

## **Brown University Joins List of Top Campuses Using MIR3's Emergency Notification System**

**Two-way voice and text communication platform is *de facto* standard for  
advancing campus safety; used by six of the top 10 U.S. universities**

**SAN DIEGO – October 16, 2007 –** [MIR3](#)<sup>™</sup>, the technology leader in Intelligent Notification (IN®) solutions for global enterprises, announced today that [Brown University](#) in Providence, R.I., has enhanced campus safety and communications with the implementation of inCampusAlert<sup>™</sup>, an emergency notification system that supports all types of voice- and text-based communication devices.

With the addition of Brown University to its customer roster, MIR3's inCampusAlert is fast becoming the *de facto* emergency notification standard on school campuses. Two other Ivy League universities and six of the top 10 college campuses in the United States (as recently named by *U.S. News & World Report*) have also implemented MIR3 [emergency notification](#) solutions, along with dozens of other colleges and universities across the United States.

During critical events, Brown University will use MIR3's Web-based [inCampusAlert](#) to deliver two-way advisories and instructions to nearly 20,000 students, faculty, staff and others via cell phones, satellite phones, land lines, wireless PDA, text pager, email and other communication devices.

Walter C. Hunter, vice-president of administration and chief risk officer at Brown University said, "The MIR3 emergency notification platform improves our ability to communicate quickly and effectively with our community in emergency situations."

According to Amir Moussavian, MIR3 president and CEO, "Using inCampusAlert, a school can set up a secure, high-speed notification system in minutes without having to purchase or install software, hardware or extra phone lines. Its flexibility and ease of use allow customers to send messages from almost anywhere, any time and to any type of device. Additionally, inCampusAlert can be used for both urgent and important message delivery to the entire campus or to selected groups, such as specific schools, buildings, dormitories or academic departments."

Brown University began exploring faster, more reliable communication solutions several months ago. After evaluating the technology of several emergency notification vendors, the contract with MIR3 was signed during the summer, and the system is already operational.

"We'll emphasize the importance of keeping contact information, such as cell phone numbers and email addresses, current," said Hunter. "We'll also be testing the system regularly so that our students, staff and faculty know what to expect and can appreciate the speed and power of the system first hand. By periodically testing the system, we'll also know what contact information needs to be updated."

Additionally, through its OEM partnership with Edulink Systems, Inc. in Anaheim, Calif., MIR3 has shown strong performance and market leadership in the K-12 arena. Edulink has helped more than 50 school districts dynamically build emergency call lists straight from their student information system and incorporate emergency notification capabilities into their parent communication plans. These districts include some of the largest in the United States, such as Prince William County Schools, San Bernardino USD and Arlington ISD.

### **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 more than 80 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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