



Amika® Mobility Server (AMS) Unlimited Escalation

When emergencies strike such as airport fires, hurricanes, mass shootings, toxic chemical spills or power blackouts, it is essential that situational awareness, communications and control with affected parties be established as quickly as possible to save lives. Amika Mobile has developed the world's first **integrated emergency critical communication and control solution that addresses enterprise security for the Internet of Things (IoT) and can automatically discover recipients for location-based as well as directory-based alert/response**. The Amika Mobility Server (AMS) targets alerts to end users by location, supports 2-way communication and seamlessly integrates with directories and physical systems such as access control, fire panels or panic buttons, to trigger event actions such as lockdowns to specific locations, groups, or en masse. AMS is a software platform for on-premise, cloud or hybrid deployments, fully scalable for small or large deployments ranging from hundreds, to thousands to millions of users. Enterprise, utility, government, and public venues such as airports, train stations, ports, malls, entertainment or sports arenas can all benefit from deploying AMS.

AMS delivers to any device on any network

Broadcast alerts may be delivered over **ANY layer** including to SMS, MMS, email, VoIP, Voice Callouts, Fax, paging, Public Address, Intercom, Radio, Facebook, Twitter, RSS feeds as well as Pop-ups to Smartphones, desktops, laptops or tablets. In addition, text, image, or voice alerts are supported on VoIP devices, paging systems, TV tickers, etc. AMS supports 2-way situational feedback as needed leveraging **ANY layer**.



Unlimited Escalation with AMS

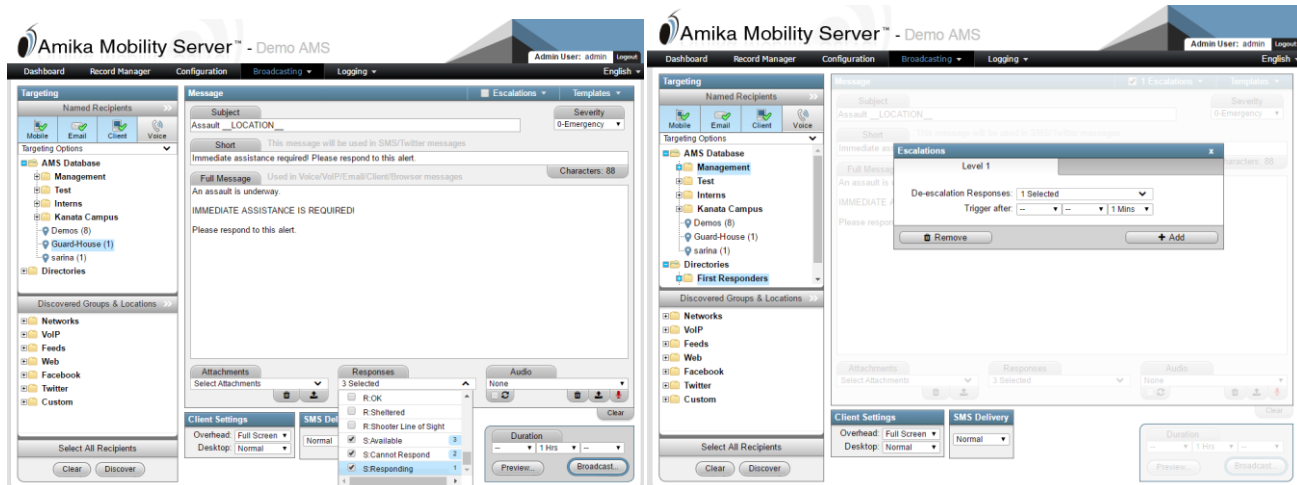
Amika® Escalation is a module fully integrated with AMS that allows operators to escalate to ANY number of communication layers for ANY number of individuals or groups ANY number of times. AMS Escalation respects the roles-based alert/response capability of AMS which adheres to organizational policies and procedures in critical and emergency communications. If an operator's role is limited for certain groups to be selected as they are not within their authorization level, those groups are not visible for escalation.

Unique Attributes of the Amika® Escalation with AMS

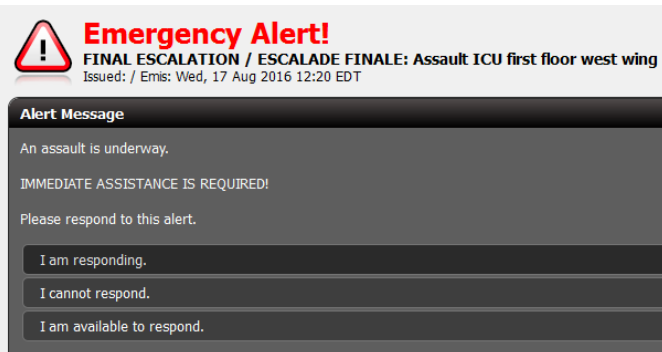
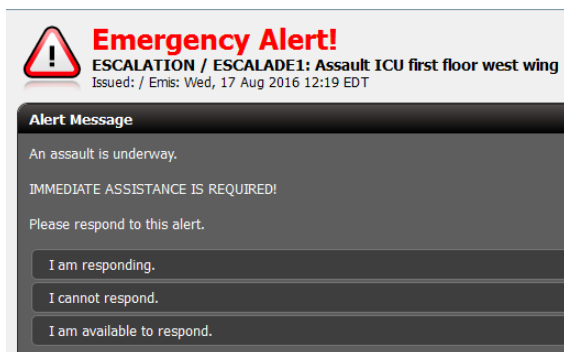
- Amika® Escalation automatically generates additional alerts if no "de-escalation" responses have been received within an operator specified timeout. The escalation alert may be targeted at ANY other groups, locations or media.
- Many escalation levels can be defined, allowing an alert to escalate through multiple groups until a required response is received.
- Amika® Escalation will continue ANY number of times until a de-escalation is received or the operator timeout is reached.



- Amika® Escalation can leverage ANY or ALL communication layers (e.g. Pop-ups, Email, VoIP, Callouts, SMS, Paging, etc.) for each escalation.
- Any number of individuals or Groups can be escalated to with AMS See <http://www.amikamobile.com/Products.asp> for more on the AMS.



- Amika® Situation Commander with AMS, Amika®Panic and Amika® I-am-OK can pinpoint the location of individuals who needs help, or those who have made it to safety. This is invaluable information for the Emergency Operations Center as security teams determine where to send precious resources. See <http://www.amikamobile.com/Products.asp> for more on AMS, Amika®Panic for desktop & mobile.



- AMS de-escalation follows the typical operator alert/response procedures. Each operator alert initiated as part of the escalated alert is treated as a separate alert. If an alert is aborted or cleared, subsequent escalations (if any) are prevented.
- Operators can monitor their alerts, escalations and responses leveraging the AMS Broadcast Manager as well as Amika® Situation Commander which tracks recipients and responses on ANY communication layer. See <http://www.amikamobile.com/Products.asp> for more information.

Amika Mobile sells its products through distributors, system integrators, and OEM's to hosting providers or platform vendors and provides expert professional services with its partners globally.