



## NEWS RELEASE

### **Netpresenter wins special IBC award for AMBER Alert Dutch missing children alert system for alerting press and public awarded by international broadcast & media industry**

Amsterdam, July 21, 2009 – Netpresenter, communication software vendor and the company behind AMBER Alert Netherlands, and the Netherlands Police Agency (Klpd) are to be presented with a special award at IBC2009 for AMBER Alert, the national Dutch missing children alert system. IBC, the leading event for broadcasting and electronic media, will present the award to AMBER Alert because this is the first time that any alert system combines so many different media types, alerting both public and press instantly.

The AMBER Alert platform developed by Netpresenter is used to instantly alert the whole of the Netherlands when a child goes missing or is abducted. A picture of the child is brought to the attention of millions of Dutch citizens via radio, TV, online news sites, and direct alerts to the public. Everyone can receive an alert via Digital Signage screens, PC pop ups, text messages, e-mails, Instant Messages, banners on (social) websites, news feeds (RSS) and screensavers. The many different media types used to instantly alert public and press ensure millions are on the lookout for a missing or abducted child within minutes.



“The abduction of a child is still a rare occurrence, but when it happens everyone is focused on finding the child as quickly as possible,” said Michael Lumley, chair of the IBC Innovations Award judging panel which is making this special award. “AMBER Alert is a great use of technology in our industry which provides a real social service and we are delighted to make this award.”

“AMBER Alert is a corporate charity project we are all extremely proud of. The fact that our peers now recognize this project, is what makes this award so special,” says Frank Hoen, Netpresenter CEO and initiator of AMBER Alert Netherlands. “It is a tribute to the team that has worked 24x7 to make AMBER Alert the success it is today – a truly cross medial ‘siren’ reaching millions in minutes. On behalf of the whole AMBER Alert team, I therefore thank IBC for this prestigious award.”

He continues: “This international award underlines the fact that the media and broadcast industry recognizes the value of going cross medial. The same system is available for other markets looking for an AMBER Alert system, but the technology behind the system can also be used for cross medial terrorist/ emergency alert systems or crisis communication systems for schools, hospitals, airports, large corporations and governments. Especially as it also allows for targeting on for example postal code areas. Examples are George Washington University Hospital who used the system during the inauguration of president Obama, and Dutch Regional Police Forces that help the same technology for updating officers on APBs via PDAs, PCs and large screens.”

More information can be found on the website: [www.netpresenter.com/ibc](http://www.netpresenter.com/ibc) and on the IBC website: <http://www.ibc.org/page.cfm/link=183>



## **NOTES TO EDITORS**

### **About IBC**

IBC is the leading international forum for the electronic media industry, attracting well over 40,000 visitors and more than 1,000 exhibitors from 130 countries.

The IBC Innovation Awards, presented in a ceremony as part of IBC, are unique in celebrating not just technology, but the application of that technology in the real world. The 2009 awards event takes place on Sunday September 13, at 6:30 PM, in the RAI Centre in Amsterdam.

Please visit [www.ibc.org](http://www.ibc.org) for more information.

### **About Netpresenter**

Netpresenter provides innovative communication software helping organizations to easily get their message across to employees and customers - using PC monitors, large LCD/ plasma screens and/or mobile devices. Because the same information is brought

to the attention time and time again, in the form of PC screensaver, PC desktop, mobile phone or Digital Signage messages, it is seen and remembered better.

Apart from greatly improving (internal) communications, the software drives traffic to the intranet and solves e-mail stress and information overload issues. And, as the same system can be used to warn everyone effectively and immediately in case of an emergency, it also improves staff's and visitor's safety.

Netpresenter solutions are already used by 1 million users working at multinationals worldwide, including Sony, Nokia and DSM. But with prices starting at 75 USD a month, or 995 USD for a one time purchase, the company also provides easy and affordable (hosted) Digital Signage solutions for small to medium sized businesses.

Netpresenter is also responsible for [AMBER Alert Netherlands](#), a cross medial system used by the Dutch police to alert all Dutch citizens when a child has been kidnapped or gone missing. The system simultaneously alerts all via text messages, e-mail, PC screens (screensaver or pop-up), Digital Signage screen (presentation or pop-up), Instant Messaging, Website Alert (Flash), newsfeed, etc. Netpresenter fully sponsors the development and maintenance of AMBER Alert Netherlands.

Please visit the website for more information: [www.netpresenter.com](http://www.netpresenter.com)

### **About AMBER Alert Netherlands**

AMBER Alert Netherlands is a joint initiative of software company Netpresenter and Klpd (Netherlands Police Agency). With this nationwide alert system the whole of the Netherlands is immediately warned in case of an urgent child abduction or disappearance. Using radio, TV, PC pop ups, Digital Signage, screensavers, email, SMS text messages, Instant Messenger, Newsfeeds, banners (also for social community sites such as Hyves and personal home pages such as iGoogle) and website alerts.

AMBER Alert aims to alert as many people as possible when a child goes missing or is abducted. Because the more people are looking out for a child, the higher the chance the child is quickly found, unharmed. Time is of the essence to an abducted child.

AMBER Alert Netherlands was launched on November 11, 2008 and can now be used to instantly reach millions. All large TV and radio stations have pledged to immediately broadcast an AMBER Alert when issued, as have major online news sites and newspapers. In addition over 200,000 people have registered to receive AMBER Alerts directly.

The AMBER Alert platform was developed by software company Netpresenter in cooperation with the Netherlands Police Agency. Netpresenter has developed and manages the system pro bono.

AMBER Alerts are only sent in those cases where a missing or abducted child's life or health is seriously feared to be endangered. The decision whether or not an AMBER Alert is issued, is made by the Netherlands Police Agency (Klpd). The Klpd is also fully responsible for the contents of the AMBER Alert messages. AMBER Alerts are free of advertising and the users' privacy is completely safeguarded

More information can be found on: [www.amberalertnederland.nl](http://www.amberalertnederland.nl) (English version of the website available via the language selector in the top right corner).

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