

## **MIR3 Introduces World's First Apple iPhone/iTouch-Based Intelligent Enterprise Notification and Command Solutions**

**iPhone Empowered as Mobile Emergency Command Device;  
IT Alerts, Business Continuity, Disaster Recovery, CRM and  
Other Important Enterprise Notifications can be Initiated and  
Managed with the Touch of a Screen**

**SAN DIEGO – November 6, 2007 – [MIR3™](#)**, the technology leader in Intelligent Notification (IN®) solutions for global enterprises, today announced the availability of the first enterprise notification and command interface for the Apple iPhone™ and iPod® touch (dubbed “iTouch” by the media) mobile communications platform. These full-featured Web-based management applications from MIR3 run under Apple’s mobile Safari™ browser to enable corporate executives and IT administrators to initiate emergency notifications and remotely manage enterprise notification systems and response teams using Apple iPhone or iTouch mobile devices.

“Apple’s new generation mobile communicator is growing in popularity among corporate users because of their larger screen sizes, easier-to-use touch screen keyboards and anywhere network access,” said Amir Moussavian, CEO of MIR3. “With this new application, MIR3 has empowered the Apple iPhone as a remote emergency command device. MIR3 has a history of technology innovation and is committed to delivering support for all mobile devices, all mobile platforms and all modalities. We believe that as iPhone is adopted more widely and accepted as an enterprise communications device, corporate iPhone users will represent an important segment within the mobile-enabled enterprise notification and emergency response industry.”

MIR3's iPhone interface also functions as an automated mobile command dashboard that allows executives to instantly notify and initiate live voice conferences among the appropriate response-team members, and access MIR3's real-time reporting features to track notifications and responses on their iPhone.

"Disasters and emergencies are almost always unexpected, and there's a high probability that many executives and first responders will not have access to their desktops when crucial decisions must be made and quick action steps taken," Moussavian added. "Mobile devices may be the only functional option for decision makers during an emergency, and we believe that the iPhone, with its game-changing communication capabilities, will be a preferred crisis management and emergency communications tool for many of them."

MIR3's Web-based iPhone notification applications are 100% compliant with Apple's current guidelines for iPhone software development using the mobile Safari browser.

### **About MIR3**

MIR3™ provides automated Intelligent Notification (IN®) solutions for global and enterprise-wide communications and business continuity. MIR3's inEnterprise™, inGovAlert™, inCampusAlert™, inTechCenter™, inAlertCenter™, inWebServices™ and inConnect™ are built on a geo-dispersed, scalable telephony and application server platform that directs the global dissemination of time-urgent information to and from any communication device across any communication medium. With its recent acquisition of TelAlert® from CalAmp Corp. (NASDAQ: CAMP), MIR3 now also offers TelAlert branded products such as TelAlert 6e systems. MIR3's nearly 5,000 customers include nearly 100 colleges and 80 of the Fortune 100, including the world's top petroleum, soft-drink bottling and consumer goods companies, and organizations such as IAC Interactive (which operates TicketMaster and Match.com), Belkin Worldwide®,

US Air Force, Homeland Security's National Medical Response Teams, The American Red Cross, LA County Department of Health and the County of Orange, California, which has 1.4 million recipients loaded in its MIR3 Intelligent Notification system. For more information visit [www.mir3.com](http://www.mir3.com) or contact 858.724.1248 or [pr@mir3.com](mailto:pr@mir3.com).

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