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Celltick's LiveScreen Operated as Mobile Emergency Alert System During Tsunami Crisis in Sri Lanka

The mobile broadcast system on MTN Networks kept working while other communication systems collapsed. Users received real-time information about danger areas, hospital help-lines and supplies distribution directly to their phone screens

London (PRWEB) January 25, 2005 -- LiveScreen, the interactive mobile broadcast solution of Celltick Technologies, was used as a mass emergency alert system during the Tsunami crisis in Sri Lanka. MTN Networks, the country's leading mobile operator, used the system to broadcast to its users ongoing real-time updates on the situation along the coasts, to warn people from going to dangerous areas and to inform on hospital help-lines, the location of supplies distribution centres and collection points for donations. The system operated flawlessly, despite the huge load on the network which made other communication means, such as voice calls and SMS, highly unreliable.

"Celltick's system addressed a lot of the issues which we faced in the aftermath of the Tsunami", says Thivanka Rangala, VP R&D and Finance in MTN. "It was valuable when we tried to alert customers and provide emergency messages to many subscribers in real time, while SMS was hopeless".

MTN has been using Celltick's LiveScreen for the last year as a service to increase usage of its mobile services. The service, which is branded "Zero77 live", broadcasts ongoing information and entertainment messages directly to thousands of phone screens while they are in idle mode. Users can then access a variety of service just by clicking the OK button. Critically, the "Zero77 live" delivers the messages via Celltick's mobile broadcast technology, and this is what made it into such a valuable tool in time of emergency. Because it is the only method to reach the entire subscriber base in real time and because it consumes virtually no bandwidth, mobile broadcast is the ideal method to communicate with people during emergencies when timing is critical and when networks are overloaded.

Following the Tsunami, MTN suspended all the regular broadcasts in the "Zero 77 live" service and dedicated it to informing the public. The messages were even sent in a format that can be forwarded, and thus even people who were not on the service on the eve of the disaster could receive the messages from their friends and family. MTN also used the system's interactive capability and allowed its subscribers to donate to the relief efforts simply by clicking in reaction to a message.

"We are happy to see our system taking part in alleviating the suffering following this terrible tragedy", says Celltick's CEO, Yossi Wellingstein. "It is not the first time it has shown its ability to handle emergencies. Another one of our customers, Hutchison India, used it in 2003 during a terror attack in Mumbai, and there too it proved to be an efficient and valuable method to communicate with the public".

Following the Tsunami crisis in Asia many observers and analysts opined that a robust public alert system could have saved many of the people who perished in the disaster. Many suggested to use mobile networks to convey emergency alerts, since the ubiquity of mobile phones assures a widespread message distribution directly to the hands of the public. However, in times of crisis, when it is crucial to reach the whole public quickly, conventional methods such as SMS and voice calls, fail. Sending a single message to a few millions of people with these methods would take many hours, even days, and thus be useless. Mobile broadcast, on the other hand, can do it in seconds, no matter how many people need to be informed. Celltick is pioneering a new breed of alert systems, relying on the unique capabilities of cell broadcast. Its special product for these tasks, MassAlert, is now being evaluated by governments and security agencies around the world.

About Celltick

Celltick is the world leader in interactive mobile broadcasting. LiveScreen, its flagship product, is the first platform that drives usage of mobile Value Added Service (VAS) on a mass scale. Millions of users are already connected to Celltick's systems worldwide with a significant user base increasing operators' data ARPU. The company is headquartered in the UK with offices in China, India and an R&D center in Israel. For more information visit: <http://www.celltick.com>

About MTN

MTN Networks operates its mobile network in Sri Lanka under the brand "Dialog GSM". The country's largest operator, MTN is leading the mobile industry in Sri Lanka since the late 1990's. It currently has more than a million subscribers, spread across all the island's nine provinces. It is a fully owned subsidiary of Telekom Malaysia Bhd., Asia's telecommunications giant. For more information, visit: <http://www.dialog.lk>

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[SalesWebmeeting hosts a sales Webinar: How to start using web conferencing as a sales tool](#) - SalesWebmeeting, the premier provider of web meetings for Sales and Small Business professionals, will host an online webinar titled, " How to start using web conferencing as a sales tool." The 45 minute event will feature Christopher Dean, president and founder of SalesWebmeeting, and will cover topics and practical advice for using web conferencing as a sales tool and get you started with a free user account. [2004-09-29]

[James Lind joins Kingston Communications Scotland and Ireland](#) - James Lind, formerly sales director for Nortel Networks in Scotland, has joined Kingston Communications as Director for Scotland and Northern Ireland from Nortel Networks. [2004-09-28]

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[Simplewire provides Premium SMS Aggregation for the Emmy® Awards](#) - Simplewire, a U.S.-based SMS aggregator, provided the Premium SMS aggregation services for the 56th Annual Primetime Emmy® Awards. Simplewire was able to deliver a full-blown, premium SMS (Short Messaging Service) program launched across the top six wireless carriers within a two-week time period – a record in terms of launch time for the short-code industry. [2004-09-29]

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[Electric Pocket Releases Ringo Pro, Ringtone Manager with New MP3 Playback, for Treo 600 Smartphones from palmOne](#) - Electric Pocket's Ringo application is the best selling ringtone manager for palmOne's Treo brand smartphones, enabling users to set personal and caller group ringtones. Today, the company has announced the availability of Ringo Pro for the Treo™ 600 smartphone from palmOne, featuring the new ability to play MP3 ringtones. [2004-09-29]

[Prometheus Technologies, Inc. Ships Keystone 2005 Fiber Management Software.](#) - Revolutionary new fiber management software boasts dozens of new features including a completely redesigned interface, built-in spreadsheet tools, web capabilities, and XML data exchange. [2004-09-30]

[David Against Intel and Other Telephony Boards' Goliaths](#) - In 1999, Intel paid \$780M for Dialogic, then leading vendor of telephony boards. Today, mighty combination of VoIP and Moore's law enabled Uniqa, four-person telecom software startup to release Gridborg 1.0, software only product whose existence threatens to shake up the entire industry. [2004-10-01]

[Kingston Communications Appoints New Head of Contact Centre Solutions](#) - Kingston Communications has appointed Suzette Bouzane-Meadows as head of Contact Centre Solutions. Bouzane-Meadows will lead a new team created to build on existing strengths and determine and execute Kingston's contact centre product strategy. [2004-10-04]

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