

▶ BrightArrow® Digital Voice Dialer 2009

The most cost-effective instant dialing solution for schools

OVERVIEW

Digital Voice Dialer 2009 is BrightArrow's new mass notification solution for calling parents and staff to quickly deliver pre-recorded voice and e-mail messages. This next generation after its successful Skype-based dialer (this version does not use Skype) provides reliable and instant voice notification at a much lower price than dialing services.

BrightArrow Digital Voice Dialer 2009 is designed for schools, delivering an easy-to-use interface to load data from your Student Information System for quick notification to parents and staff of emergency and non-emergency conditions and reminders. It even includes remote functions to launch call bursts simply from a telephone keypad.

The software automatically dials a pre-defined list of phone numbers and speaks an audio message to the recipient or their voice mail. It can also deliver text and HTML e-mail messages.

A primary usage of the BrightArrow Digital Voice Dialer 2009 is time-sensitive announcements for school cancellations or delays due to snow, fires, floods or hurricanes.

It can be used for urgent emergency situations such as lock-downs or evacuations. Communicating action plans to manage accidental or intentional threats or disasters can be done quickly and time-efficiently.

In addition, schools can use the Digital Voice Dialer 2009 for day-to-day announcements such as reporting unexcused absences to parents or reminders of events, activities, and meetings.

Using Voice-over-IP, the software provides optimal price/performance without sacrificing speed, reliability or functionality. Digital Voice Dialer delivers urgent and important messages to enhance a school's connection with parents – key communication that maximizes the overall perception and receptiveness that parents have toward the schools that their children are attending.

BENEFITS

Calls and e-mails to mass deliver messages to parents and/or staff

Delivers tens of thousands of calls quickly

Customizable voice messages can be recorded and/or include student names

Utilizes VoIP Internet technology to save you money and maximize reliability

Reads data from Student Info Systems

Invoke from PC interface or phone dial-in

FEATURES

Import function to quickly populate dial lists with data from your Student Info System

Messages can be composed of recorded audio or Text-to-Speech for speaking names

Dial lists can be pre-scheduled, and even automatically delivered daily

System can manage an unlimited number of "Groups" of students and staff

Each student can have an unlimited number of phone numbers and e-mail addresses

Dial results are delivered to administrator in an easy to read e-mail report

Fast and accurate detection of human voice vs. an answering machine, thus reliably delivering full messages

Auto-redial for "busy" or "ring no answer"



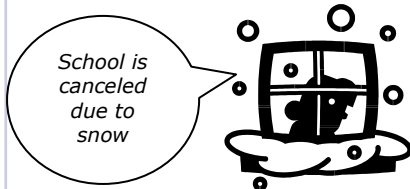
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▶ Details: BrightArrow Digital Voice Dialer 2009

▶ VOICE DETECTION

Unique to Digital Voice Dialer is BrightArrow's proprietary **automatic voice detection** to intelligently distinguish between a live person answering the phone versus an answering machine. The accuracy of determining when to speak the message is significantly higher than other services; therefore the percentage of parents reached is the highest on the market.

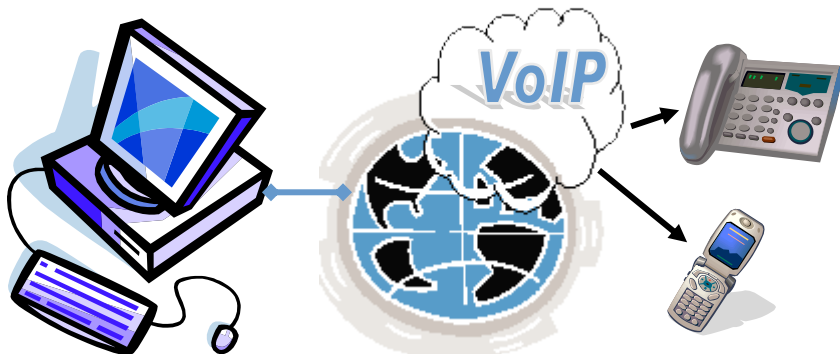


▶ VOICE OVER IP (VoIP)

Unlike traditional dialers or dialing services that use actual telephone lines from the public telephone network, Digital Voice Dialer uses Voice-over-IP. With this approach, costs are lower because a Voice-over-IP call does not require the extensive

hardware or carry the tariff overhead that calls from other dialing services that use PSTN (telephone network) incur. With Digital Voice Dialer, your calls originate from various geographical locations, creating better resiliency and the ability to reach parents through more telephone links than calls originating from one or a few sources. You end up with the ability to reach the largest number of parents quickly, yet pay the lowest possible price using a methodology that is growing exponentially for voice communication.

Voice over Internet Protocol (VoIP) works by your software (backed up by our hosted equipment accessible via Web interface) sending voice message from your dialing list securely over the Internet, to be converted to a telephone connection at the destination so the party answering their telephone can hear the message. The Internet is actually one big data network and the dialer message is in fact data. VoIP simply bridges the big data network to your tele-



phone. BrightArrow's software manages the VoIP connection and you load and organize lists and schedules, for daily usage, or in preparation for launching emergency dials from a telephone if necessary. By using VoIP, the system delivers the same quality as the traditional dialing approaches offered by the other dialing services, but this approach is more scalable and cost effective. The robustness, speed of dial, and redundancy is greatly enhanced by using VoIP when compared to services that use banks of phone lines.

No PBX integration or telephone lines!

DETAILED FEATURE LIST

With over ten years of extensive product development, BrightArrow Digital Voice Dialer 2009 offers one of the most flexible and powerful notification systems available anywhere. **Highlights include:**

- Unlimited number of phones and e-mails per student.
- Ability to pre-schedule dials, or launch them immediately.
- Supports the data format of most Student Information Systems, including PowerSchool, AERIES, Infinite Campus, eSIS, SASIxp, Zangle, NCWise, Skyward, Rediker, STI, and many, many more.
- Detailed reports are e-mailed upon completion of the dial, showing every call attempted, with the name, number, time, whether the message was delivered, and if not delivered, the reason for non-delivery.
- Easy-to-use Windows software for authorized users to manage lists and launch dials.
- Call bursts can be initiated via dial-in, at any time from anywhere by authorized users, even during power outages.
- Messages recorded by the system using your telephone.
- Delivers messages to cell phones, home phones, or e-mails.
- Voice messages can optionally use a computer-generated voice to speak callee-specific details such as the student names or overdue lunch balances.
- Can automatically play different messages for different languages.
- Allows an unlimited numbers of groups for dialing subset lists.
- Automated logic for hands-free synchronization of groups with the latest contacts and numbers.
- Any number of users can be created; staff and coordinators can all use the system without access to others' lists and recordings.
- Flexible Caller ID options, per list.
- Select ranges of times can be blocked to prevent accidental middle-of-night dialing unless emergency override is chosen.



For More Information...

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