

Media Release

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Contact:
James Stewart
OnCall Communications
2 / 19 Musgrave St
West End 4101

Phone: 1800 2 666 28

Earthquake is a timely warning for emergency notification systems

BRISBANE, QLD – September 13, 2007 – “The 8.4 magnitude earthquake last night off the coast of Indonesia is a timely reminder of the critical requirement for early warning emergency notification systems in coastal Australia.” James Stewart, National Operations Manager for OnCall Communications said this morning.

“Although the resulting tsunami had little impact on Australia the question that really needs to be asked is would we have been able to alert the population at 3am in the morning if there was a genuine threat?” Stewart questioned.

These events are receiving greater media coverage and this is leading to a greater focus on disaster management planning. “It is increasingly obvious that the ability to alert residents at home 24/7 is becoming paramount” he said.

The OnCall **EmergencyContact** product has the capability to call in excess of 150,000 households per hour and alert them to the impending crisis. The system informs affected residents and can direct them to take the safest course of action. Importantly, emergency management bodies are provided with crucial statistics as to the effectiveness of the notification so that suitable resources can be devoted to areas most in need. At around \$1 per household annually the system is more than affordable.

Traditional early warning emergency notification methods such as radio and TV are unfortunately ineffective in the early hours of the morning. The earthquake late last night demonstrated a critical hole in current disaster management planning. “Again, we have been shown that disasters do not occur to a template - they occur 24 hours a day and we need to be ready” Stewart said.

EmergencyContact has been developed by Brisbane based company OnCall Communications over the past 18 months. Currently serving business and governments for general notifications and marketing, this specialised service has been specifically developed to provide regions and even entire cities with early warning emergency notifications.

“The chance of any household having the radio or TV on in the early hours of the morning is slight but we all have a telephone” Stewart concluded.

Consultation with the relevant councils and government bodies is in progress.

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For information: <http://www.OnCallCommunications.com.au> or
Contact: james@OnCallCommunications.com.au
Phone: (07) 3102 6808 or 0409180646