal lights, sirens, and any IoT-ready device.

### Drill management

Conduct drills to prepare for all types of emergencies, and manage compliance with reporting by facility, date range, and drill type.

### Staff assist

Everyday internal communications like minor medical accidents, security disruptions, and administrative updates.

### Status checks

Request location and status from those impacted to increase situational awareness, send mass communications, and prioritize response with actionable data like location, injuries, missing persons, and requests for assistance.

### Georeferenced FLOOR PLANS

Detailed views of buildings or facilities to prepare those responding on-scene with evacuation routes, floor details, staircases, and more.

### Live video streaming

Share information from on-scene to help keep 9-1-1 and first responders up to date with what is happening until they arrive.

### Reunification

Guide staff through reunification with a shared view of progress, interactive role-based checklists, communication templates, automated reminders, and a full audit trail.

## Pricing

Rave Panic Button with AT&T – Annual License \$25/FTE

Rave Panic Button with AT&T – Set-Up Fee per instance \$2,500



Your community can feel a heightened sense of safety with the powerful data and communication tools Rave provides, helping 9-1-1 centers do all they can to save time and lives during an emergency. When it comes to emergency response, the **Rave 911 Suite with AT&T** helps you prepare and respond to the worst situations in the best way.

**The Rave 911 Suite with AT&T** can provide 9-1-1 teams and first responders with the critical capabilities needed to increase situational awareness, handle emergencies quickly and improve outcomes.

### Rave 911 Suite with AT&T Product Description

**A database of resident community information**

Sharing critical caller details in real time.

**Personal safety profiles and caller notes**

Flagging available data regarding mental health or existing conditions to better protect community members and first responders.

**Two-way communication and support tools**

Staying connected to those on scene and reallocating resources appropriately to reduce unnecessary dispatch.

**Enhanced location data sharing**

From smartphones to send help to the right location faster.

**9-1-1 integration**

That connects your community with 9-1-1, first responders and emergency management in a life-saving way.

### Pricing

Rave 911 with AT&T - \$5000 Per License

Rave 911 with AT&T - Setup fee \$1000

Rave 911 with AT&T - Optional Training \$3,900

Rave 911 with AT&T - Command View License \$500

Rave 911 with AT&T - Live Video Streaming Per instance \$2,000

Rave 911 with AT&T - CAD Integration Per instance \$10,000

## Rave 911 Suite with AT&T Product Features

### Smart911 safety profiles

Provide enhanced mobile caller data such as name, address, medical information and photos to access key information quickly.

### Searchable critical Infrastructure database

Searchable critical infrastructure database detailing floor plans, key personnel, hazardous materials and more.

### Chat location query

Telecommunicators can initiate a request for more accurate GPS location which a caller can respond to via text.

### Call notes

Secure and useful caller notes to flag frequent callers and provide insights to adapt expectations and behaviors.

### Two-way chat and live video streaming

Two-way chat and video streaming capabilities to continuously communicate with those in need.

### Reporting and analytics

Real-time reporting console as well as usage history and activity reports detailing the events of an incident.

## Pricing

AT&T invoices institution for annual license fee based on institution's full-time enrollment  
No cost to staff and faculty.

# Emergency notifications in three clicks



**Rave Alert with AT&T** - key features include mass notifications and targeted messages

**In a world of unknowns, Rave's critical communication and collaboration platform helps prepare and respond to any type of incident. Rave Alert with AT&T provides the ability to send mass notifications and targeted messages to connect and inform your community, organization, school or institution with critical information at critical times.**

With prebuilt templates, a mobile-friendly interface and multilingual capabilities, Rave Alert with AT&T is easy to use, easy to deploy and will perform when seconds count providing:

1. Strong Engagement with your Population
2. Quick and Reliable Messaging
3. Enhanced Internal Response Coordination

## Critical messaging

Thousands of federal, state and local agencies, schools, higher education institutions, hospitals and businesses all rely on Rave. Rave Alert with AT&T sends more than 1.2 billion notifications a year and over 4,000 text messages a second helping you:

- Connect with your community, students or employees to keep them informed and engaged.
- Provide information and resources quickly during both planned and unplanned events.
- Increase response effectiveness through real-time updates from a single launch point.

## Features

- Critical messaging
- Easy-to-use interface

## Feature enhancements

- Opt-in keyword alerts
- Expanded user attributes
- Desktop notifications



## Easy-to-use interface

Your system is only as reliable as the people it can reach. Rave has the tools necessary to manage your organizations’ data and can have your administrators up and running in less than two hours. Rave Alert with AT&T is built for large-scale notifications and sends targeted messages across all channels to:

- Expand your reach with instant notifications via text, voice, email, desktop and more.
- Handle ongoing management of your database of record to bolster list segmentation by location, department or criteria of your choosing.
- Allow administrators to customize their interface based on role or needs, provide administrative updates to internal users, and receive real-time reporting on alert success and delivery rates.

## Ongoing feature enhancements

**Opt-in keyword alerts** to reach a wider audience and communicate with people temporarily or long term through a self-service, opt in citizen portal.

**Expanded user attributes** to load all pertinent user data, as well as better classify and target users based on department, role or location.

**Desktop notifications** to allow for the management of sending and delivering messages all within one system.

**With Rave, you can provide critical information to the people that need it when it matters most.** Rave Alert with AT&T takes emergency notifications to the next level and can be used however you see fit – in the most critical unplanned situations or for the everyday scheduled events.

This easy-to-use, easy-to-deploy, and high-performing notification system will help you deliver the information necessary to help keep your users they safe and informed.

Market leader in critical communication and collaboration	
<b>8,000</b> customers worldwide	<b>15 years</b> as public safety’s innovation leader
<b>3,500</b> communities/agencies across all 50 states	<b>20%</b> 9-1-1 calls processed per year
<b>10,000</b> K-12 schools	<b>70%</b> U.S. higher education population
<b>1,600</b> enterprises and healthcare facilities	<b>99%</b> customer renewal rate

*“I am a happy customer who represents the largest healthcare employer in New York State with over 70,000 employees, 20+ hospitals and more than 600 physician practices. Despite losing three months of my planned project timeline due to the COVID-19 shutdown, the Rave team did all they could to make sure we met our target deadline. They made the switch from our existing mass notification system seamless. They were attentive to our needs every step of the way.”*

*“Rave Alert with AT&T has been an amazing communication resource for our community. The ability to customize has helped us meet our county’s specific needs, while ensuring that we deliver the right message to the right people at exactly the right time.”*

## Pricing

- Rave Alert Internal, per FTE - billed annually - \$15.00 Monthly
- Rave Alert External, AT&T per citizen population - billed annually - \$0.30 Monthly
- Rave Alert Domain Set-Up Fee - \$1,500.00 Monthly

### Important information

**TERMS & CONDITIONS:** Available only to customers with a qualified AT&T business or government agreement and their respective Corporate Responsibility Users (CRUs). Rave Guardian ("Guardian") and Rave Alert ("Alert") with AT&T may not be available for purchase in all sales channels or in all areas. Additional hardware, software, services and/or network connection may also be required. Customers must pay in advance for a minimum of one year of Rave Guardian ("Guardian") and Rave Alert ("Alert") with AT&T service and optional add-on services (if any). Rave Guardian with AT&T and any add-on services may be terminated at any time. However, there are no refunds. Customer will receive notice from AT&T of the expiration of the prepaid period and the cost associated with beginning a new prepaid period of equal length. Customer is responsible for payment of all applicable taxes.

**Rave Guardian** ("Guardian") and Rave Alert ("Alert") with AT&T For non-AT&T devices/service, all technical support, voice, messaging, and data usage will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms, and conditions. Rave Guardian ("Guardian") and Rave Alert ("Alert") with AT&T should not be used as the primary or sole method of determining that someone may be in need of police or security service assistance. **ADDITIONAL TERMS:** Qualified AT&T wireless data service and compatible device required. Additional hardware, software, services and/or network connection may be required.

**Rave Guardian** ("Guardian") and **Rave Alert** ("Alert") with AT&T includes wireless voice and data service from AT&T. Services provided by Rave Mobile Safety with AT&T are subject to Rave Mobile Safety with AT&T's additional terms and conditions, including without limitation its software license. Such terms and conditions can be viewed at <http://www.getrave.com/help/Terms.do>. Rave Guardian ("Guardian") and Rave Alert ("Alert") with AT&T is subject to additional terms and conditions, including without limitation, the Rave Guardian with AT&T brochure. Service is also subject to the applicable service agreement, brochure(s) and coverage map(s). By using Rave Guardian ("Guardian") and Rave Alert ("Alert") with AT&T, Customer agrees to abide by the terms and conditions of applicable software licenses. Failure to comply with such terms and conditions may result in service termination. Offer subject to change without notice

**Panic Button with AT&T** ("Panic Button") is available only to government customers with a qualified AT&T agreement ("Qualified Agreement"). Panic Button is subject to the Qualified Agreement, applicable Sales Information, terms and conditions found at <http://terms.ravewireless.com/terms/att2014.html> ("Additional Product Terms"). Any Additional Product Terms not allowable under applicable law will not apply, and the Qualified Agreement will control in the event of any conflict between the Qualified Agreement and the Additional Product Terms. Customers choosing the Annual License must pay in advance and there are no refunds. Customers choosing the Monthly License pay in arrears. May not be available for purchase in all sales channels or in all areas. Additional hardware, software, services and/or network connection may also be required. Availability, accessibility, security, delivery, speed, timeliness, accuracy and reliability are not guaranteed by AT&T. Additional fees, charges, taxes and other restrictions may apply. Offer subject to change.

**Smart911 with AT&T** ("Smart911") is available only to government customers with a qualified AT&T agreement ("Qualified Agreement"). Smart911 is subject to the Qualified Agreement, applicable Sales Information, terms and conditions found at <http://terms.ravewireless.com/terms/att2014.html> ("Additional Product Terms"). Any Additional Product Terms not allowable under applicable law will not apply, and the Qualified Agreement will control in the event of any conflict between the Qualified Agreement and the Additional Product Terms. Customers choosing the Annual License must pay in advance and there are no refunds. Customers choosing the Monthly License pay in arrears. May not be available for purchase in all sales channels or in all areas. Additional hardware, software, services and/or network connection may also be required. Availability, accessibility, security, delivery, speed, timeliness, accuracy and reliability are not guaranteed by AT&T. Additional fees, charges, taxes and other restrictions may apply. Offer subject to change.

**COVERAGE:** Coverage is not available in all areas. Wireless service is subject to transmission, terrain, system, capacity and other limitations. Availability, security, speed, timeliness, accuracy and reliability of service are not guaranteed by AT&T. When outside coverage area, access will be limited to information and applications previously downloaded to or resident on your device. Additional charges and other restrictions apply. For devices/service from other wireless carriers, all technical support, voice, messaging and data usage will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms and conditions.