

Netherlands rattled up by ‘cross medial siren’ when child goes missing

Officially launched by the Dutch Minister of Justice, Mr Hirsch Ballin, in November 2008, AMBER Alert Netherlands is a cross medial nationwide alert system. Giving the Dutch federal police the tools it needs to immediately alert the whole of the Netherlands when a child goes missing or is abducted.



“Through every conceivable medium”

Using PC and television screens, digital signage, websites, social networks (Twitter, Facebook, Hyves), email, text messages (with photo), instant messaging, television, radio and highway signs. The system was initiated, developed and sponsored by software company Netpresenter. Also, it can be used as emergency or terrorist alert system.

“Alert the whole nation within minutes”

AMBER Alert Netherlands is based on the American AMBER Alert Plan that has saved the lives of hundreds of children, but adds a wide range of media to the alert option portfolio. During the AMBER Alert Netherlands press conference, the Minister was the first to download the AMBER Alert Player software onto his laptop. 80.000 Dutch citizens followed into his footsteps within two months. “On top of that, key radio and TV stations, as well as major online news sites have pledged to help alert the public when an AMBER Alert goes out. Meaning the police can alert the whole nation within minutes - millions of extra eyes and ears to look out for the child. Highly increasing the chances of a positive outcome,” said Ed Kraszewski, spokesperson for the Dutch federal police, the Netherlands Police Agency.

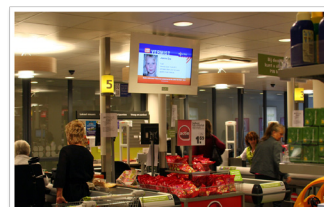
“Receive Alerts wherever and however you choose”

“Anyone can register to receive AMBER Alerts via the website.

When registering, you can choose how and where to receive AMBER Alerts. For example as a pop up alert on your PC or Digital Signage screen, per e-mail, as a text message, via Twitter, via Instant Messenger, as a pop up or banner on your website, as an RSS Newsfeed, directly on your personal page on an online community (Hyves, Facebook) or iGoogle, or all of the above. There also is a PC screensaver and Digital Signage Player available, containing a continuous presentation of missing children APBs,” explains Frank Hoen, Netpresenter CEO and initiator/sponsor of AMBER Alert Netherland.

“Receive Alerts wherever and however you choose”

Sending out an AMBER Alert is done by authorized users from the Netherlands Federal Police Agency (KLPD). Guidelines have been implemented to ensure AMBER Alerts are only sent out in the most urgent cases of child disappearances and abductions. “Because a central, online management tool is used, our team can send out a nationwide alert anytime and from any location – all with one push of a button,” says Kraszewski. “Recent American research shows that →



In 2009, the AMBER Alert system was awarded the IBC Special Award. The system received this recognition from the broadcasting and electronic media industry because it is the first time that any alert system combines so many different media types, alerting both public and press instantly.

