



## NEWS RELEASE

### **AMBER Alert system by Netpresenter wins Public's Choice Award at Innovation Awards 2009**

**Missing child alert system voted most innovative finding of past year by Dutch and Belgian public**

Amsterdam, November 6, 2009 – Communication software vendor Netpresenter has won the Public's Choice Award, Accenture Innovation Awards 2009, for its AMBER Alert system. The Innovation Awards are awarded each year to the organizations behind the most innovative concepts in media, communication and high tech. This year, projects by over 200 organizations were taken under consideration; 33 innovations were nominated for the Public's Choice Award.

"This award is valued highly to me. Because so many people voted for us. And because it is more proof of the innovative nature of the system. In the Netherlands this technology is used to instantly alert millions of people when a child is abducted. However, the same technology can also be used to alert all in case of an emergency, terrorist threat, as a crime alert or even as tsunami warning system. Several countries have shown interest in this technology for precisely this reason," said Frank Hoen, CEO of Netpresenter, the software company behind AMBER Alert Netherlands.

AMBER Alert Netherlands is a joint initiative of software company Netpresenter and the Netherlands Police Agency (KLPD). 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. Netpresenter has developed the system free of charge and manages the system pro bono to date.

The Accenture Innovation Awards 2009 were announced Thursday night November 5 2009 in The Dialogues House, Amsterdam.

#### **NOTES TO EDITORS**

## **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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