

# Prepared

EST3 mass notification and  
event management solutions



# Know what you're getting into.

Effective mass notification demands a full 360-degree view of the crisis.

Anything less is just groping in the dark.



Your compass: EST3's FireWorks Graphical Command Interface.

During an emergency, building occupants need to know when to stay put, when to evacuate, and where to go. Just as importantly, they need instructions that reflect the changing conditions of the emergency; instructions that take them to safety one step at a time.

Whether the emergency is a result of a natural disaster, environmental accident, workplace violence, or terrorist threat, response personnel must have a firm grasp of the situation. They must know what obstacles and dangers stand between building occupants and safety. EST3 with mass notification provides this critical information by leveraging the power behind Synergy-enabled™ applications. It offers response personnel the tools they need, not only to warn building occupants of imminent danger, but also to guide them to safety.

This requires much more than a simple public address system. It requires a solution that allows your operator to get the big picture so that people can be steered clear of danger quickly and efficiently. Only EST3 benefits from a truly unified communications backbone that delivers highly survivable mass notification – and simultaneous monitoring and control of critical building infrastructure functions.

This means, for example, that during an emergency your system operator can broadcast audio instructions, view live CCTV, and disarm security partitions in order to provide occupants with unencumbered egress – all without taking his or her eyes off the system display. Only Synergy-enabled EST3 with mass notification merges emergency communications with threat detection – and security control – to offer this level of crisis management.



## Unified Mass Notification and Event Management

Where...	Why...
School districts	Workplace violence
Universities	Industrial accidents
Big box retailers	Fire
Stadiums and arenas	Hurricanes
Hospitals and HMOs	Tornados
Public spaces	Earthquakes
Government offices	Bomb threats
Airports	Terrorism
Military bases	Chemical releases
Multinational corporations	Tsunami
Casinos and gaming facilities	Floods
Banking & insurance	
Mass transit	
Hotels and entertainment	
Large-scale manufacturing	
Malls and multi-tenant retail	
Sea ports and borders	

## Don't mince words.

Mass notification applications need powerful audio that can keep pace with the demands of an unfolding crisis. With eight multiplexed audio channels, EST3 provides the bandwidth to handle mass notification, and it still has plenty of capacity for firefighters, hazmat responders, and other emergency personnel. In fact, in an emergency, EST3 can broadcast eight different messages to eight different zones or locations – simultaneously.

This means that different programmable recorded messages can play to evacuation and alert zones while response personnel talk over handsets – and the system operator broadcasts instructions to people in stairwells or elevators. It also means that all this can be accomplished without interruption or priority queuing that plagues mass notification systems with fewer audio channels.

Loud broadcasts aren't always the best. EST3's integrated digital audio is finely tuned to the frequency range of the human voice, and long wire runs are easily accommodated without distortion or loss of signal quality. This ensures that instructions are always intelligible and crystal clear.

Find out how your facility can save lives during a crisis. Contact your GE Security representative today!



### Light at the end of the tunnel?

Would you evacuate people down here without knowing if it leads to a dead end or a locked door? Only EST3 gives you the mass notification – and the command-and-control capabilities you need to make sure people get out safely and quickly.

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F 866-503-3996

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T 519 376 2430  
F 519 376 7258

Asia  
T 852 2907 8108  
F 852 2142 5063

Australia  
T 61 3 9259 4700  
F 61 3 9259 4799

Europe  
T 32 2 725 11 20  
F 32 2 721 86 13

Latin America  
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## Industry insight

# Life safety and mass notification draw on the same expertise

Mass notification is quickly emerging on the regulatory landscape as a new standard in building design. Several organizations are jockeying for the leadership position. Which one will emerge with the dominant standard remains to be seen. The following are just a few of the federal bodies already issuing related standards and guidelines...

### National Fire Protection Association (NFPA)

*NFPA 72 National Fire Alarm Code...*

- **Chapter 6: Protected Premises Fire Alarm Systems** includes requirements for the operation and performance of emergency voice/alarm communication systems.
- **Chapter 7: Notification Appliances for Fire Alarm Systems** outlines requirements for the performance of notification appliances, including minimum sound levels for audible signaling and guidance to ensure voice intelligibility.
- **Annex E: Mass Notification Systems** explains the need to incorporate mass notification into fire alarm systems for certain occupancies and recommends minimum guidelines for the application of mass notification systems inside buildings as well as outdoors.

### Occupational Health and Safety Administration (OSHA)

- **OSHA 1910.165: Employee Alarm Systems**, stipulates that employers provide an emergency warning system so that employees can safely escape danger in the workplace.

### Federal Emergency Management Agency (FEMA)

- **FEMA CPG 1-17: Outdoor Warning Systems Guide** sets guidelines for designing public warning systems and describes "the benefits of using voice technology to address all natural and man-made hazards, including acts of terrorism."

### U.S. Department of Justice (DoJ)

- **The Americans with Disabilities Act** outlines the requirements for audible and visible warning systems.

### Department of Defense (DoD)

- **Unified Facilities Criteria 4-021-01: Design and Operation of Mass Notification Systems** includes requirements similar to those of NFPA 72 in order to take advantage of available technologies and manufacturers.
- **Unified Facilities Criteria 4-010-01: DoD Minimum Antiterrorism Standards for Buildings** is intended to provide a "timely means to notify building occupants of threats and instruct them what to do in response to those threats."

While government may be driving the mass notification activity, it's clearly the life safety industry that is best suited to run with it. Fire alarm systems are inherently survivable in the face of a catastrophe. Their stringent testing requirements ensure a level of operational fitness unmatched among building systems. And the highly regulated standards they must meet achieves the level of reliability needed for mass notification applications.

Among these systems only the EST3 event management platform offers the inherent advantages of life safety systems plus the audio and communications power demanded by mass notification applications. See what's possible. Contact your GE Security representative today.



imagination at work