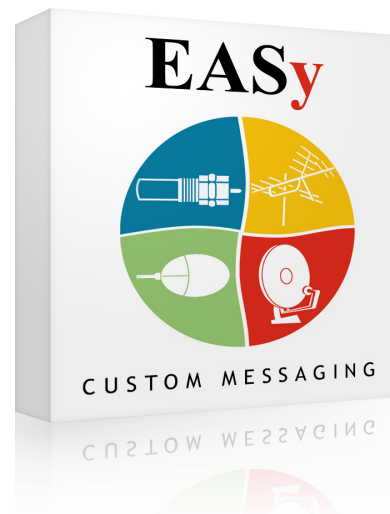


# EASy CUSTOM MESSAGING

Message Editing Software for the EASy Series

- Pre-Configured Emergency Messages can be Created and Stored
- Allows Communities to Recall Specific Local Video and Audio Alerts Quickly
- Cell Phone Compatible for Quickly Initiating Community Alerts
- Integrates Directly with the EASyPLUS and EASyCAST EAS Systems



## Versatile System Integration

EASy Custom Messaging™ software is a Windows® based utility that creates customized general or emergency messages for display on cable television, IPTV systems, or broadcast television stations using a Trilithic EASyPLUS™ or EASyCAST™ EAS system\*. The Custom Messaging application is designed primarily for emergency management personnel to provide quick and descriptive emergency messages (with audio, if desired) to viewers.

Once the EASy Custom Messaging software has been installed and configured, the program gives station operators the flexibility to create custom emergency and informational alert messages.

## Complete Control over Messaging

The EASy Custom Messaging program allows an operator to create and save multiple custom messages, independent of a local primary radio source. This is especially useful for local and community alerts, such as Amber alerts, severe weather warnings, school or business closings, or traffic concerns.

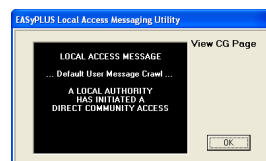
## Seamless Integration

The EASy Custom Messaging program has been developed with the needs of broadcast television, cable television, and IPTV providers in mind. The program runs on a Windows-based

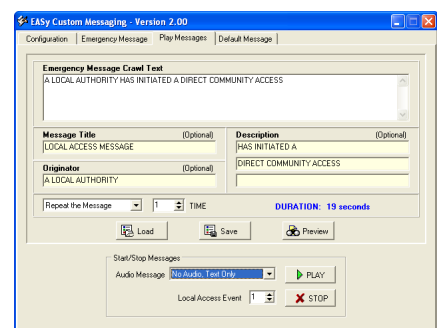
PC or laptop and is used to configure customized local emergency or informational messages on the Trilithic EASy Series EAS encoder/decoders using an Ethernet, telephone, or serial connection.

## Requirements

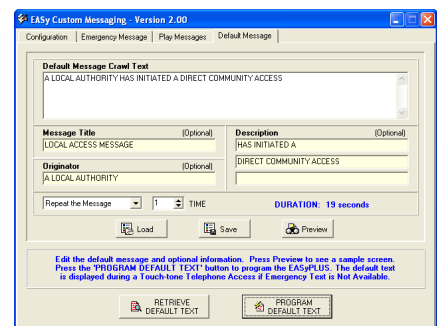
- A serial interface from the EASy Custom Messaging program's host computer to the EASy Series encoder/decoder is required.
- The optional EASyNIC™ Ethernet Controller card can be utilized for remote communication with Trilithic's EASy Series encoder/decoders. The EASyNIC card includes a POTS telephone line for MODEM connections.
- A PC or laptop running Windows XP or later with either a serial connection, telephone MODEM, or an Ethernet connection.



Messaging preview



Default message configuration



Message editing and playback

\* Compatible with all EASyCAST, EASyPLUS, and EASyIPTV EAS systems from Trilithic.