



Powering Advanced Emergency
Information (AEI)
with NextGen Broadcasting

Topics

- What is AEI?
- Station workflow
- Making AEI more accessible

What is Advanced Emergency Information (AEI)

Deliver rich media such as video, web pages, etc.

Target messages by geo-location and more

Update or recall messages as needed

Application can run on TV, Mobile Devices etc.

MISSING
JOHN TEST SMITH
AMBER ALERT

AGE 5 HAIR BLACK
HEIGHT 44" RACE AFRICAN AMERICAN
SEX MALE CLOTHES BLUE COAT, TAN PANTS

SUSPECT INFORMATION

 CAR Silver Hyundai
LICENSE 1AB987
LAST SEEN 123 Fake St.

BREAKING NEWS **AMBER ALERT: JOHN TEST SMITH** IF SEEN CALL 555-555-555

AMBER ALERT ISSUED at 06:42am EST [MORE INFO](#) [EXIT](#)

Legacy vs AEI

Emergency Alert Details
A CIVIL AUTHORITY HAS ISSUED
A CHILD ABDUCTION EMERGENCY
FOR THE FOLLOWING
COUNTIES/AREAS:
New Jersey;
AT 10:46 PM
ON OCT 14, 2014
EFFECTIVE UNTIL 11:46 PM.

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Need for Common UI/UX?

Get Viewer's Attention



Reminder of Active Alert




Engaging With Alert



ALERT CLASSIFICATION
SEVERE
CATEGORY 3

Follow @SBCountyOEM for updates

Road Closures Hwy 101 closed from Milpas St. Santa Barbara to HWY 150 in Carpinteria

 **MORE INFORMATION**

 Seek shelter	 Follow safety instructions
 Evacuation Map	 Avoid travel in effected areas

BREAKING NEWS

SEVERE THUNDERSTORM WARNING


UNTIL 10:30PM
STAY INDOORS

 **ALERT ISSUED** at 06:42am EST

 MORE INFO  EXIT








Engaging With Alert

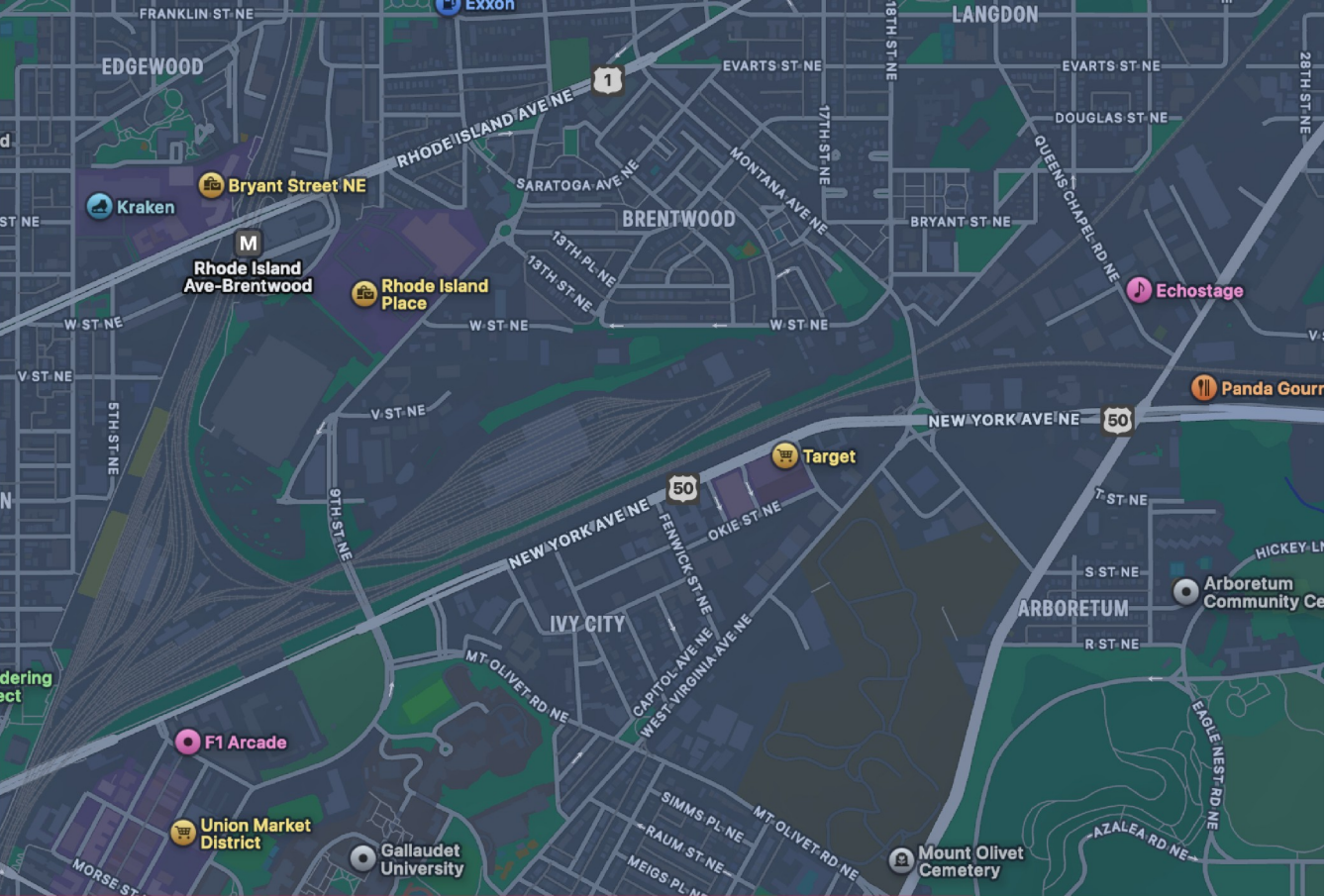


ALERT CLASSIFICATION
HAZMAT ALERT
SHELTER IN PLACE

Shelter in place order in place for Brentwood, Trinidad, Noma, Eckington and Capitol Hill. Remain indoors, close all windows and doors.

 **MORE INFORMATION**


 Symptoms and first aid	 Contact and more information
 Hazmat location and plume	 Hospital locations and wait times





BREAKING NEWS

HAZMAT ALERT: AMONIA GAS LEAK

SHELTER IN PLACE

 **SHELTER IN PLACE** issued at 12:36pm EST. Remain indoors. Close all windows and doors.

 **MORE INFO**  **EXIT**

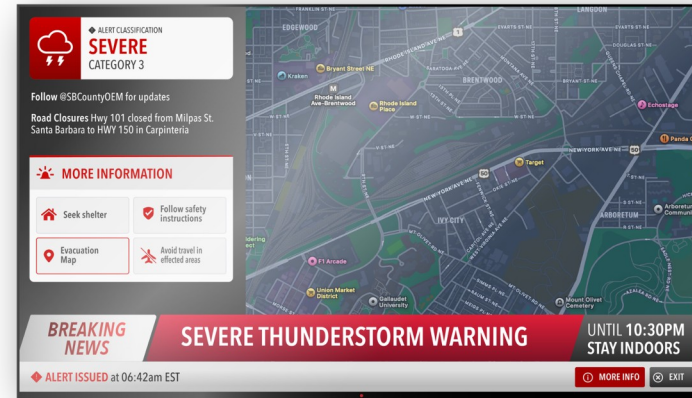
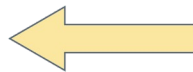
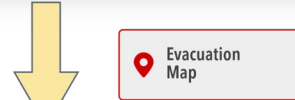
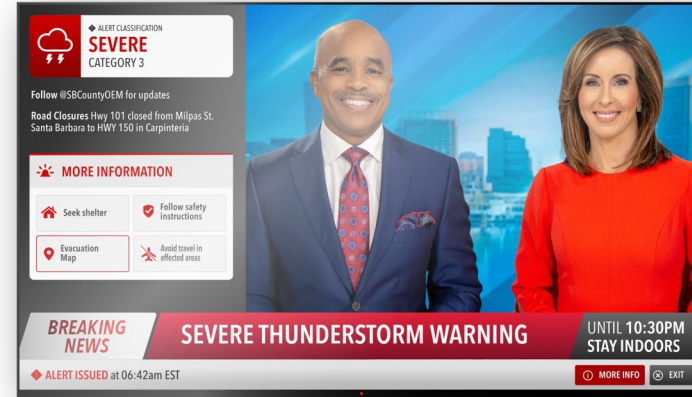
Alert Flow

INITIAL ALERT



COLLAPSED ALERT VIEW

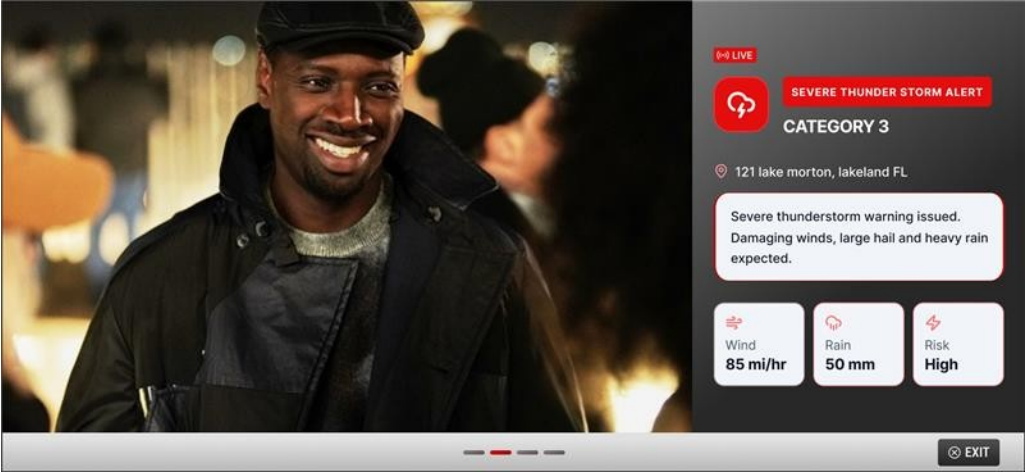
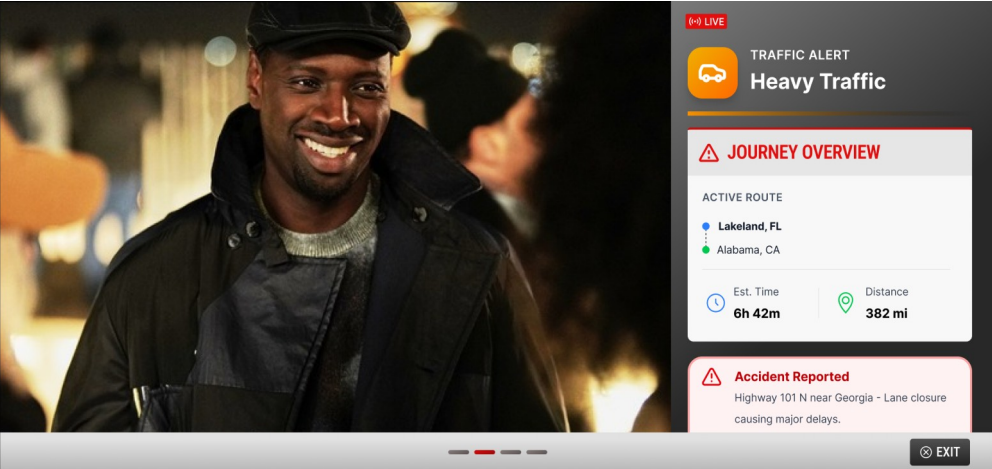
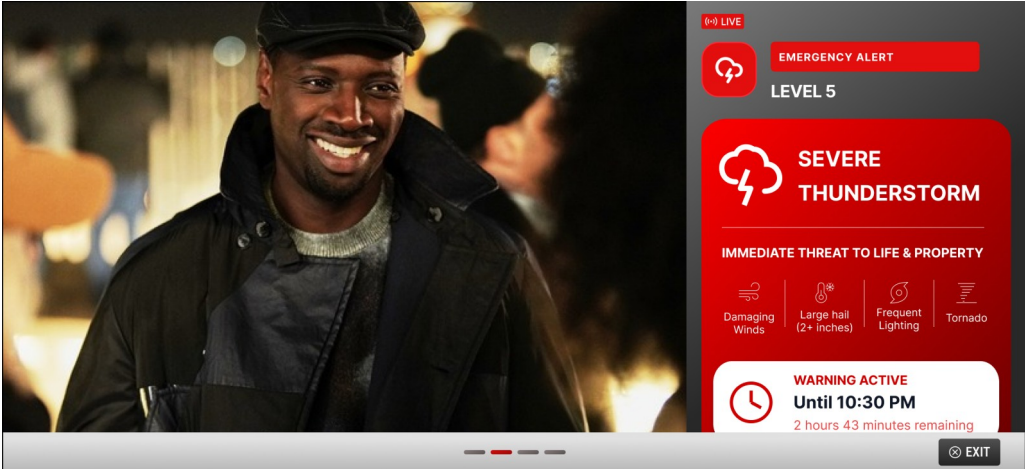
MORE INFORMATION



EVACUATION MAP
(EXAMPLE INTERACTIVITY)

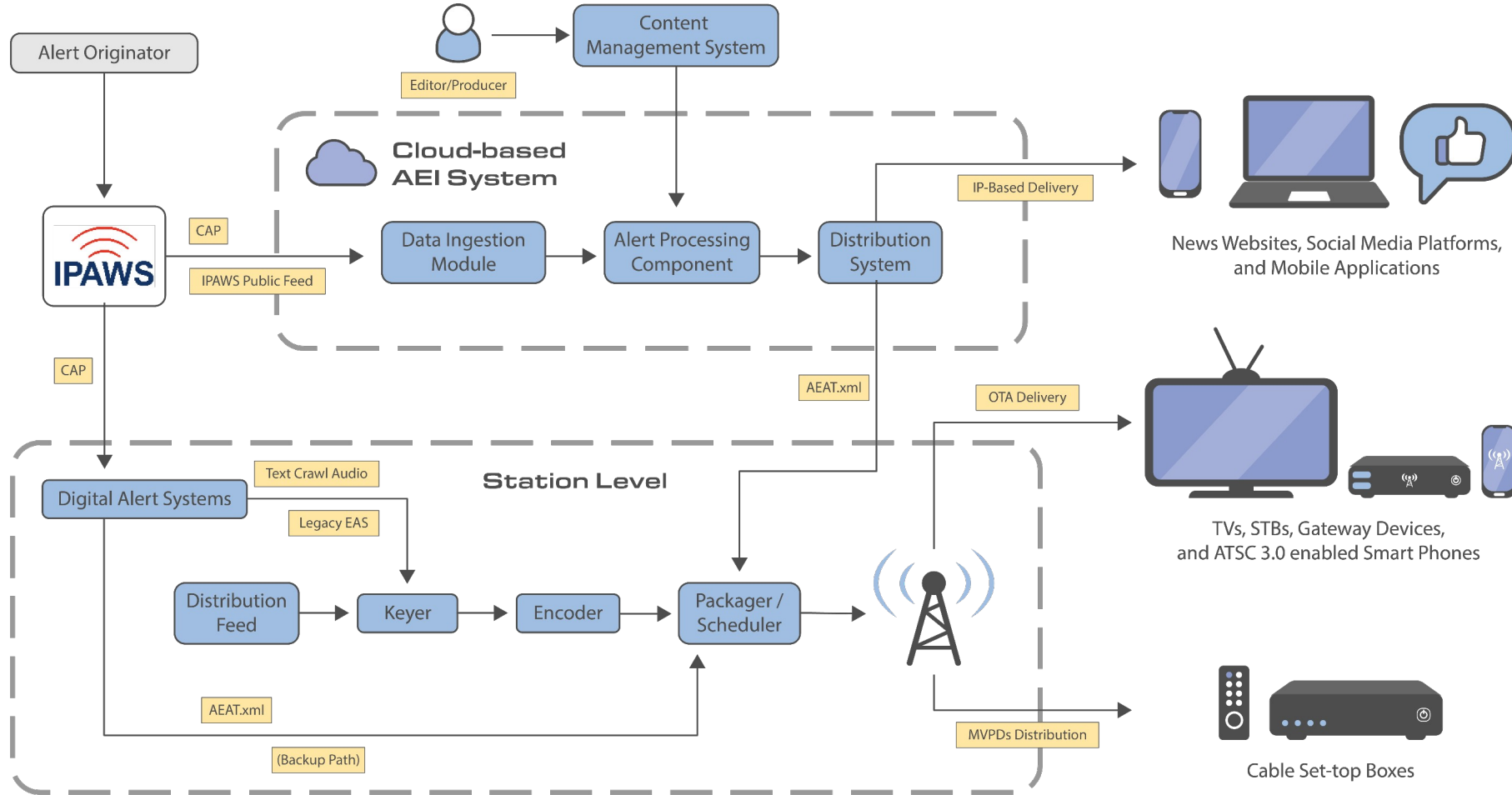
Mobile UI/UX

Mobile UI/UX



Station Workflow

Station Workflow With Newsroom



Station Workflow -- DASDEC

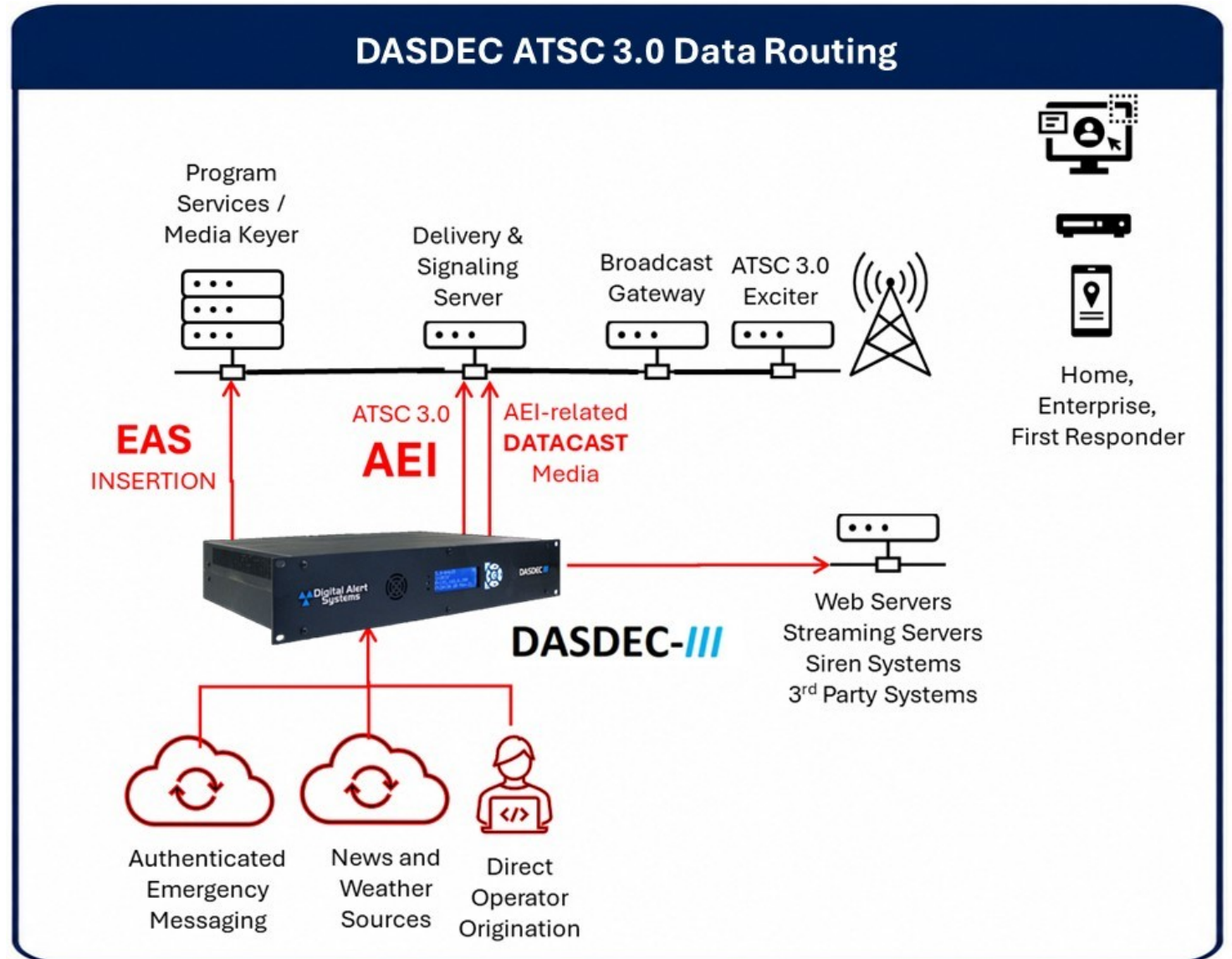
Manages both EAS and AEI

EAS – the bell-ringer, for the most urgent and required alerts.

- ✓ Standard program stream insertion to CG/Media Keyer.

AEI – an app-based service with expanded info, multimedia, local targeting, and multiple languages. *The full story.*

- ✓ AEI and multimedia delivery to the ATSC 3.0 delivery system.
- ✓ Outputs to 3rd party systems.



Making AEI More Accessible

Making AEI More Accessible

- Standardization through ATSC
- Contribution to CTA
- Build into a common framework

