

# ASA

## Automatic Safety Alert

DAB+ can save lives: The Automatic Safety Alert (ASA) system uses DAB+ digital radio technology to provide automatic, real-time safety alerts with no user intervention. ASA improves public safety through timely, user-friendly communication of critical, region-specific information.



### Basic Information

- Distributed through DAB+ digital radio
- Runs continuously in the background
- Combines sound and text information
- More precise and faster than FM radio
- Geofencing allows for robust regionalisation
- Radios in sleep mode can be woken up



### Important Facts

1.

- It's automatic, listeners can be sure it will reach them at the right time
- No action is needed from the listener to receive this message
- ASA radios stay on top of things and monitor the situation on air
- Radios on different stations or standby can be tuned to sound the alarm

2.

- Innovative location coding allows for universal scalability for regions of all sizes and shapes
- Only simple and basic hardware requirements
- Efficient transmission through low data capacity and fast processing

3.

- ASA closes gaps in crisis communication with a robust radio innovation
- By leveraging radio technology, ASA diversifies communication channels to ensure reliability when mobile networks are down
- Builds on the inherent trust in radio for safety information during emergencies



### Marketing: Toolbox & Logo

ASA will be implemented as an international multilingual standard. For marketing, WorldDAB offers a style guide and a new logo as part of a marketing toolbox for free.



### International Testing and Certification

Devices need to be certified. The certification process is based on the Digital Radio Tick Mark, plus additional tests defined by ETSI standards.

