



**Enhancing the efficiency of alerting systems through personalized,
culturally sensitive multi-channel communication**

Project No. 261699

Deliverable D9.1.

“Project Website”

Contributing Partner(s):

e*Message Wireless Information Services Deutschland GmbH (EMESS)

Fraunhofer Gesellschaft zur Förderung der angewandten Forschung e.V. (FHSS)

Project Website

--- March 15, 2011 ---

Opti-Alert Website has been launched

The new Opti-Alert Website was launched today:

<http://www.opti-alert.eu/>

Opti-Alert is a project funded by the EU for three years with the goal of creating an effective alerting system that takes personal, cultural and social factors into account. By considering these factors in the alerting process, authorities will be able to improve the impact and coverage of alerts in case of major international disasters (such as tsunamis, storm surges, large-scale nuclear accidents, hurricanes, etc.), and also in case of localized disasters affecting socio-culturally heterogeneous groups of recipients such as migrants or tourists.

The Opti-Alert Website provides you with up-to-date information on the progress of the Opti-Alert project, and on project-related publications and activities. The main objective is to make Opti-Alert project results widely accessible to the general public as well as to stakeholders in disaster management.

Furthermore, you can find information on Opti-Alert project partners, including their contact details and a summary of their expertise.

For more information contact: Lucienne.SilvaCanavarro@isst-fraunhofer.de or M.Richter@emessage.de