

UIB SHOUT WINS 2017 SAP HANA INNOVATION AWARD

Unified Inbox's SHOUT emergency messaging solution for critical communications named an Honorable Mention Special Award winner in the 2017 SAP HANA Innovation Award.

Orlando, Florida (May 16, 2017) – Unified Inbox Pte. Ltd. (UIB) today announced that their global emergency messaging solution SHOUT (<http://shout.ms>) has won a 2017 SAP HANA Innovation Award (<https://ideas.sap.com/D41315>).

Powered by UIB's UnificationEngine™ intelligent IoT messaging platform, SHOUT makes it easy for organizations, including cities, schools, and large companies to instantly send emergency messages on multiple communications channels and devices. This reduces rumors and misinformation during the chaos of natural and manmade disasters. SHOUT helps officials to continually maintain a single source of truth before, during, and after disasters, ranging from weather calamities to terrorist attacks.

Brian Bell [MetServices'](#) GM Group Sales & Delivery said, "MetServices' mission of protecting life and property in New Zealand is vitally linked to communicating severe weather warnings and alerts. We have a great interest in SHOUT's potential. It's an innovative solution to effectively communicate weather warnings and alerts via social networks."

According to UIB's Head of Product for SHOUT Mr. Anand Patil, "Existing emergency messaging solutions are often hardware-based, requiring the purchase, installation, and maintenance of large numbers of displays. Beyond the prohibitive cost, in a world where people are glued to the screens of their mobile devices, buying more screens is just not an effective solution."

Continued Mr. Patil, "SHOUT seamlessly connects to Facebook, WhatsApp, Viber, Weibo, Twitter and many other popular global social media, messaging, and chat apps. It also has the ability to securely connect to custom government and enterprise applications."

Added UIB Chief Marketing Officer Mr. Ken Herron, “From tsunamis to terrorism, earthquakes to oil spills, lives are lost and people are injured every day. In addition to instantly reaching people on the channels they already use, SHOUT enables its users to effectively manage inbound communications. When people message back in response to the emergency communications, the responses can be analyzed in real-time to better target subsequent messages, improving the effectiveness of communications in chaotic situations.”

SHOUT is built and hosted on the SAP Cloud Platform using SAP HANA database. It manages SHOUT itself, storing, logging, and analyzing messages in real-time. It onboards recipients onto SHOUT, which instantly delivers them to the selected communications channels, such as Facebook, Twitter, SMS, email, and others. It also manages SHOUT’s user roles and security.

UIB selected SAP HANA for SHOUT because of its ability to analyze very large amounts of data in real-time. This unique feature of SAP HANA helps SHOUT to not only broadcast messages to multiple applications and devices, but also to analyze the responses from people, which helps organizations to effectively, immediately, and securely communicate with their people from anywhere during emergency situations when time is of the essence. While a single incorrect or delayed message can negatively impact millions of people, just one message with the right information at the right time can save countless lives.

Mr. Patil concluded, “We can now see the day when our IoT devices can save the lives of millions of people. By using UnificationEngine to communicate through social media, people can instantly receive the critical, real-time information that can enable them to prepare for, survive, and more quickly recover from natural and manmade disasters.”

Learn more about how UIB’s SHOUT emergency messaging solution saves lives – online at <http://shout.ms>, and in-person at the SAPPHIRE NOW and ASUG Annual Conference in Orlando, Florida on May 16-18, 2017 at the Orange County Convention Center.

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About Unified Inbox

What if you could chat with your “things” as easily as you chat with your friends? Unified Inbox is a global intelligent Internet of Things (IoT) messaging company focused on inventing innovative new technologies for smart homes, smart cities, and smart enterprise (including Industry 4.0).

With operations in Singapore, New Zealand, India, Europe, and the US, Unified Inbox's UnificationEngine™ platform brings together Artificial Intelligence with IoT and unified messaging to enable people to message their things as easily as they message their friends, on the communications channels they use most — and without the need for an additional app!

Unified Inbox. Simply Communicate.

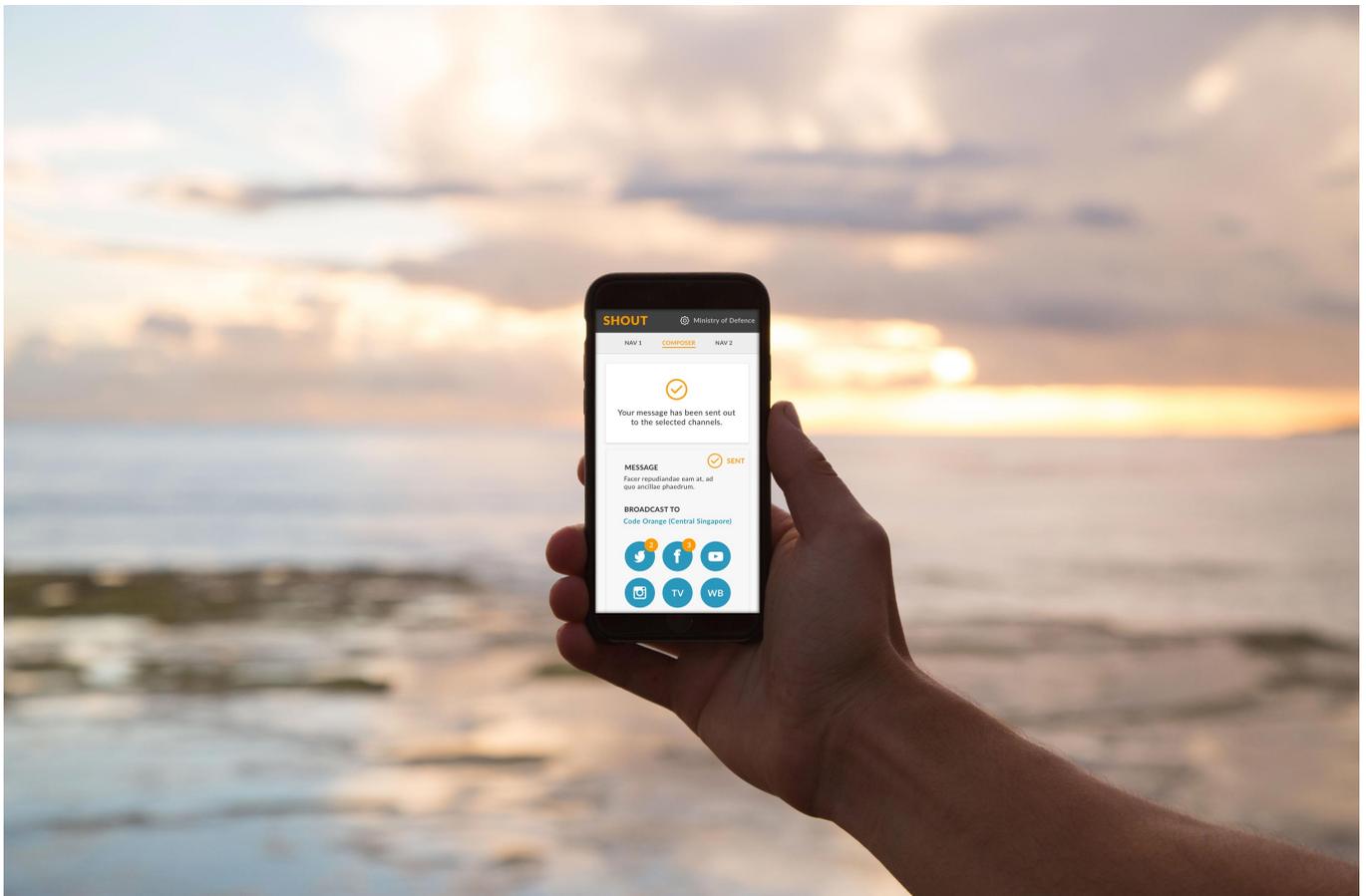
Learn more about Unified Inbox now at <http://UnifiedInbox.com>.

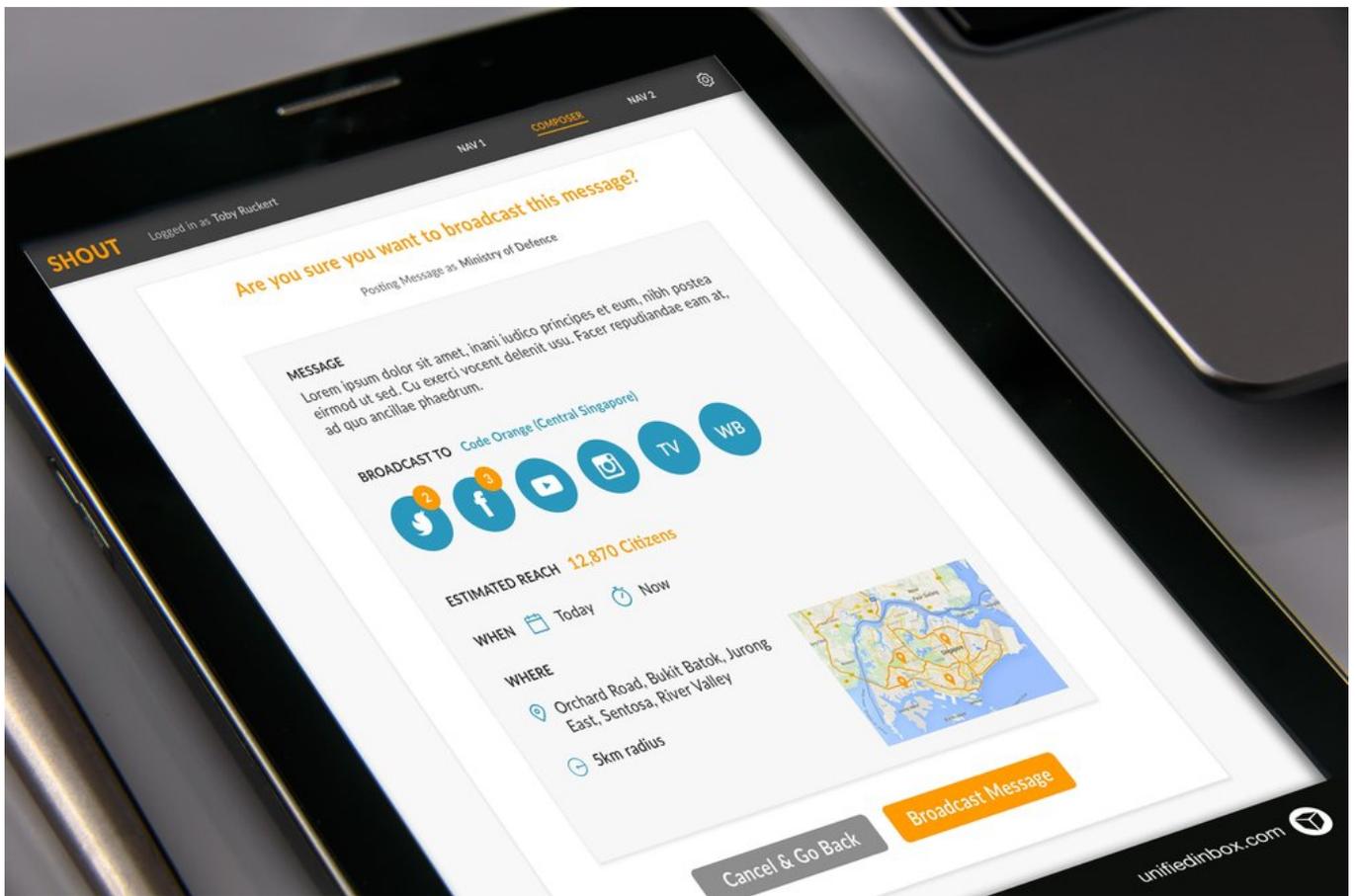
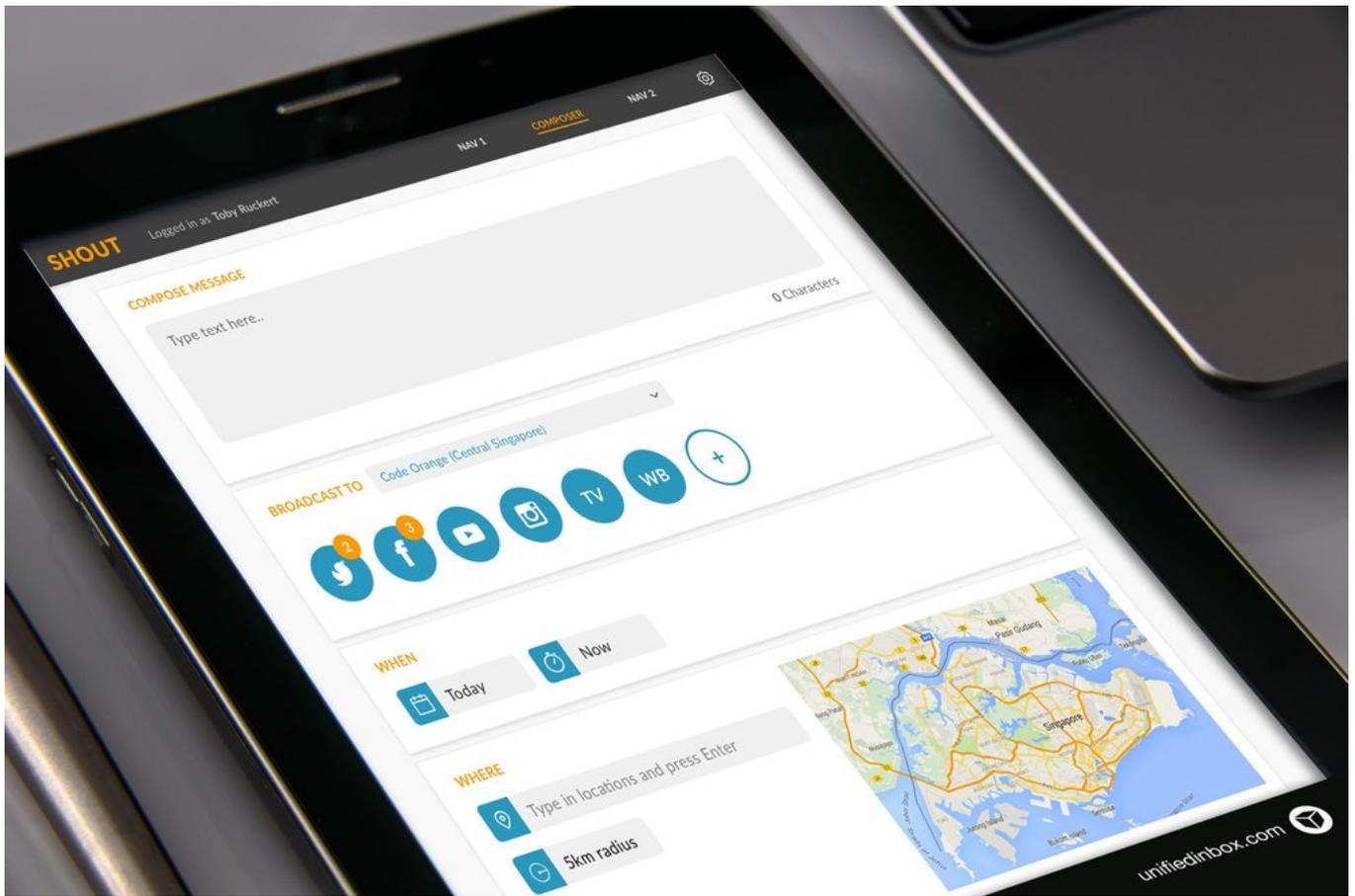
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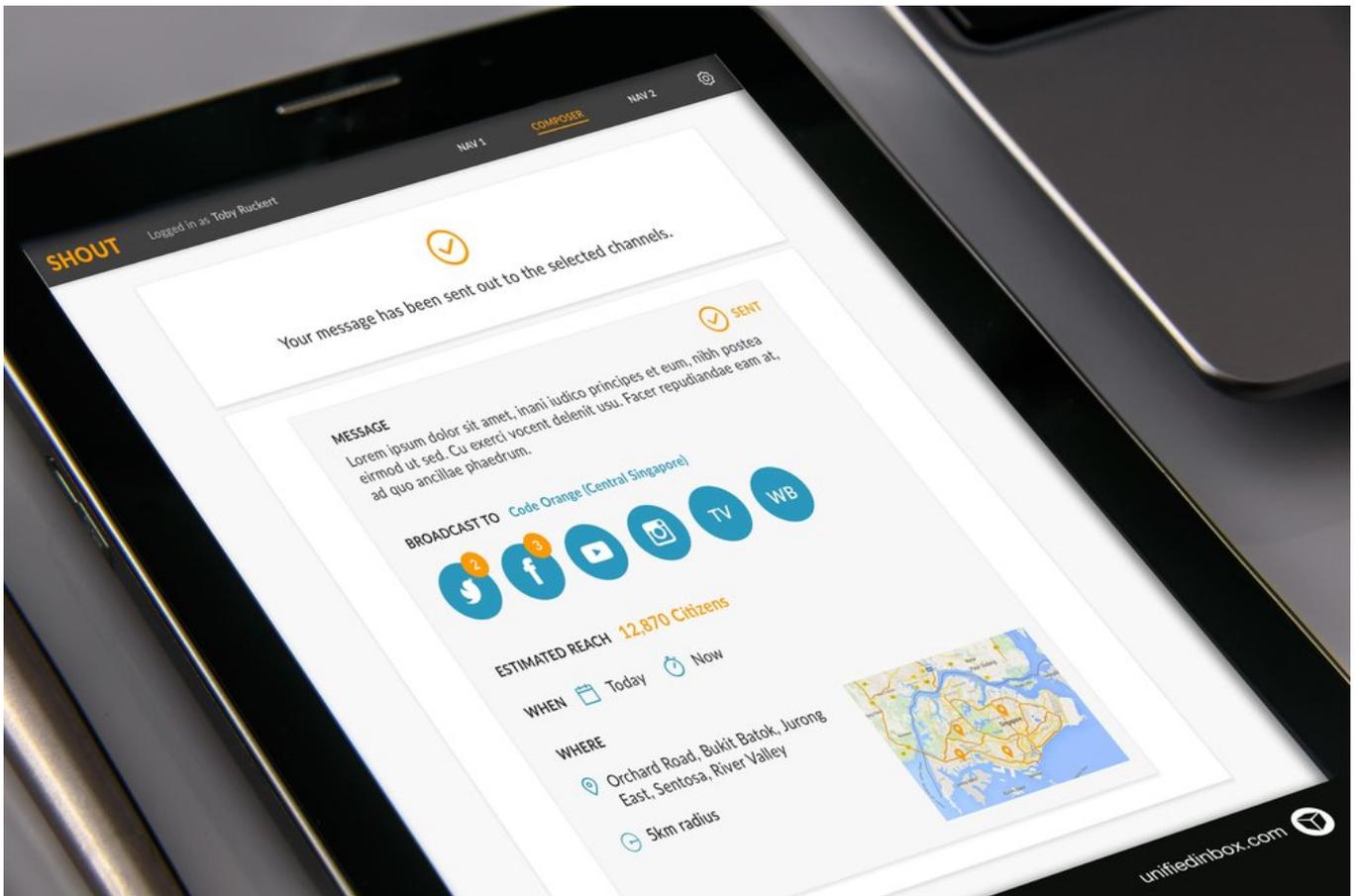
For further information on Unified Inbox, please contact Ms. Nush Khan at Tel: (65) 6871-4035;

email: pr@unifiedinbox.com or nush.khan@unifiedinbox.com.

APPENDIX 1: SHOUT Interface

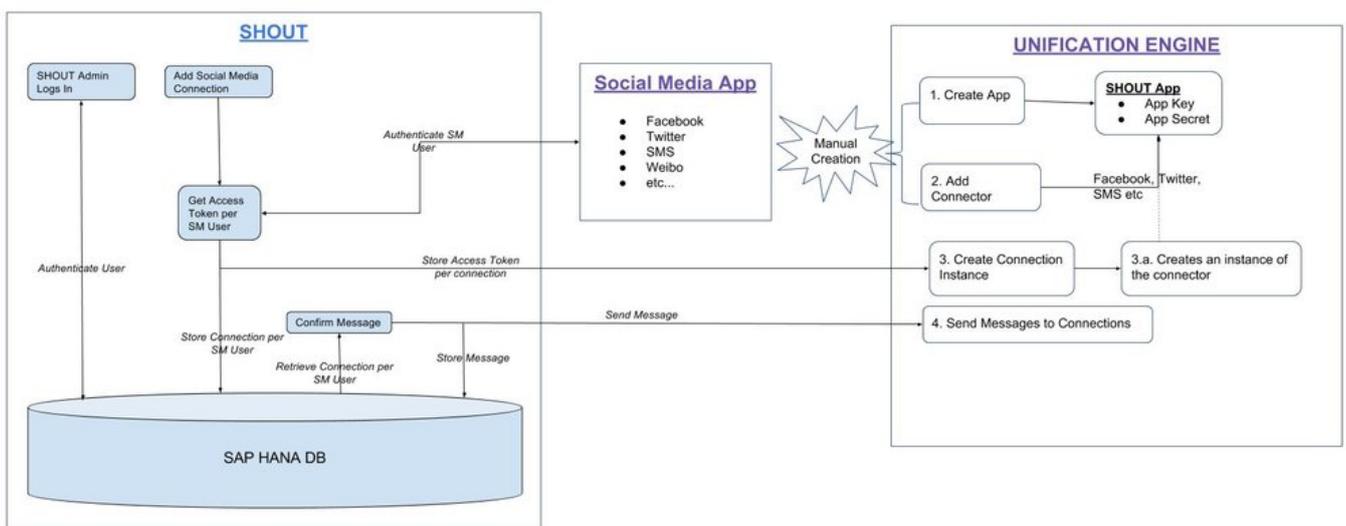






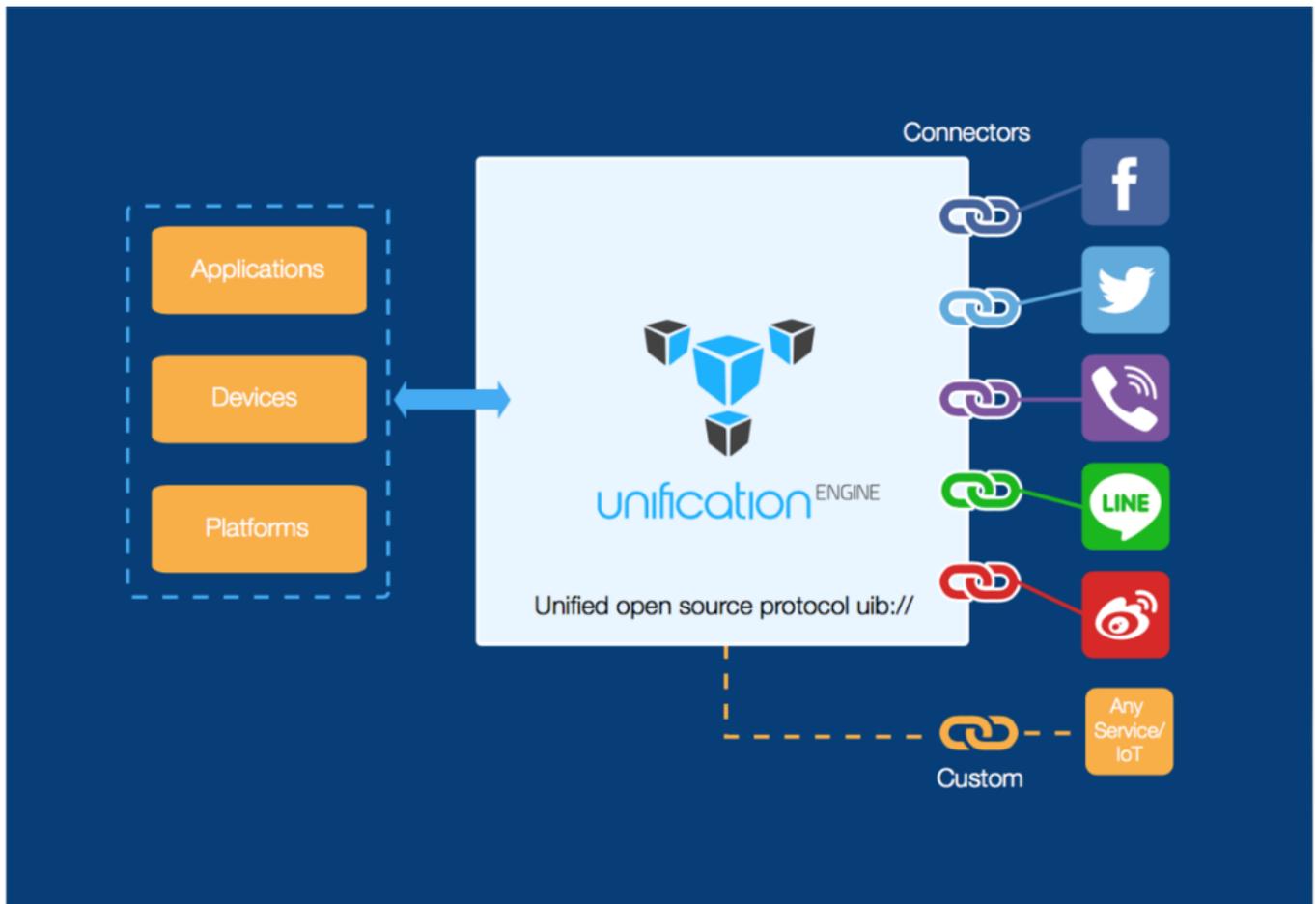
APPENDIX 2: SHOUT AND UNIFICATIONENGINE ARCHITECTURES

SHOUT Architecture



SM - Social Media

UnificationEngine Architecture



APPENDIX 3: UIB MEDIA RESOURCES

<https://youtu.be/8RinnUxDyac>

<http://www.reuters.com/video/2017/03/15/texting-your-smart-home-appliances?videoId=371305926&videoChannel=5>

<http://uk.reuters.com/video/2017/05/03/futureproof-episode-two-part-three?videoId=371601653> (starts at time stamp 2:36)

<http://iiot-world.com/ceo-insights/ceo-insights-intelligent-iot-messaging-opportunities-for-smart-factories/#.WOeYJJeXPaw.linkedin>

<http://www.asiaone.com/video/singapore-tech-firm-allows-you-to-text-your-home-appliances/5361387491001>

<https://www.youtube.com/watch?v=tsiaYloDhSY>

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