



Know **NOW!**

The Corporate Communications Platform

From CentrAlert

Company Messaging, Simplified.

www.knownow.app/SendAlerts

POWERED BY
 **CENTRALERT**





Problem

Being an industrial or commercial emergency manager can be a thankless task. While you have a responsibility to keep employees and the surrounding community safe, communicating fires, gas releases, chemical spills or any other threat can present major challenges.

Emergency managers need to get the right message to the right people at the right time.

Solution

What if there was a unified platform to reach everyone in your company and surrounding community with emergency notifications whether they're an employee, visitor or resident? What if this unified platform didn't require phone numbers, emails or any other contact info?

The Know NOW! App from CentrAlert empowers any organization to send dedicated emergency Alerts to workers, visitors and residents with zero database management.



Send from Any Device

You can send Alerts using the Know NOW! App on your Smartphone or Tablet while using the expanded Know NOW! Web Portal on Tablet or Desktop.



Zero Management

Since the end-user downloads the App to their phone, you **don't need to compile or maintain a database of phone numbers** or any other contact information.



Create Unlimited Alert Groups

Know NOW! Users can create unlimited Groups, with Public Groups letting you reach the masses and Private Groups allowing you to contact specific App Users.



Assign Group Leaders

Designate any other Know NOW! User to manage Groups on your behalf.



More than Words

You can add **location data, photos, videos, audio files, documents and web links** to your Alerts. You can also add permanent media to your Group's Media Tab.



GAS RELEASE

FIRE

EMERGENCY MANAGER
with the Know NOW! App

PRIVATE ALERT

PUBLIC ALERT

FC

FIRE CREW



Fire Crew heads to affected area to conduct search and rescue efforts.

PW

PUBLIC WORKERS



Workers evacuate via the safest route.

SE

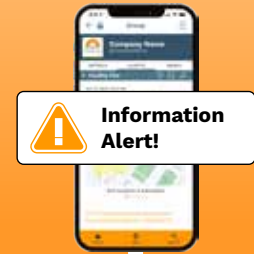
SECURITY



Security cordons off the perimeter of the affected area.

PUB

PUBLIC



Public is informed of any essential community information.

Citizens Rescued



Workers Safe



Area Secure



Public Informed



When They Need to Know

No two organizations are alike. No two emergencies are alike. However, the need for instantaneous and effective communication is universal.

Let's use the infographic on the left as an example. A fire has suddenly broken out in your facility, endangering civilians and workers alike.

Using the Know NOW! App, you can send Private Alerts to the fire team (to contain the fire), to any nearby workers (with an evacuation plan) and to your on-site security team (to cordon off the affected area). You can then utilize Know NOW! to send a Public Alert to inform App users in the area about the event, along with the mitigation steps taken.

With your Private and Public Alerts sent, the fire has been contained, all employees are safe and the surrounding community is informed.

With just one simple interface, the Know NOW! App has not only allowed you to mitigate a potential crisis, but it has also enabled you to offer vital transparency to the public at large.



They Need to Know NOW!



Groups. Alerts. Media.

The Basics of Know NOW!

While Know NOW! has a formidable array of features and use cases that extend far beyond emergency management, it boils down to three essential characteristics:

- Users create Groups.
- Users then create Alerts to send to these Groups.
- Groups can also post relevant locations, photos, videos, audio, documents and web links to their Media Tab.



The Basics of Know NOW!

Groups

Public. Private. Premium.

Every Know NOW! User can create a Group, of which there are three types, namely Public, Private and Premium.

- **Public Groups** are searchable by the public and any App User can join. They can be found on the Home Screen under various relevant headings, on the Map Screen by location or on the Search Screen by name.
- **Private Groups** are not searchable by the public and can only be joined by invitation from the Group Owner or Leader. This allows targeted instructions to be sent to specific Users, an ideal feature for utility workers, law enforcement, fire crews, search and rescue teams and more.
- **Premium Groups** are exactly the same as Public Groups with one key distinction - Followers must pay a monthly fee to join.

A hand is holding a smartphone displaying the Know NOW! app. The screen shows the 'Home' screen with a 'Company Name' header, a 'DETAILS' tab selected, and an 'OVERVIEW' section. The overview shows 'Group Type: Private', 'Leaders: 2', 'Followers: 126', 'Messages: 6', and 'Display Group Owner'. Below this is a 'GROUP DETAILS' section with 'Company Name' and '@CompanyName'. The bottom navigation bar has icons for Home, Map, and Search.

Public. Private. Premium.

Alerts

Keep It Simple or Send It All.

Every Group, whether Public, Private or Premium, has the ability to send Alerts to its Followers. Know NOW! Alerts can include:

- **Alert Subject** - As the name suggests, this field allows the sender to give their Alert a subject and is the first thing a Follower will see in both Push Notifications and on the Alert itself.
- **Alert Message** - This field allows the Sender to add unlimited body text to the Alert, including topic markers called ExPoints. ExPoints operate like hashtags and allow popular topics to trend on the Home Screen.
- **Alert Media** - The Sender can also add Locations, Photos, Videos, Audio, Documents or Web Links to the Alert.
- **Send Date** - The Create Alert page allows the Sender to send Alerts immediately or schedule up to 364 days in advance.
- **Expiration Date** - Finally, the Sender can also designate a date for the Alert to expire, which can be any time up to 30 days after the Send Date.

A hand is holding a smartphone, displaying the Know NOW! app interface. The screen shows a 'Group' page with a 'Company Name' header. Below the header are tabs for 'DETAILS', 'ALERTS', and 'MEDIA'. The 'ALERTS' tab is selected, showing a 'CREATE ALERT' button and a 'Templates' section. A template titled 'Facility Fire' is visible, with a text description: 'There has been a line rupture causing a fire in section 12 zone B. All Fire and Rescue units will respond to the alert location. All regular employees will evacuate the facility immediately.' Below the text is a map showing the 'Exit Locations and Evacuation Area'. The bottom of the screen shows a navigation bar with icons for Home, Alerts, and a profile icon.

Keep it Simple or Send it All.

Media

Keep Your Followers In The Know.

While Alert Media expire when the Alert does, the Media Tab allows Group Leaders to post permanent items to the Group. Whether this is adding area sirens to the Group Locations Map, sharing emergency evacuation procedures or simply providing a location to store essential company documents, the Media Tab allows every Group to have a repository of useful information available to Group Followers at all times.

As with Alert Media, the Group Media Tab allows you to post:

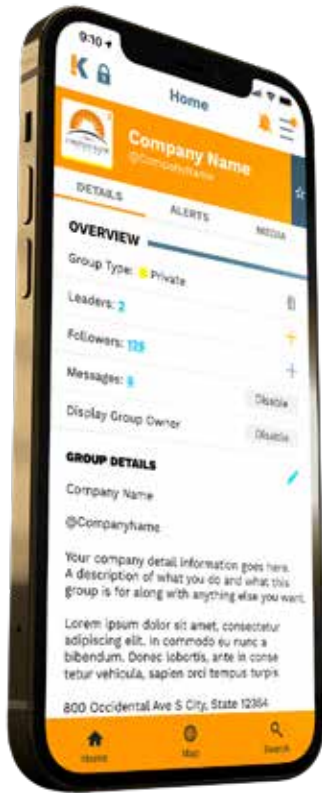
- **Locations**
- **Photos**
- **Videos**
- **Audio**
- **Documents**
- **Web Links**

A hand holds a smartphone displaying the 'Group' interface of an app. The screen shows the 'MEDIA' tab selected, with a header for 'Company Name' and a sub-header '@CompanyName'. Below the header are three tabs: 'DETAILS', 'ALERTS', and 'MEDIA'. A toolbar with icons for location, photo, audio, document, and share is visible. The main content area lists items under three categories: 'LOCATIONS' (with a 'View Group Locations Map' link), 'PHOTO/VIDEO' (listing 'News Coverage' and 'Area Photo'), and 'AUDIO' (listing 'Voice Memo'). Each item has edit and delete icons. At the bottom, a navigation bar shows 'Home', 'Map', and 'Search' icons. An orange banner at the bottom of the image contains the text 'Keep Your Followers In The Know.'

Keep Your Followers In The Know.

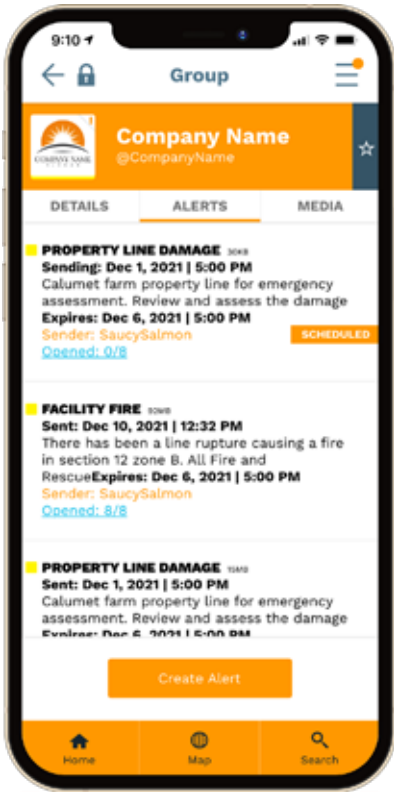
What You See (Phone)

After creating your Group, you can then manage the Group using the Details, Alerts and Media Tabs.



Details Tab

Group Leaders can use the Details Tab to view and manage Followers, respond to Direct Messages from Followers, edit Group Details and, for Professional Users, view and manage designated Group Leaders.



Alerts Tab

Under the Alerts Tab, Group Leaders can see any Active or Scheduled Alerts that they have sent to Group Followers, as well as those that have recently expired. The Alerts Tab is also the gateway to creating new Alerts, as well as interacting with Followers via Alert Chat.

Media Tab

For essential Group Media that isn't specifically associated with an Alert, Group Leaders can post Locations, Photos, Videos, Audio, Documents and Web Links on the Media Tab.



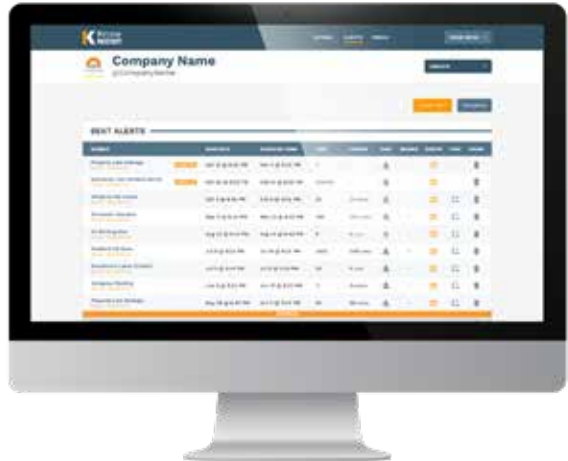
What You See (Desktop)

For a more detailed view of any of the Group Leader features in the Know NOW! App, Know NOW! Professional Users also have the option of logging into the Know NOW! Web Portal.



Details Tab

Upon landing on a Group Details Tab, Group Leaders will see snapshots of all applicable features like Group Description, Messages, Leaders and Followers, as well as the ability to expand these sections for even greater clarity.



Alerts Tab

The Alerts Tab in the Know NOW! Web Portal offers significant advantages over the App version with the Active, Scheduled and Expired Alerts list augmented by individual Alert analytics like the number of views, likes and chats. The Web Portal also allows Group Leaders to create Alert Templates which can then be used on any device.



Media Tab

Using the Web Portal Media Tab, Group Leaders can much more easily view any Media posted to the Group. This is especially useful for the Group Locations Map with the added space offering much more dynamic control of all Group Locations. Allied to this, the Web Portal allows Group Leaders to add multi-point Locations to the Map using the Polygon tool.



What They See

Home Screen

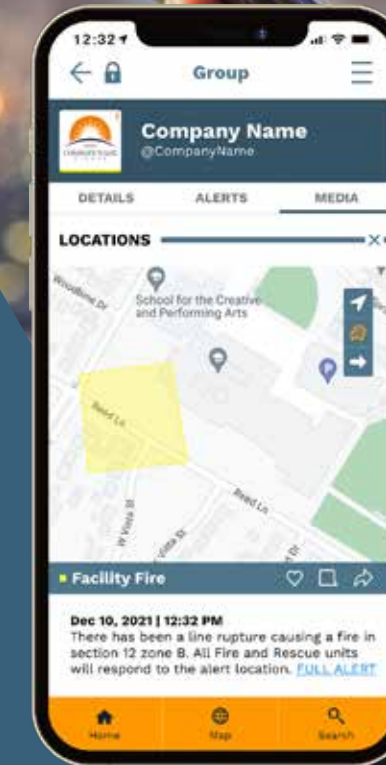
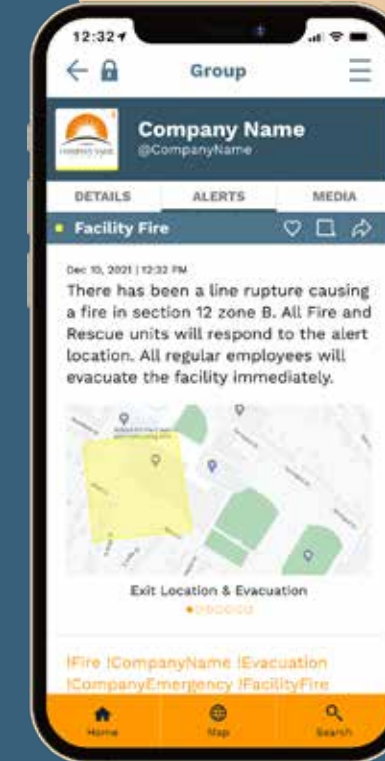
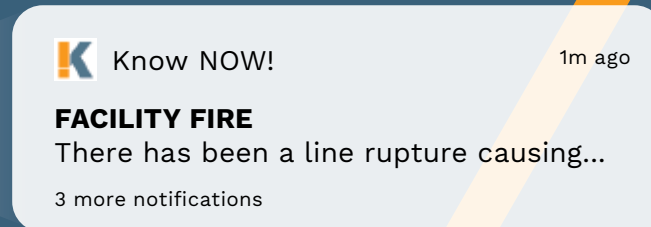
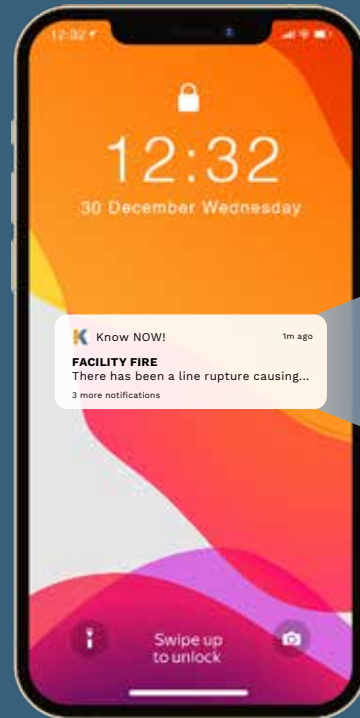
The Home screen for all App Users features every active Alert for every Group that they have chosen to follow, as well as Alerts from any local Auto-Follow Groups.

Alert Screen

Upon receiving an Alert, the App User will receive a Push Notification that will bring them to the Alert screen. Here, the Alert Message, Alert Location and any Alert Media can be viewed at a glance.

Map Screen

If the Alert includes an Alert Location, the User can access the Alert Locations Map to see exactly where the event is taking place, offering crucial context in any emergency scenario.





The Know NOW! App from CentrAlert

You Didn't Know Before. But You Do Know NOW!

At CentrAlert, we want Know NOW! to be utilized by as many organizations as possible. The more people that use the App, the more effective it will be.

We also realize that adding a new emergency notification platform is a big decision. Here's why we think we stand out.

- You can send Alerts via **Desktop, Tablet** or **Smartphone**.
- Since the end-user downloads the App to their phone, you **don't need to compile or maintain a database of phone numbers** or any other contact information.
- You have the ability to send Alerts to members of your own organization as well as to the public at large.
- You can add **location data, photos, videos, audio files, documents** and **web links** to your Alerts.
- Professional Users will receive free **Public Service Announcement** materials in the form of videos, online ads and emails to encourage community downloads.
- Available for iOS and Android.

A large industrial facility, possibly a refinery or chemical plant, with numerous tall smokestacks, storage tanks, and a complex network of pipes and structural steel. The facility is situated in an open area with some greenery and a city skyline visible in the background under a clear blue sky.

The Value of Know NOW!

The Know NOW! App from CentrAlert

The Price to Know NOW! is Less than You Think

A poorly managed emergency can cost vast amounts of money and do irreparable damage to your reputation. While no solution is perfect, the Know NOW! App gives any organization the ability to reach more people and therefore decrease risk.

And when we say any organization, we mean it. Just take a look at our membership levels.

The image displays three pricing plans for 'Know NOW!' in a vertical, overlapping card format. Each card has a dark blue header with the 'Know NOW!' logo and a lighter blue body with white text. The 'Primary' plan is on the left, 'Plus' in the middle, and 'Professional' on the right. Each plan lists its features, including unlimited group creation, media storage limits, advertising status, alert scheduling, leader assignment, and a desktop admin portal for the Professional plan. The cards are arranged in a 3D perspective, with the 'Plus' card slightly behind the 'Primary' card and the 'Professional' card slightly behind the 'Plus' card.

Plan	Features
Primary	<ul style="list-style-type: none">Follow and Create unlimited Public, Premium and Private GroupsUp to 5 GB Total Media StorageIn-App Advertising
Plus	<ul style="list-style-type: none">Follow and Create unlimited Public, Premium and Private GroupsUp to 50 GB Total Media StorageNo In-App AdvertisingSchedule and Save AlertsResend and Extend AlertsAssign Unlimited Leaders to your Groups
Professional	<ul style="list-style-type: none">Follow and Create unlimited Public, Premium and Private GroupsUp to 250 GB Total Media StorageNo In-App AdvertisingSchedule and Save AlertsResend and Extend AlertsAssign Unlimited Leaders to your GroupsDesktop Admin Portal with Enhanced Features

The Cost of Know NOW!



The Know NOW! App from CentrAlert

Take Control of Your Company Messaging

Because NOW! You KNOW.

At CentrAlert, we're proud to have our products at the forefront of modern emergency management needs.

As our technology develops and requirements change, we will continue to offer innovative new solutions to allow any organization protect their employees and surrounding communities.

It might sound strange but our mission at CentrAlert is to make your emergency scenario as uneventful as possible. By availing of the new advancements with our Know NOW! App, you will gain the ability to offer calm responses to dramatic events.

About CentrAlert

CentrAlert manufactures emergency alert and notification systems that direct personal communication to targeted recipients, coordinate mass notification using any device, and provide adaptive intelligent controls to secure the environment.

We protect over fifty public emergency management agencies across twenty states and territories in the United States, as well as numerous industrial, educational, governmental and military facilities across four continents.

For more information on any of our products beyond Know NOW!, visit centralert.com.



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