



# Emergency Management Without Database Management

Know **NOW!**

Absolutely FREE for  
Public EMAs and Qualifying  
Government Agencies

[www.knownow.app](http://www.knownow.app)



POWERED BY  
 **CENTRALERT**

## Problem

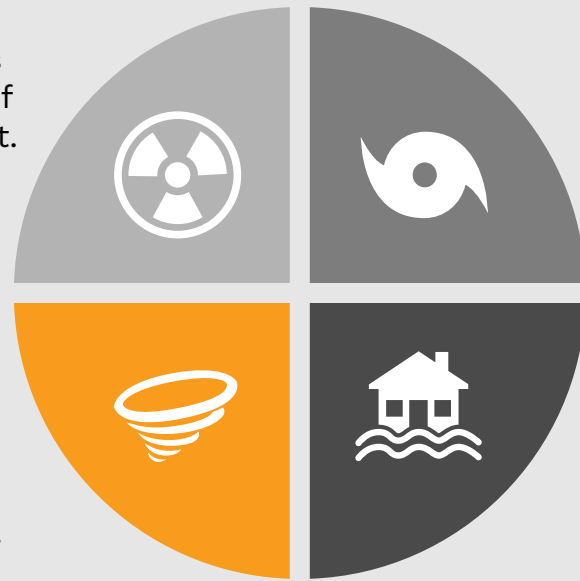
There are innumerable risks facing the American public but how can emergency management agencies alert their communities? Sirens might work if you can hear them. Text and email are great if you have everyone's contact details. Social media messages just get buried in the feed.

### Nuclear

118 million Americans live within 50 miles of a nuclear power plant.

### Tornado

50 million Americans live in tornado zones.



### Hurricane

70 million Americans live in hurricane zones.

### Flood

40 million Americans live in flood zones.

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

## Solution

The Know NOW! App 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.



### Free for Government Agencies

The Know NOW! App is available completely **free for all public emergency management agencies as well as to all end-users**.



### Reach Every App User

**App users are auto-subscribed to Alerts from local emergency management agencies.**



### 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.



## SEVERE WEATHER



**EMERGENCY MANAGER**  
with the Know NOW! App

**PRIVATE ALERT**

**PUBLIC ALERT**

**FC**

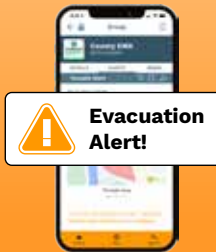
**FIRE CREW**



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

**PW**

**PUBLIC WORKERS**



Workers evacuate via the safest route.

**SE**

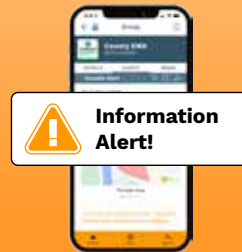
**SECURITY**



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**

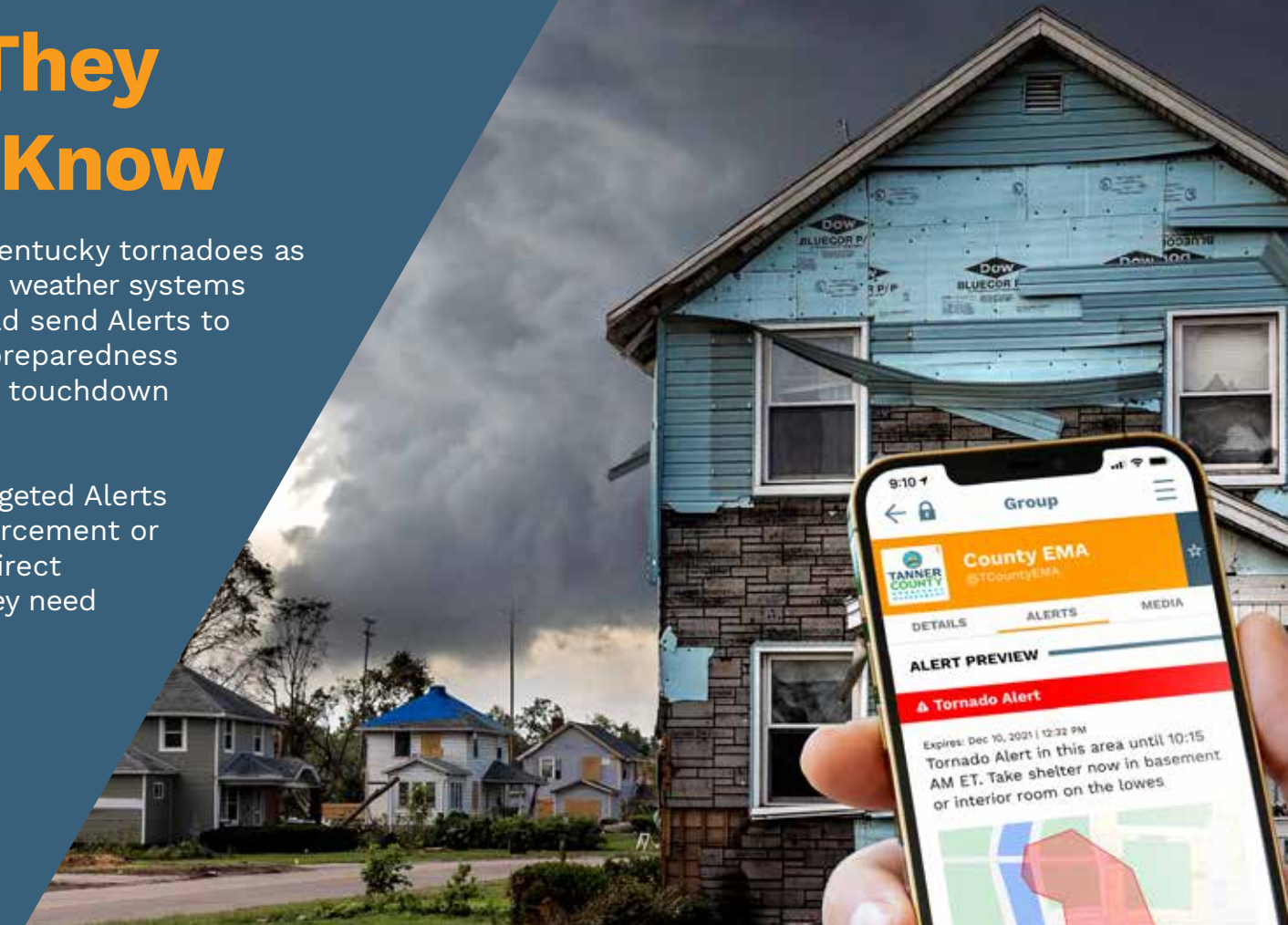


## When They Need to Know

Let's use the 2021 western Kentucky tornadoes as an example. With the dangerous weather systems approaching, the local EMA could send Alerts to their Public Group with tornado preparedness instructions, as well as updates on touchdown points.

Simultaneously, the EMA could send targeted Alerts to fire crews, public workers, law enforcement or any other relevant Private Groups to direct essential resources precisely where they need to go.

## 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, 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 background image shows a person's hands holding a smartphone displaying the Know NOW! app. The app interface includes a header for 'County EMA @TCountyEMA' with tabs for 'DETAILS', 'ALERTS', and 'MEDIA'. A 'Tornado Alert' is visible, stating it expires on Dec 10, 2021, at 12:32 PM and instructs users to take shelter. Below the alert is a map. In the background, a laptop screen shows the 'SENT ALERTS' section of the app, displaying a table of alerts with columns for Subject, Media, Sent, Expires, Viewed, Results, and Comments. A notification bubble on the laptop says 'Your Alert has been sent.'

**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. Additionally, any Public Group created by a public EMA, 911 dispatcher or other government agency can be designated as an Auto-Follow Group, meaning that every App User in their area automatically receives any Alert sent.
- **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. Premium Groups can be used for any purpose but would be particularly useful to help raise funds to help with rescue or recovery efforts.

A hand is holding a smartphone displaying the Know NOW! app. The screen shows a 'Group' page for 'County EMA' with a profile picture of 'TANNER COUNTY' and the handle '@TCountyEMA'. The page has tabs for 'DETAILS', 'ALERTS', and 'MEDIA'. Under 'OVERVIEW', it lists 'Group Type: Public', 'Leaders: 2', 'Followers: 315,240', 'Messages: 98', and 'Display Group Owner'. There are 'Disable' buttons next to the Followers, Messages, and Display Group Owner fields. Below this is a 'GROUP DETAILS' section showing 'County EMA' and '@TCountyEMA'. At the bottom of the screen, there is a navigation bar with 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 Priority** - This feature is unique to Auto-Follow Groups and allows Non-Critical or Critical Alerts. The main difference between these levels is that Critical Alerts will override the Follower's phone settings to ensure delivery of Push Notifications in emergency scenarios.
- **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 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. The screen shows a 'Group' page for 'County EMA' with tabs for 'DETAILS', 'ALERTS', and 'MEDIA'. The 'ALERTS' tab is active, showing a 'CREATE ALERT' button and a 'Tornado Alert' template. The alert text reads: 'Tornado Alert in this area until 10:15 AM ET. Take shelter now in basement or interior room on the lowest floor of a sturdy building. If you are outdoors or in a mobile home, please find shelter elsewhere in a sturdy structure.' Below the text is a map with a red shaded area. The background of the slide is a blurred image of a person's face.

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 or sharing emergency evacuation procedures, 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 is holding a black smartphone. The screen shows the 'County EMA' app interface. At the top, it says 'Home' and has a notification bell icon. Below that is a header for 'County EMA' with a profile picture of 'TANNER COUNTY' and the handle '@TCountyEMA'. There are three tabs: 'DETAILS', 'ALERTS', and 'MEDIA', with 'MEDIA' being the active tab. Below the tabs is a search bar with a magnifying glass icon. Underneath is a section titled 'LOCATIONS' with a link 'View Group Locations Map'. Below that is a section titled 'PHOTO/VIDEO' with two items: 'News Coverage' (1 GB) and 'Area Photo' (420 MB). At the bottom of the screen is a navigation bar with three icons: a house (Home), a globe (Map), and a magnifying glass (Search).

Keep Your Followers In The Know.

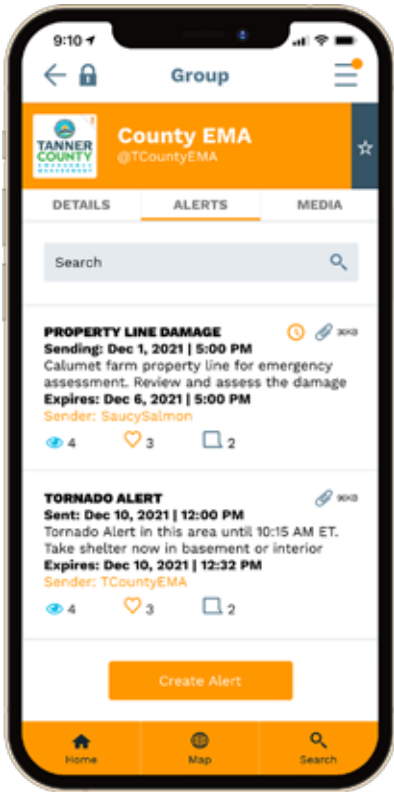
# What You See (Phone)

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

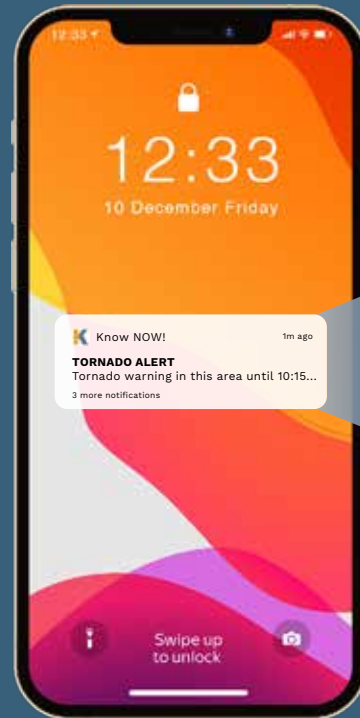
The Home screen for all App Users features every active Alert for every Group that they have chosen to follow, as well as Alerts from any local Auto-Follow Groups.

### 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.



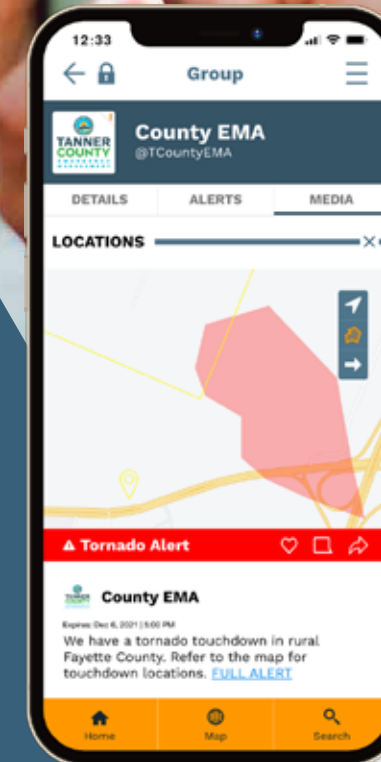
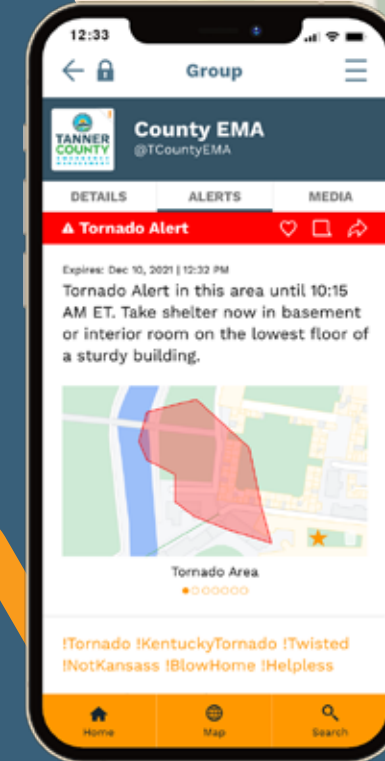
Know NOW!

1m ago

#### TORNADO ALERT

Tornado warning in this area until 10:15...

3 more notifications







**Know  
NOW!**

**And NOW!, They Know.**





## Know NOW! Professional Plan

Free to Public EMAs and Other Qualifying Government Agencies

While every User regardless of subscription level can create Groups, send Alerts and post Media, Know NOW! Professional Users gain access to a raft of bonus features. Know NOW! Professional is absolutely free to you as a public EMA and includes:

- Access to the Know NOW! Web Portal
- Ability to designate unlimited Know NOW! Users as Leaders of any of your Groups
- Ability to create Alert Templates
- Alert analytics including number of views, likes and chats
- Significantly increased storage space across your full portfolio of Groups
- Ability to increase storage for a small monthly fee

A photograph of a man and a woman in an office setting. The woman, in the foreground, has her hand on her chin and is looking at a computer screen. The man, behind her, is also looking at the screen and holding a pen. They appear to be in a collaborative work environment.

**All the Value. None of the Cost.**





# The Know NOW! Community Project

There's strength in numbers. That's why we need you.

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

And that's why we're offering free access to Know NOW! for every public emergency management agency in the United States. Just look at what you get:

- 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.
- **App users in the area are auto-subscribed** to your Alerts.
- You can add **location data, photos, videos, audio files, documents** and **web links** to your Alerts.
- We will provide free **Public Service Announcement** materials in the form of videos, online ads and emails.
- Available for iOS and Android.
- **Did we mention that it's free?** This means that communities without the means to notify residents can add an effective and wide-ranging communication tool while those that currently pay for expensive mass text or email services can apply that budget to other projects. They could even use it to promote Know NOW! within their community!

## What You Get







## The Know NOW! Community Project

There's no such thing as a free lunch. Or is there?

We know that you must be wondering why we're giving government agencies free access to Know NOW! Simply put, we want to expand our user base as much as possible.

As our user numbers grow, we envision Know NOW! becoming much more attractive to private enterprises looking to improve their own internal company communications and we will then sell subscriptions accordingly.

In addition to this, we also intend to offer App users premium features such as increased media storage, ad-free browsing and enhanced Alert options for a small monthly fee.

However, as a public EMA, access to Know NOW! will remain completely free to you for as long as you want to use it. No ifs, ands or buts.

## What We Get





## The Know NOW! App from CentrAlert

## Emergency Management Without Database Management

## 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 protect the residents and employees of cities, counties and other municipalities, no matter how small.

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](http://centralert.com).





# You Need to **Know NOW!**



3090 Harrodsburg Rd.  
Lexington, KY 40503  
T. 859-224-1047  
E. [info@centralert.com](mailto:info@centralert.com)

[www.knownow.app/community](http://www.knownow.app/community)