INRIX HELP Alerts

INFORMATION LOGISTICS

Easing anxiety during severe traffic events by communicating directly with the public

Why HELP Alerts Matter

+ Designed for transportation emergencies, HELP Alerts delivers targeted services to alert and inform travelers during incidents impacting safety and mobility.

+ Increases emergency response capabilities for transportation agencies.

+ Reaches mobile phones without preregistration, downloads, or the need for any other travel tools.

+ Provides accurate location information - know exactly when and where motorists are impacted.

+ Improves coordination between EMAs and DOTs (Departments of Transportation).

+ Trusted by states and agencies across the country since 2016.

+ A transformative TSMO solution requiring minimal staff interactions.

When HELP Alerts are Needed

HELP Alerts is used for the following emergency situations:

- Communicating with drivers stuck behind a multi-vehicle pile up.

- Notifying traffic approaching major highway closures.

- Warning of severe winter weather impacting travel conditions.

- Alerting drivers approaching flooded roadways.

- Broadcasting evacuation information for natural disasters.

- Alerting of wildfire smoke obstructing roadway visibility.

- Informing drivers of police chases or hostage situations.

How INRIX HELP Alerts Work

1. Wireless Emergency Alerts (WEA)

HELP Alerts uses WEA technology (same technology as Amber alerts) to disseminate real-time notifications to motorists. The alerts are immediate and reach all mobile devices in the targeted area(s) without the need for app installations or opting in.

2. Geo-targeting capabilities

Alerts are sent within predefined geofences, offering a targeted reach. This ensures only relevant motorists — either within or approaching the hazard area — are notified.

3. Optional Bidirectional Communication

HELP Alerts can provide an optional channel for two-way live communication between agencies and affected motorists, facilitating real-time information exchange.

4. Two Types of Alerts

Approach Alerts: As vehicles enter predefined geofences near the hazard, they are warned to avoid the area.

Zone Alerts: A WEA is sent to all motorists already within the impacted area, ensuring they are aware of the situation. This WEA includes a URL, enabling motorists to opt-in for bidirectional communication and ongoing updates.

5. Situational Awareness

The platform provides real-time detailed information, aiding in emergency response.

- Number of vehicles impacted
- Number of people in trapped vehicles
- Reduce non-emergency 911 calls
- Ground-level scene assessment
- Exact location information of impacted motorists

Learn more at INRIX.com/HELP-Alerts

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