



# Audio Broadcast solution

Powerful mass notification solution for all situations with the Alcatel-Lucent OmniPCX® Enterprise Communication Server Purple.



## Introduction

A mass notification solution is a key asset for conveying real-time critical information about an event. For example, in a hospital environment a surgical team may need to be notified about the readiness of the operating room. If an emergency occurs in a school or on a university campus, a mass notification solution may instruct students to remain confined to their classrooms and mobilize staff to take the necessary action. It is also useful in a railway or metro station to broadcast informative messages over loudspeakers about a train delay or temporary closure of a station. Broadcasting information by audio is the most universal and effective. Audio messages can be short and contextualized according to the place of broadcast. Multilingual messages can reach any audience. Broadcasting can be done easily from standard loudspeakers or using existing communication equipment such as telephones or intercoms. Broadcasting can also take the form of a text message, via SMS, or email.

## Challenges

There are many challenges relating to audio broadcast service:

- 1. Timing:** For emergency notifications where seconds matter, the audio broadcast system must be able to process and distribute the audio message to all dispersed equipment simultaneously.
- 2. Scalability:** The audio broadcast system must be easily scalable to consider new needs or expansion of the broadcast perimeter (new buildings, new equipment etc.).
- 3. Network infrastructure:** A robust and reliable network is critical to power an audio broadcast system, especially when operating in multiple zones simultaneously.
- 4. Distribution by zone:** You may need to broadcast a message only to a specific area, such as a building, floor or room. This could be a corridor in a hospital, for example, for a specific department such as the emergency room, or in a store, a shelf of very specific products, or an outdoor parking lot.
- 5. Reliability:** Companies face significant challenges in maintaining system uptime, as any equipment malfunction can lead to complete communication failure during critical events.
- 6. Maintenance and operations:** The audio broadcast system requires
  - Continuous testing and maintenance to always keep systems ready for use
  - Regular commissioning to identify and repair problems before they cause system failures
  - Staff training on new technologies and emergency procedures
  - Documentation and procedure updates to reflect system changes and new capabilities
- 7. Integration with the existing ecosystem:** Issues such as compatibility between different systems, effective data synchronization and management of complex workflows can arise.
- 8. Cost:** Implementing an audio broadcast system for mass notification involves substantial upfront costs, including purchasing hardware and software, installation and setup fees and integration expenses.
- 9. Regulatory and compliance requirements:** Organizations must navigate complex regulatory landscapes that vary by industry and geographic location. Regulatory challenges include:
  - National, federal, state and local authority coordination for emergency alert systems
  - Message formatting and delivery standards that must be maintained
  - Testing and certification requirements for emergency notification capabilities
  - Documentation and reporting obligations for system performance and reliability

### Solution sheet

Audio Broadcast solution



## Implementing audio broadcast with Alcatel-Lucent Enterprise

Alcatel-Lucent Enterprise offers the **OXE Purple Audio Broadcast solution** for mass notification to transmit critical information in real time when an event occurs. It is particularly effective in situations where many people need to be notified instantly and simultaneously, wherever they are in a building, at their desk or in the corridors.

The OXE Purple Audio Broadcast solution provides a simple, flexible, easy-to-install and intuitive multimedia mass notification system. It is a powerful solution for enterprises across all industries.

The solution lets you define your scenarios, interworks with the Alcatel-Lucent OmniPCX Enterprise Communication Server Purple (OXE Purple) and offers:

- Alert/audio broadcast with ALE phones using multicast protocol for large number of users, or one way conference for any type of users featuring acknowledgment and analytics.
- Additional notification services such as email or SMS.
- Native high availability with hot redundancy and role-based management for added security.

There are three audio broadcasting modes:

1. Pre-recorded message: Calling the service number will start the broadcast of a stored audio message.
2. Live message: Calling the service number will start a unidirectional conference, and attendees will hear the caller/speaker.
3. Delayed broadcasting: Calling the service number enables the caller to record a live message and, once the recording is validated, the broadcast of the recorded message starts.

All called numbers that do not answer the call can be attempted again until they answer or a maximum number of retries is reached.

FEATURE	BENEFIT
<b>Multicast and acknowledgement:</b> Send an audio message to many users simultaneously using existing phone devices and audio speakers. Request acknowledgment to ensure the message has been received. Automatically carry out new attempts for unanswered calls.	Simple and effective way to broadcast information or emergency alert messages (such as an evacuation situation) to a very large audience or small group of predefined people. The acknowledgement feature confirms all people in a building or area have been alerted.
<b>Pre-recorded message:</b> Play pre-recorded audio messages adapted to a situation. When the service number defined for this usage is called, the corresponding voice message stored in the system is played and broadcasted according to the configuration.	Pre-recorded messages start broadcasting immediately without any delay. In case of an emergency such as an evacuation, every second counts.
<b>Broadcast a message live:</b> By calling the service number, the caller can broadcast a message by speaking directly to a group of users according to the desired configuration.	Adapt the message to the situation, providing real-time information to complement a pre-recorded message, for example.
<b>Delayed broadcasting:</b> By calling the service number, the caller can broadcast a pre-recorded message and then trigger the broadcast to a group of users according to the desired configuration.	Hybrid mode allows the caller to adapt the message but still benefit from the automatic acknowledgement and reminder.
<b>Analytics and reports:</b> Detailed report provides information about call processing, number of calls answered, number of calls acknowledged and more.	Detailed reports confirm the execution of broadcast campaigns and provide evidence of unanswered or unacknowledged calls.

### Solution sheet

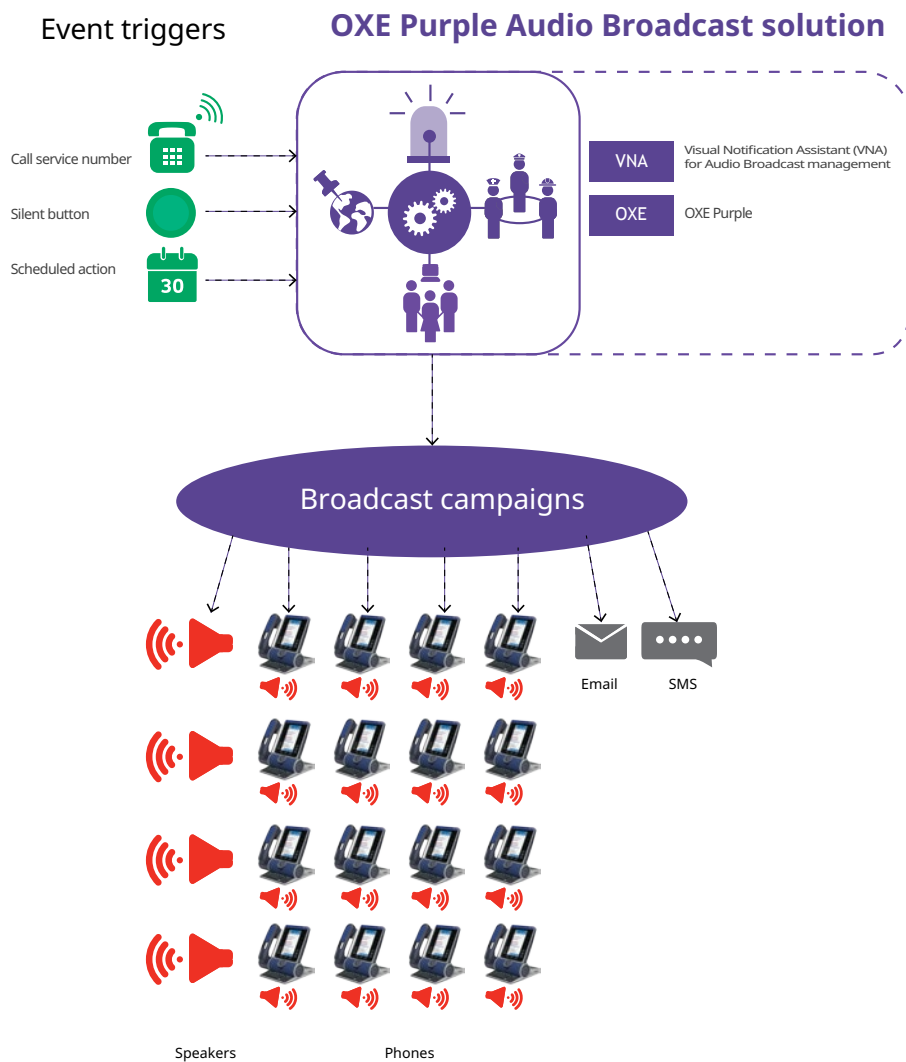
Audio Broadcast solution



## ALE solution elements for audio broadcast

The OXE Purple Audio Broadcast solution is based on the software and hardware components of the OXE Purple and its applications suite.

The solution elements can be adapted according to the customer's needs and constraints (type of deployment, network connectivity, communication equipment supplied to employees, etc.).





## Benefits of OXE Purple Audio Broadcast

The benefits of implementing the OXE Purple Audio Broadcast solution are numerous for organizations and their employees:

- Reduce information latency when warning people of an emergency by using existing phones, interphones and loudspeakers deployed in buildings.
- Broadcast through speakerphone or discreet broadcasting requiring called parties to pick up the phone.
- Implement multiple triggers for starting notification action: DID caller number, silent button, scheduled action.
- Create a customized scenario from a single web interface without technical skills.
- Personalize the audio messages to broadcast and standardize the voice with the text-to-speech function.

## How to buy

The OXE Purple Audio Broadcast solution licensing model is part of ALE's commercial Communications Suite for Medium and Large Enterprise (MLE) offering. Customers must purchase and deploy the latest software version of OmniPCX Enterprise Communication Server Purple.

To use the OXE Purple Audio Broadcast solution, customers must purchase specific licenses to implement the functionalities described in this solution sheet.

All hardware and software components can be purchased and installed through an official ALE-accredited reseller partner. To find the service provider closest to your location, visit our website:

<https://www.al-enterprise.com/en/partner-locator>

If you have any questions, do not hesitate to contact an ALE representative near you, or contact us directly at:

<https://www.al-enterprise.com/en/contact-us>

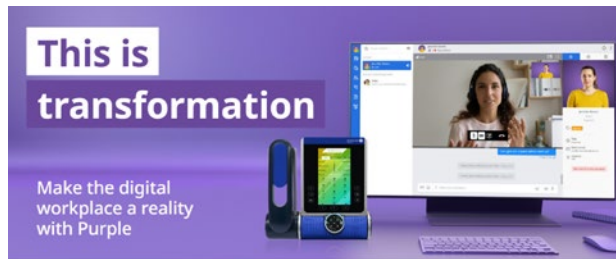
### **Solution sheet**

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## Find out more

ALE offers a comprehensive solution to address audio broadcast needs. To help you choose the right equipment for your employees, check out these documents:

[Alcatel-Lucent OmniPCX Enterprise Purple brochure](#)



**Alcatel-Lucent OmniPCX Enterprise Purple:  
Communications for the digital age**

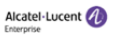
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