

Cell Broadcast & Location-Based SMS



MASS NOTIFICATIONS AT SCALE

The widespread use of mobile phones globally presents a significant opportunity for public authorities to enhance emergency communication. Various bodies, including ETSI, BEREC, EENA, ITU, CAP..., describe Cell Broadcast and location-based SMS as the most effective options for implementing public warning systems.

REACH

- Compatible with all handsets
- No handset configuration needed
- Language selection
- Cell location accuracy
- Text length in # of characters

DELIVERY

- Delivery method
- Delivery per minute
- Alert appearance
- Not impacted by network congestion
- Delivery confirmation

TECH & FEATURES

- Data Privacy
- Technical requirements
- Targeting
- Can be used for other use cases

CELL BROADCAST

✗
✗
✓
✓
1,395

All devices in area
Millions
Automatic display, ringtone

✓
✗

No personal data required
CBE + CBC
Geographic

✗

LB-SMS

✓
✓
✓
✓
160 (concatenated SMS possible)

Individual numbers by location
100s of thousands
Standard SMS

✗
✓

Operator-held, GDPR compliant
Existing SMS infrastructure
Geographic, device...

✓

COMBINE BOTH AND GET

- ✓ Optimized alert dissemination
- ✓ Increased reach
- ✓ Advanced alerting methods
- ✓ Contextualized notifications
- ✓ Real-time situational awareness

Intersec recommends a multichannel approach to reach up to 100% of the population and leverage advanced preparedness and response capabilities.