



SPOK[®] SOLUTIONS FOR SCHOOL SAFETY

When seconds count, count on Spok.



ADDRESSING THE MOST SERIOUS SCHOOL SAFETY CONCERNS

SAFETY IS YOUR CONCERN.

ENABLING EFFICIENT INCIDENT MANAGEMENT IS OUR BUSINESS.

Providing a secure learning environment has always been a top priority for educators and administrators. Ensuring that school staff and responders have a real-time understanding of what's happening during a crisis is a major factor in determining the outcome of an event. Today more than ever a full understanding of the situation at hand is crucial when responding to an emergency, and will help responders make a fully informed decision. In a typical case of a sick or injured person, officials and emergency personnel need to rush toward the situation. More and more common today are situations that threaten personal safety, during which students, faculty, and staff must be rushed away from the scene. Understanding which type of event is happening is critical.

Communication technology and devices are vital components for school officials and first responders during and after a safety event. Spok® Solutions for School Safety help address the most serious concerns by ensuring that your communication technology meets your overall campus safety needs.

We work with campus and enterprise organizations to improve safety through better communications.

Our solutions provide you with the tools to anticipate and react to any situation impacting the safety of your students, staff, and visitors. We recognize that every organization is unique. We can tailor a solution that is appropriate for your school, district, or campus.

To help you maintain a safe environment for students and staff, Spok offers a complete solution that works in conjunction with your school's telecommunication system to create a reliable communication infrastructure. As a critical communications solution provider, our solutions focus on incident management and response to emergency situations; communicating with school staff and officials; and notifying first responders of the nature of the emergency and dispatching them to the correct location.

TWO CONCERNS FACING SCHOOL ADMINISTRATORS

MANAGING INCIDENTS AND RESPONDING TO EMERGENCIES ON CAMPUS

Getting time-sensitive information to the appropriate faculty and staff in an emergency is critical. More than ever, schools need emergency notification systems that support efficient, effective communications during an incident and provide the utmost in flexibility, control, and system ownership.

In today's world, that means having a plan that includes pagers, smartphones, and secure texting to get the word out fast.

NOTIFYING FIRST RESPONDERS BEYOND THE CAMPUS

An emergency call to 9-1-1 or a school's emergency call center sets in motion a complex process. The challenge is to identify the source and severity of the situation and protect students, staff, and faculty. Pinpointing a 9-1-1 caller's location and providing reliable, automatic transfer of information can help provide vital, lifesaving information to responders.

HOW SPOK CAN HELP YOUR SCHOOL DELIVER TIME-SENSITIVE INFORMATION

TWO-WAY EMERGENCY NOTIFICATION AND INCIDENT MANAGEMENT

Spok provides you with a proactive solution that helps give staff members and responders real-time awareness and reduces response time. With Spok you can quickly and reliably notify and confirm team member response during emergency situations without calling trees and confusion. In addition, Spok solutions allow you to automatically deliver messages, collect responses, escalate to others, and log all activities for reporting and analysis. Manage the emergency; don't just alert.

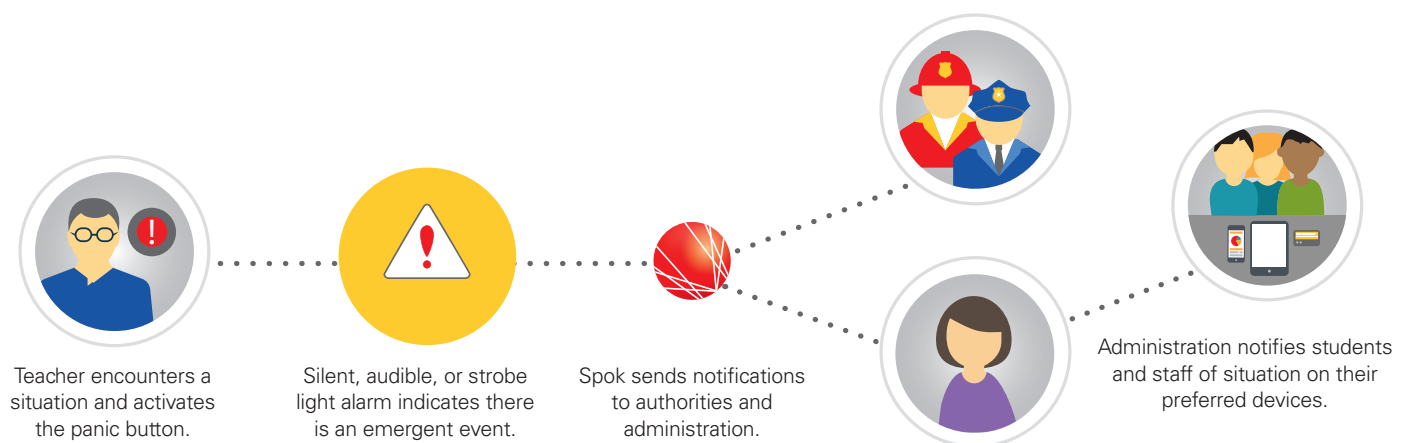
- Get messages quickly to the people who need them
- Allow message recipients to acknowledge messages and indicate availability
- Provide dependable, accurate notification quickly on any type of communication device
- Work with your existing network
- Provide real-time monitoring

INTEGRATION WITH THIRD-PARTY SECURITY AND MONITORING SYSTEMS

We can enable third-party security and monitoring systems to initiate messages directly to mobile devices carried by school security, administrators, and key staff members. Systems such as fire detection, security, and building management typically have audible alarms that alert all nearby personnel when something is out of the ordinary. But this often means more people are involved than necessary, and role confusion can slow response.

Spok's critical alerting solution is different. We detect alerts from your monitoring and alarm systems and route them to the appropriate staff on their wireless communication devices. The result is faster response to critical events, which improves efficiency, safety, and satisfaction.

- Connect alerts from systems to mobile devices
- Integrate with countless systems and communication devices already in place
- Filter alarms by priority/staffing
- Escalate calls

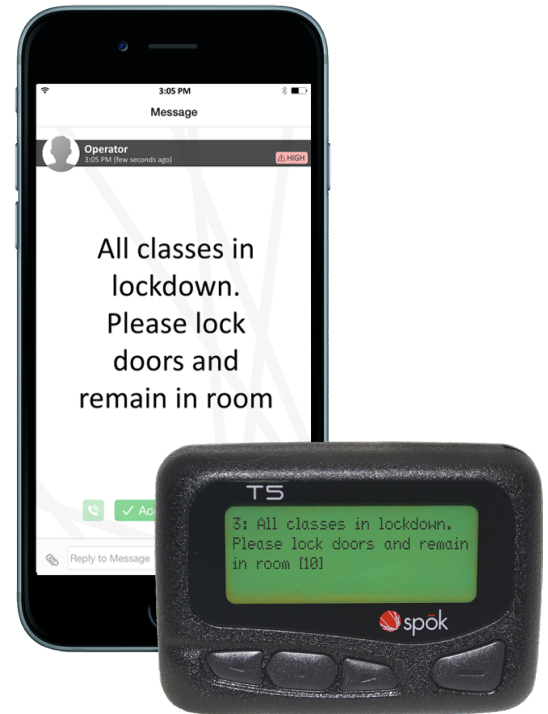


ENSURE FAST, RELIABLE, EMERGENCY COMMUNICATION

SECURE TEXT MESSAGING

An option available through Spok is to ensure all messages sent to smartphones are secure and encrypted. By deploying the Spok Mobile® application to patrol units or other mobile staff members, messages delivered to their smartphones are encrypted and not subject to being maliciously intercepted and viewed by unauthorized individuals. Today's students are accustomed to sending SMS (text) messages to request information or report activity. Spok solutions allow your campus security team to provide first responders with the detail they need for emergent events quickly and easily in a format many people have come to depend on. These communications can include student requests for a campus escort, reports of suspicious activity, and any other security-related questions.

- Integrate with related systems, such as third-party alarming, notification, and directory systems
- Create closed-loop communications with delivery confirmations and the ability to respond to or escalate messages
- Support a wide variety of smartphones, pagers, and other devices, allowing students, staff, and responders to receive messages on their preferred devices

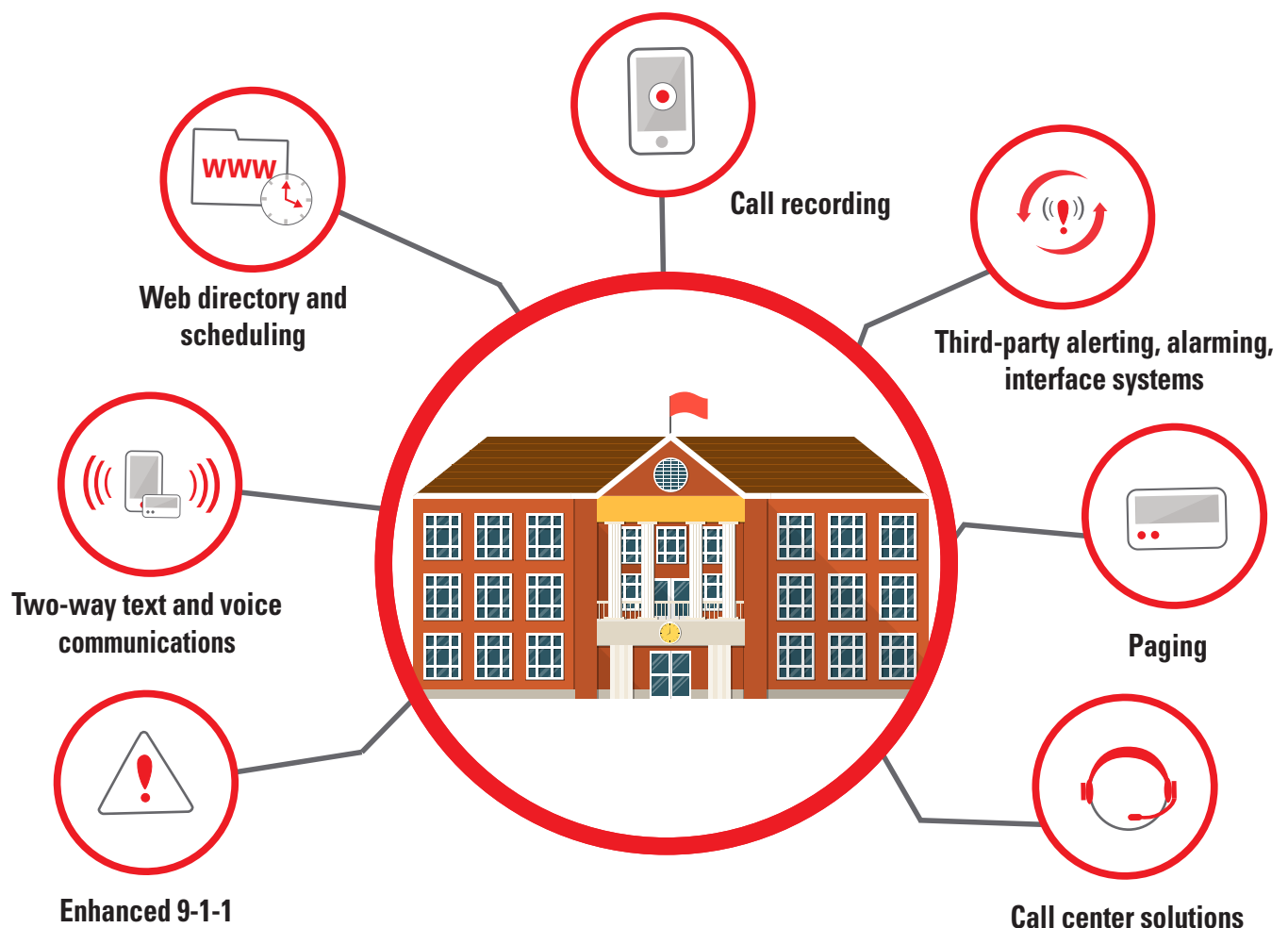


PAGING SERVICES

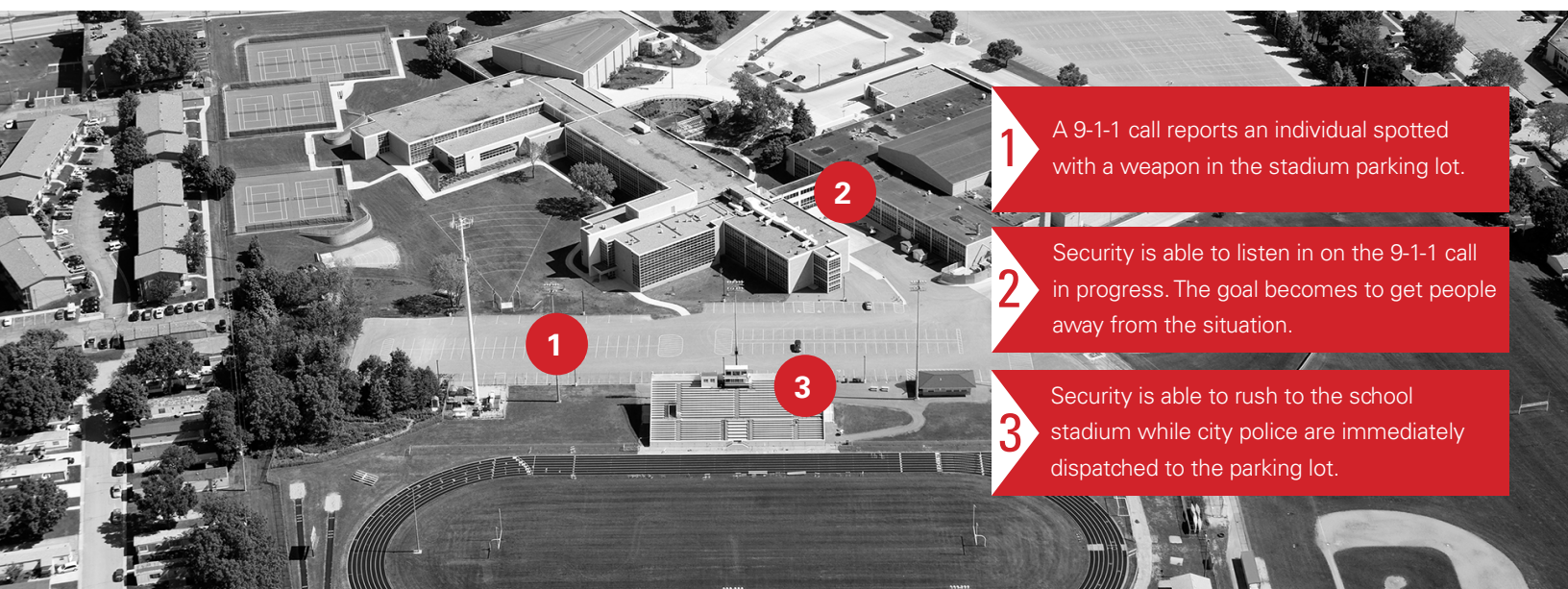
Paging is a mainstay for many organizations, especially given its unbeatable security and encryption, and reliability in emergency situations when cellular and Wi-Fi communications can fail. The group messaging capabilities of paging can save time in critical situations. Having all teachers on one capcode, for example, means you can reach the entire staff by dialing one number. Paging software has been essential to emergency response processes for well over 30 years. The value of reliable emergency communication via wireless paging systems remains high today, especially in industries where steady, reliable communication is critical.

In recent years, smartphones and tablets have become an integral part of our daily lives. But even as mobile usage increases, it is important to recognize that paging's survivable architecture and cost effectiveness retains clear advantages over cellular in many instances.

- Send paging messages to the right person's smartphone (via an app)
- Use PSTN (Public Switched Telephone Network) to initiate a page to individuals or groups from any telephone
- Keep existing paging device or set of pagers active for emergency preparedness planning
- Provide two-way messaging and automatically confirm with a delivery receipt



PINPOINT THE LOCATION OF A 9-1-1 CALLER



ENHANCED 9-1-1

Depending on how your system is configured, you could send emergency responders to the wrong address or location. The time wasted as responders locate the source of the emergency can increase danger to people and property.

Knowing where a 9-1-1 call originates is crucial to effective emergency response on campus. A 9-1-1 call originating from a classroom would need to transmit the caller's classroom phone number in order to provide the 9-1-1 answering point the number they need to retrieve the caller's address, i.e., "123 Oak Street, Room 234" instead of the school's main billing number and address. Spok solutions have helped many well-known schools protect the safety of all on campus with software that provides peace of mind—and meets ever-growing state legislation.

- Notify faculty and staff in real time when 9-1-1 is dialed
- Allow school officials to listen to a 9-1-1 call in progress, thereby enabling them to assess the situation and respond accordingly

PUBLIC SAFETY ANSWERING POINT (PSAP)

PSAP provides reliable and speedy assistance to callers dialing 9-1-1 or the emergency telephone number in your area. Having a solid communication infrastructure between 9-1-1 call-takers and safety officials provides a safer school environment. Spok solutions give PSAP call-takers an easy-to-use, standards-based graphical interface that integrates the underlying phone system, mapping systems, and other resources to put critical information and tasks at the call-taker's fingertips.

- Integrate with the existing telephone system
- Accelerate emergency response time
- Leverage SMS technology for security-related communications
- Integrate with third-party systems

Spok® pc/psap has received Joint Interoperability Test Command (JITC) certification and is listed under the Department of Defense's Unified Capabilities Approved Products List. This means the solution has completed rigorous federal government testing and compliance processes under real-life conditions. For our customers, this certification represents the utmost level of security and reliability.

YOU'RE IN GOOD COMPANY

Educational institutions across the country use our communication solutions during time-critical situations when it's important to exchange information efficiently and quickly.



"Our activation time—the time it takes from when we receive a call until we initiate an emergency response—has dropped from an average of 5 to 10 minutes before we had the system, to about 40 seconds."

Kevin Gutwin, Superintendent
Regional Communications Centre
Regina Qu/Appelle Health Region



"Having a phone system that's reliable is a key way for us to make sure our students, staff, and visitors are as safe as possible."

Clay Cottles, Technical Services Manager
Mesquite Independent School District
Dallas

ALL CHILDREN SHOULD GROW UP FREE FROM FEAR AND VIOLENCE.

—U.S. DEPARTMENT OF EDUCATION





ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Virginia, is proud to be the global leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. Our customers send over 100 million messages each month through their Spok® solutions, and they rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When seconds count, count on Spok.

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