Cell Broadcast
National Messaging System

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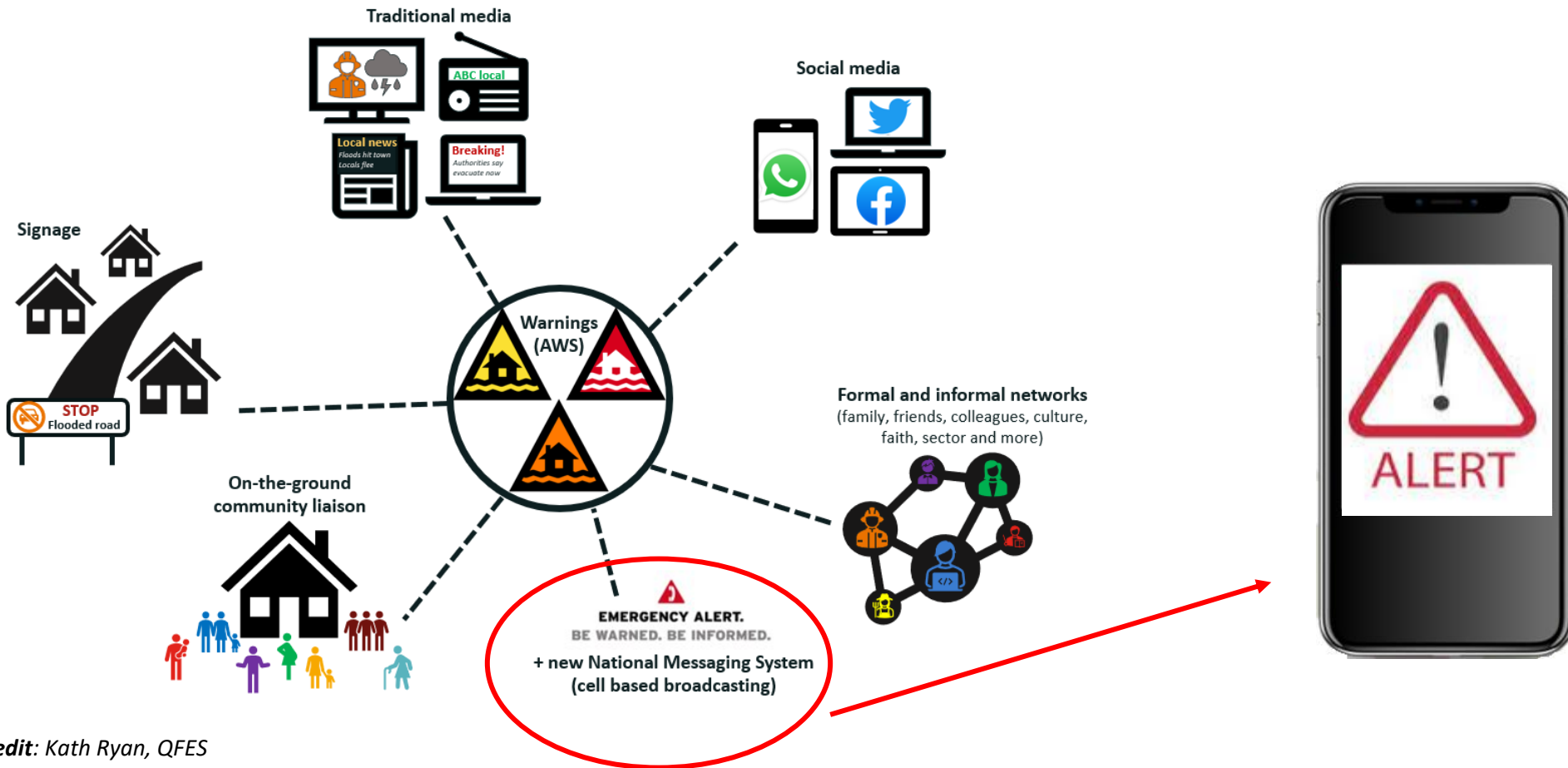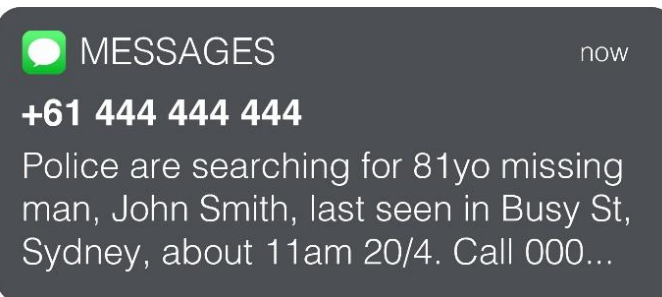# Information and warning channels

Credit: *Kath Ryan, QFES*

Emergency Alert

Emergency Alert

✓ Location Based Number Store SMS

✓ Based Number Solution SMS

✓ Automated voice calling to landlines

EMERGENCY ALERT.
BE WARNED. BE INFORMED.

💬 MESSAGES   now

+61 444 444 444

Police are searching for 81yo missing man, John Smith, last seen in Busy St, Sydney, about 11am 20/4. Call 000...

Cell broadcast technology

- Point-to-area communication between mobile operator's radio cell tower(s) and all compatible hand-held devices in a specified geographic area.

- Capable of **fast**, **accurate** and **reliable** messaging on any **scale**.

NMS Workflow

A **Drafter** composes the draft message in the **Cell Broadcast Entity** (CBE).

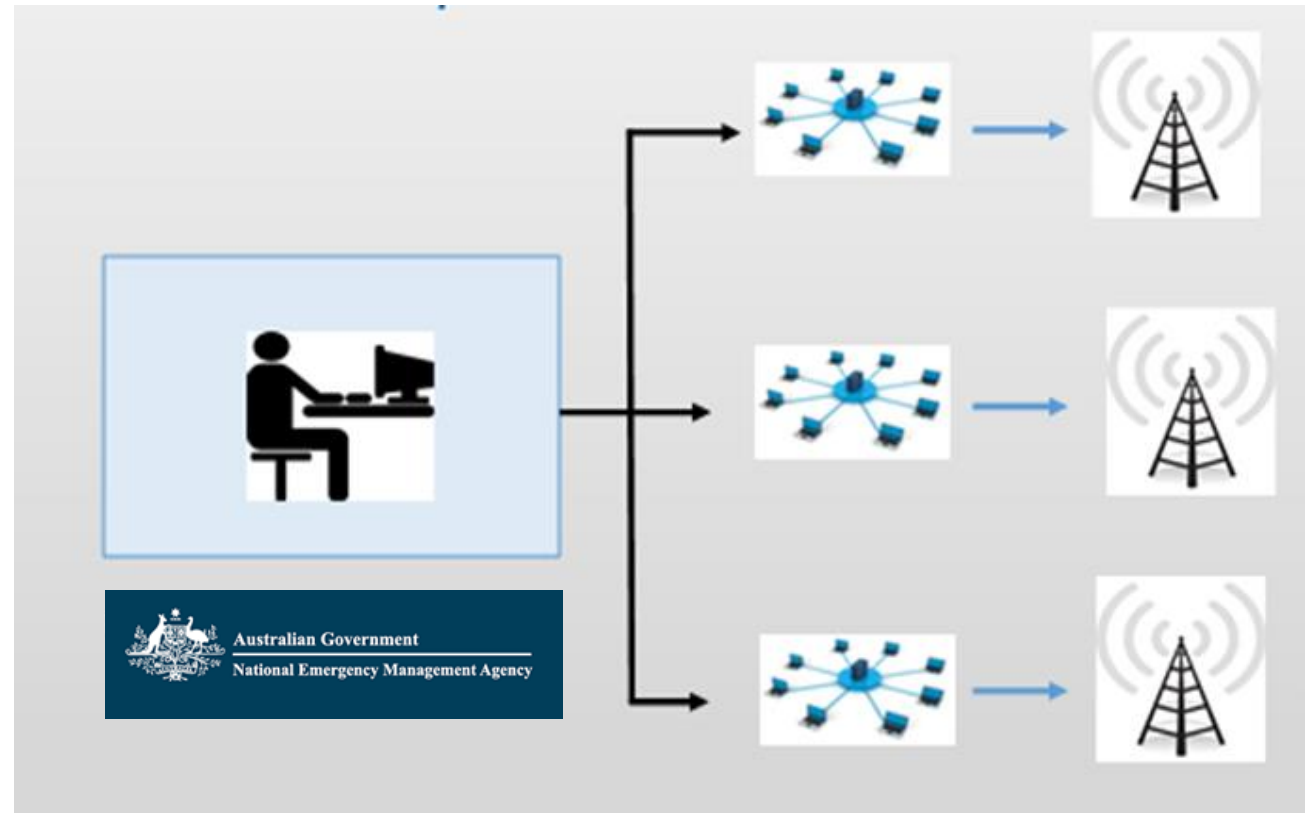The draft message is sent to an **Approver** to authorise and send.

NMS Workflow

The message is sent from the **CBE** to a **Cell Broadcast Centre** (CBC) in each network.

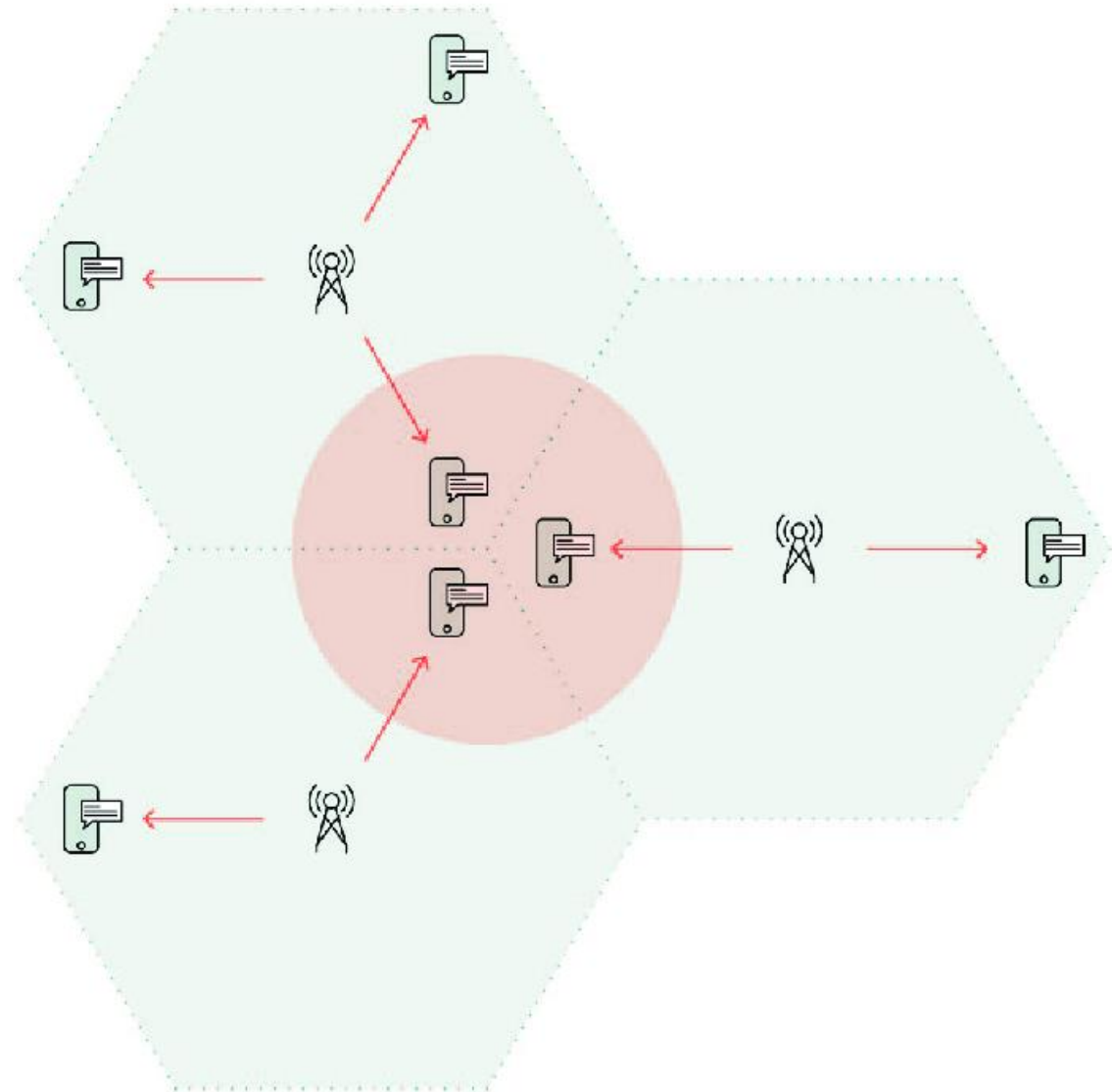From the CBC, the message is sent to towers in the target area.

NMS Workflow

Towers within the target area transmit the message to compatible devices within range.

Device-based geo-fencing can be used to increase accuracy.

Example message

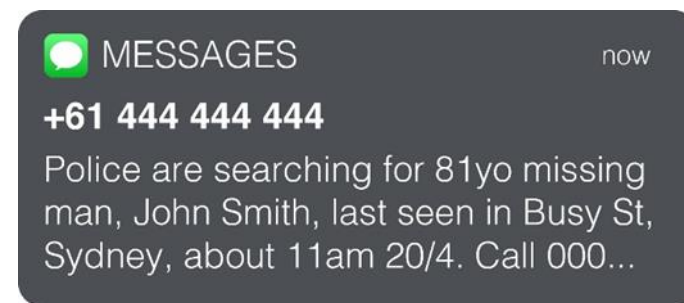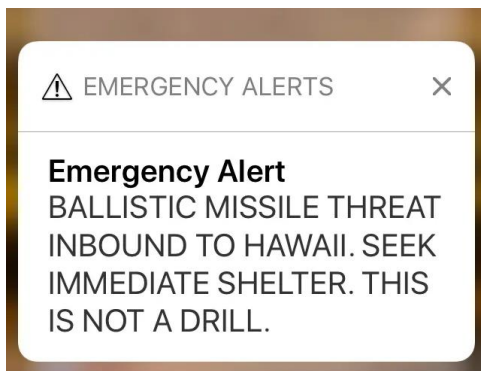
⚠ EMERGENCY ALERTS   ✕

Emergency Alert
BALLISTIC MISSILE THREAT
INBOUND TO HAWAII. SEEK
IMMEDIATE SHELTER. THIS
IS NOT A DRILL.

⚠ **Severe alert**

This is a test of Emergency
Alerts, a new UK government
service that will warn you
if there's a life-threatening
emergency nearby.

In a real emergency, follow the
instructions in the alert to keep
yourself and others safe.

Visit gov.uk/alerts for more
information.

This is a test. You do not need
to take any action.

OK

💬 MESSAGES   now
+61 444 444 444
Police are searching for 81yo missing
man, John Smith, last seen in Busy St,
Sydney, about 11am 20/4. Call 000...

Proposed default alert types

Alert type	Features
Emergency Warning *(Highly intrusive)*	• No opt-out option • Unique alert tone (SEWS) – *to be confirmed*. • Bypass silent and do-not-disturb settings.
Watch and Act **Advice**	• Opt-out to be confirmed. • Alert tone and vibration can be user configured.
Public Safety Notification - National Message - Public Safety Incident **Amber Alert**	• Opt-out possible, via device settings • Alert tone and vibration set by device

Delivery

NMS Operating Protocols
Telephony-Based Warning Systems Roadmap

Training Framework including learning management system

A national public awareness campaign and information package

Thank you

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