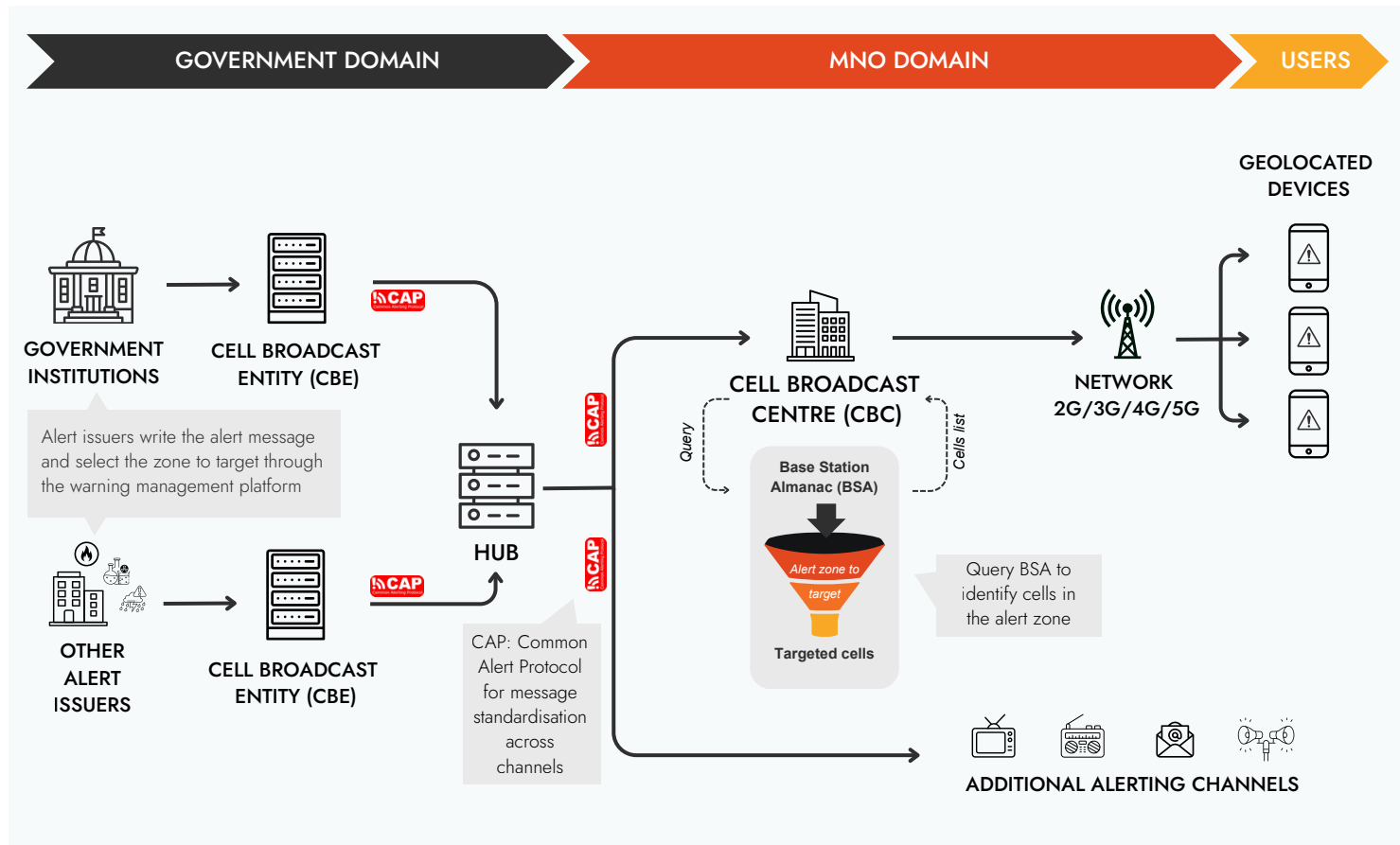
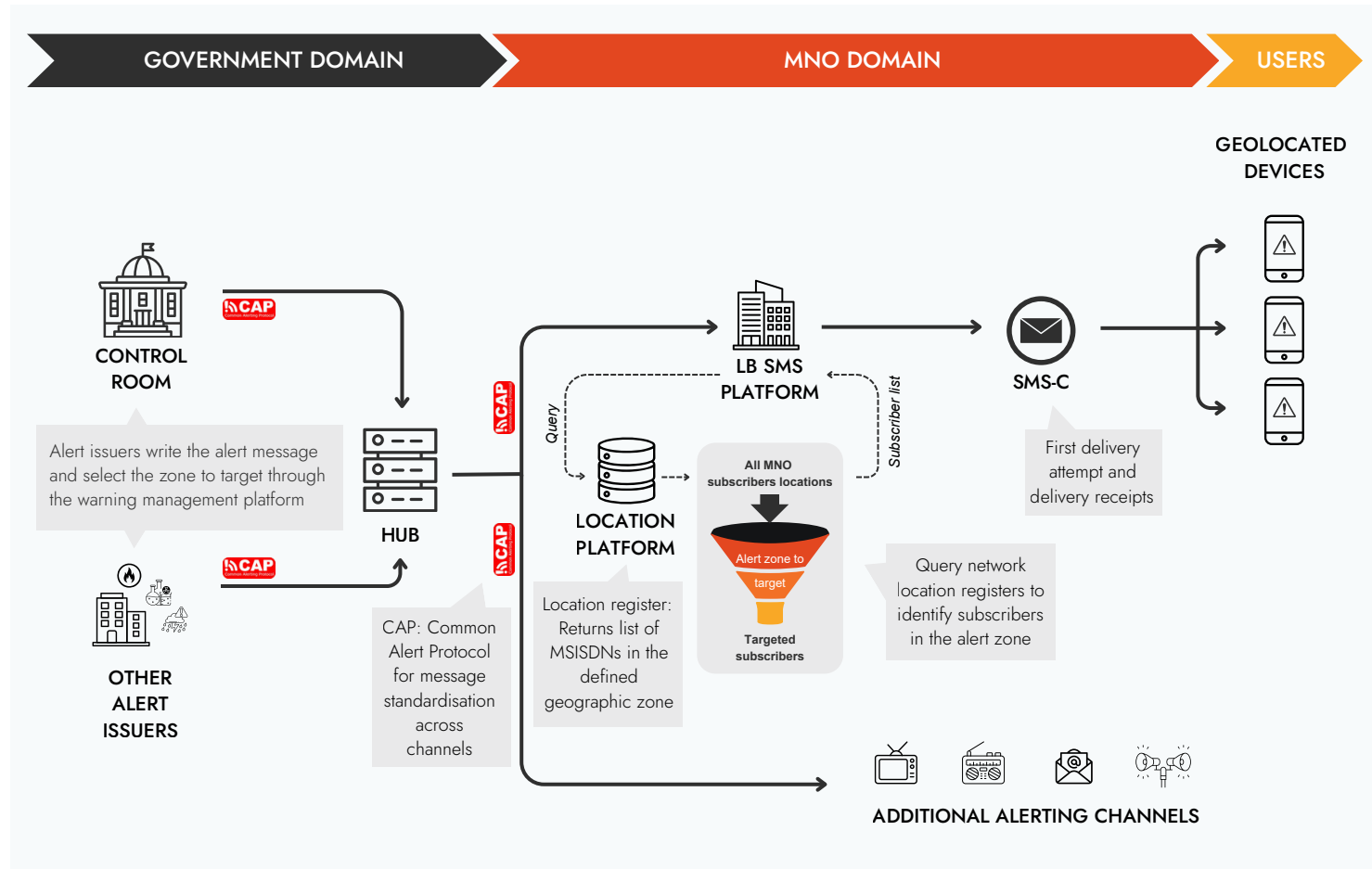


ALERT DISSEMINATION THROUGH MOBILE NETWORKS

Cell Broadcast



Location-Based SMS



CB and LB-SMS complement each other

	CELL BROADCAST	LOCATION-BASED SMS
REACH		
Compatible with all handsets	✗	✓
No handset configuration needed	✗	✓
Language selection	✓	✓
Cell location accuracy	Good	Better
Text length (number of characters)	1,395	160 (concatenated SMS possible)
DELIVERY		
Delivery method	All devices in area	Individual numbers by location
Delivery per minute	Millions	Hundreds of thousands
Alert appearance	Automatic display, ringtone possible	Standard SMS
Resilient to network congestion	✓	✗
Delivery confirmation	✗	✓
TECH AND FEATURES		
Data privacy	No personal data required	MNO-held, GDPR compliant
Technical requirements	CBE + CBC	Location-based service
Targeting	Geographic (cell-based)	Geographic (device-based filtering)
Use for other use cases	✗	✓

LEARN MORE AT INTERSEC.COM