

# 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

## LB-SMS

✗  
 ✗  
 ✓  
 ✓  
 1,395

✓  
 ✓  
 ✓  
 ✓  
 160 (concatenated SMS possible)

All devices in area  
 Millions  
 Automatic display, ringtone

Individual numbers by location  
 100s of thousands  
 Standard SMS

✓  
 ✗

✗  
 ✓

No personal data required  
 CBE + CBC  
 Geographic

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.