

Public Safety & Emergency Communication

INDUSTRY CONTEXT

Public safety agencies are responsible for communicating life-critical information during emergencies such as natural disasters, severe weather, hazardous material incidents, active threats, and infrastructure failures. These situations often occur when power, networks, or traditional communication channels are compromised. Messages must be visible, audible, location-specific, and trusted—and they must reach people immediately.

Public safety leaders need rapidly deployable, resilient communication systems that operate during outages, adapt to evolving conditions, and integrate with existing emergency alerting frameworks.

Scenario

A city must issue evacuation and safety instructions during a wildfire while power is disrupted and roads are closing dynamically. Sirens alone lack clarity, static signs are ineffective, and mobile alerts may not reach everyone in affected zones.

BotIQ Systems Solution

BotIQ delivers a deploy-anywhere emergency communication ecosystem:

- Dynamic Digital Displays provide high-visibility, authoritative messaging in public spaces, roadways, and gathering areas.
- Displays support FEMA IPAWS / CAP-compatible workflows for official emergency messaging.
- Solar power and cellular connectivity enable operation during power outages and network disruptions.

- Precision Sensing LiDAR monitors movement, crowd buildup, or zone entry.
- Optional audio alerts ensure messages are heard outdoors or in high-noise environments.
- AI cameras support situational awareness and compliance monitoring.

This enables agencies to issue clear, trusted, and adaptive alerts that improve public response and safety outcomes.

PUBLIC SAFETY & EMERGENCY COMMUNICATION USE CASES

Use Case 1: Evacuation & Disaster Response Messaging

Description

Deliver immediate, location-specific evacuation instructions during wildfires, floods, hurricanes, or chemical incidents.

Example Display Messages

- "EVACUATION ORDER — LEAVE IMMEDIATELY"
- "FIRE DANGER — EVACUATE THIS AREA"
- "FOLLOW DESIGNATED EVACUATION ROUTES"
- "DO NOT RETURN UNTIL CLEARED"

Value

- Faster evacuations
- Reduced confusion
- Improved public compliance

Use Case 2: Severe Weather & Shelter Guidance

Description

Provide clear instructions during storms, extreme heat, or other weather emergencies.

Example Display Messages

- "SEVERE WEATHER — SEEK SHELTER NOW"
- "COOLING CENTER OPEN → CITY HALL"
- "EXTREME HEAT WARNING"
- "STAY INDOORS UNTIL FURTHER NOTICE"

Value

- Improved public awareness
- Reduced weather-related injuries
- Clear, timely guidance

Use Case 3: Road Closures & Traffic Control

Description

Communicate dynamic road closures, detours, and traffic restrictions during emergencies or incidents.

Example Display Messages

- "ROAD CLOSED — USE DETOUR"
- "BRIDGE CLOSED — NO ACCESS"
- "EMERGENCY VEHICLES ONLY"
- "FOLLOW OFFICIAL ROUTES"

Value

- Reduced congestion
- Faster emergency vehicle access
- Safer traffic flow

Use Case 4: Public Gathering & Crowd Safety Alerts

Description

Manage safety communication at public events, evacuation centers, or high-density areas.

Example Display Messages

- "AREA AT CAPACITY — PLEASE WAIT"
- "PROCEED TO NEXT ENTRY POINT"

- "FOLLOW STAFF INSTRUCTIONS"
- "EMERGENCY EXIT → THIS WAY"

Value

- Improved crowd management
- Reduced panic
- Safer public movement

Use Case 5: Amber Alerts & Law Enforcement Messaging

Description

Support law enforcement alerts and public information campaigns.

Example Display Messages

- "AMBER ALERT — CHECK LOCAL MEDIA"
- "BE ON THE LOOKOUT — SEE DETAILS"
- "CALL 911 WITH INFORMATION"
- "POLICE ACTIVITY — AVOID AREA"

Value

- Broader message reach
- Increased public participation
- Faster response times

Use Case 6: Emergency Shelter & Resource Information

Description

Guide the public to shelters, aid stations, or relief services during emergencies.

Example Display Messages

- "SHELTER OPEN — COMMUNITY CENTER"
- "FOOD & WATER AVAILABLE HERE"
- "MEDICAL ASSISTANCE → THIS WAY"
- "RELIEF SERVICES OPEN 24/7"

Value

- Improved access to resources
- Reduced strain on responders
- Clear, trusted communication

OPTIONAL ENHANCEMENTS FOR PUBLIC SAFETY & EMERGENCY COMMUNICATION

- AI Cameras: Monitor crowd behavior and compliance
 - Audio Alerts: Audible messaging for outdoor environments
 - Solar Power: Operation during power outages
 - Cellular Connectivity: Communication without local networks
-

WHY BOTIQ SYSTEMS FOR PUBLIC SAFETY & EMERGENCY COMMUNICATION

- Deploys rapidly with no infrastructure dependency
 - Operates during outages and disasters
 - Supports official emergency alert frameworks
 - Delivers clear, visible, and audible instructions
 - Improves public response and safety outcomes
-