



WARNING SYSTEMS

Press Release

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SMART today, safe tomorrow

New, SMART emergency warning system to be built at CMU

Oakmont, PA (PRWEB) June 15, 2007 – Sima Products Corporation today announced plans to build a new, state-of-the-art emergency alert notification system at Carnegie Mellon University in Pittsburgh. Sima's SMART Radio (Scalable Mesh Alert Radio Transmission) will allow university authorities to warn students on campus during emergencies. Sima has been selected to receive a \$200,000 grant from the Technology Collaborative to build the SMART Radio system. Officials at Carnegie Mellon applauded this effort as a timely solution to the challenge of getting warnings to student populations during emergencies.

Director of Environmental Health and Safety for CMU, Madelyn Miller said that the SMART project promises to be more effective than making phone calls or sending text messages.

“Student safety is the number one priority for the university and Sima's SMART radio system will give us the ability to notify students in classrooms, dorm rooms, anywhere on campus,” said Miller. “Reaching different groups with specific messages will allow us to better manage information during emergencies. We need more than one way to get the word out and this system will add several layers to our current efforts.”

According to Dave Hochendoner, Chief Technical Officer for Sima Products, SMART Radio gives the university control of both the transmission and the reception system.

“The SMART system gives the university the ability warn students in multiple ways, so that when phone, internet or power fails, they are still up and running,” said Hochendoner. “Our receivers are battery backed-up and we provide multiple ways to generate warnings. Redundancy is a key in emergency warning and the SMART system provides multiple layers of redundancy.”

The SMART project is one of seven projects to be funded by the Technology Collaborative this spring. “This round is all about innovation and getting products to market quickly, which we anticipate will create one or two new companies and growth opportunities for all the companies included in this round,” said David Ruppensberger, Chief Executive Officer of The Technology Collaborative. Sima will receive a grant of nearly \$200,000 to build and test the SMART Radio system at CMU over the next 15 months.

The SMART System uses a combination of wireless technologies to target groups of receivers and deliver selected messages. SMART receivers can be mounted on any wall and integrate a warning siren, flashing lights and a visual display for text messages. SMART Radio is independent of phone and first responder radio systems, can penetrate poor reception areas and provide two-way communications within the university.

Sima Products has been creating, developing and marketing quality consumer products for over 30 years. Products include the First Alert Brand of Public Alert radios. For additional information on the subject of this release contact Tim Means at Sima Products Corporation. Phone: 800-345-7462 ext 1217

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