

Digital Alert Systems Preview for TAB2023 and 2023 ABA Annual Conference



Digital Alert Systems will be showcasing its DASDEC™-III emergency messaging platform and HALO™ monitoring system at two upcoming regional shows. The **2023 Texas Association of Broadcasters (TAB)** will be held Aug. 2-3 at the JW Marriott in downtown Austin (Digital Alert Systems will be in booth #223). The **2023 Alabama Broadcasters Association (ABA)** takes place Aug. 11-12, at Ross Bridge Resort in Birmingham.

Additionally, at the engineering meeting portion of the ABA conference, Bill Robertson, vice president of business development for Digital Alert Systems will present and demonstrate the newly patented HALO system, showcasing how broadcasters can maintain operational readiness and centralize configuration backups while aggregating all-important FCC compliance logs.

DASDEC™-III — The Third-Generation DASDEC™ Platform

Digital Alert Systems will highlight the third generation of its award-winning DASDEC™ flexible emergency messaging platform, which comes equipped with the DASDEC Version 5 software. The new DASDEC-III combines all the features of the previous DASDEC series plus capabilities that were once only available in the company's One-Net™ products.

With the DASDEC-III, the company has unified the two product families — DASDEC and One-Net — into a single product line. The DASDEC-III also has a more modular design, allowing for even more hardware and software customization to create tailored solutions for different messaging requirements.

Designed to fit roles in traditional broadcast radio and television, including the latest NextGen TV, CATV, IPTV, campus, industrial, and emergency operation centers, DASDEC-III has many features capable of transforming the old ways of doing emergency messaging. For example, Digital Alert Systems' EAS-Net™ communications bundle eliminates all the complex wiring and logic associated with serial ports, audio wiring, and contact closures to multiple media keyers and switches, using a simple IP-based interface. Moreover, the list of companies and products supporting EAS-Net continues to expand.

The DASDEC-III Version 5 software has a significantly improved user interface with an easier-to-follow menu structure and less visual clutter. At the same time, the interface retains the basic operational outline so new users are less intimidated and previous users are instantly familiar.

Photo Link: www.wallstcom.com/DAS/V5-1_G3_DASDEC-II_ONENETse_03092023-01.jpg

Photo Caption: DASDEC™-III Third-Generation Emergency Messaging Platform From Digital Alert Systems

HALO™ for Virtualized EAS/CAP Device Management

The newly patented HALO™ system manages Emergency Alert System (EAS) and Common Alerting Protocol (CAP) devices and is the first system designed exclusively for the unique requirements of managing these devices. HALO offers a vast improvement over general monitoring systems by providing logical and coherent system details to manage the devices along with uniform display and critical log aggregation.

Many broadcasters have dozens if not hundreds of EAS encoders/decoders scattered across different geographical regions and time zones, and there are fewer and fewer people looking after those devices. FCC fines for inoperable equipment can be substantial and represent a monetary forfeiture coming right off the bottom line.

All those factors drove Digital Alert Systems to develop an overarching solution that would help broadcasters understand operational readiness and centralize configurations while aggregating all-important compliance logs and speeding FCC filings.

Photo Link: www.wallstcom.com/DAS/HALO_logo-3D-2019.jpg

Photo Caption: Digital Alert Systems' Newly Patented HALO

About the HALO Presentation at ABA

HALO not only improves the process of completing FCC reports, which is a requirement that can be very time-consuming for broadcasters to fulfill, but it can have other positive impacts throughout a media company. During this presentation, Robertson, the patent's author, will share examples of how (by granting siloed access to information), broadcasters are able to share that data with entire teams including engineers, technicians, management, compliance teams, and others.

Company Quote:

"Emergency messaging is continually evolving, and we look forward to showing broadcasters at these regional shows how we are keeping up with this ever-changing environment. With DASDEC-III broadcasters can more easily craft the solution to their exact situation without being locked into a configuration. And I think broadcasters will appreciate HALO's extremely simple process of filing reports through the FCC. Test results across all configured stations are literally available within minutes of the test being received."

— **Bill Robertson, Vice President of Business Development for Digital Alert Systems**

Photo Link: www.wallstcom.com/DAS/DAS-WilliamRobertson200227.jpg

Company Overview

Digital Alert Systems is the leading innovator of next-generation Common Alerting Protocol (CAP) and Emergency Alert Systems (EAS) for radio and television broadcasters. In 2009, Digital Alert Systems merged with Monroe Electronics, whose EAS products are the widely accepted standard for CATV. From its headquarters in Lyndonville, New York, Digital Alert Systems provides R&D, manufacturing, sales, and customer service for all Digital Alert Systems and One-Net™ brands and maintains its hard-earned reputation for quality, reliability, and service to valued customers around the world. More information is available at www.digitalalertsistemas.com.

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