**Everbridge *Ex Parte* Phone Call – July 31, 2017, 3:00 - 4:00PM**

FCC Personnel on Call: James Wiley, Megan Henry, Linda Nagel, Marcus Brown, Eric Manski, David Mansor

\*\* Please note, that this discussion is governed by the Commission’s *Ex Parte* rules, which requires you to file documentation of this discussion within two business days. \*\*

1. Geo Targeting – FCC/IPAWS is considering sending polygons to mobile devices to provide geo-fencing for targeted messaging. Doing so would lessen the number (360) of text characters supported in a WEA message.
   1. Does Everbridge (EB) support character counting towards WEA message? Yes, EB does have a character counter but does not take into consideration the polygon if it is submitted as part of the IPAWS message.
   2. Can Everbridge support dynamic char counter to include polygon? EB would need to review technology internally, but may be able to support this if needed and if technology is available.
2. What is the definition of a mobile device?
   1. Since Everbridge only provides a SaaS for message origination, we cannot contribute to this redefinition of mobile device for FCC.
3. Mulitmedia/Multilingual support – Does EB have the ability to prompt the native mobile device to translate or surface images based on the message sent?
   1. No, EB doesn’t trigger the mobile device to natively translate a message or surface images, such as a tornado warning.
   2. ND - "We recommend the alerting authority not depend on the decision of the message sender or the capability of the originating software.  If an individual uses their mobile device in a language other than English U.S., then they prefer to see communication in their preferred language.  All WEA messages sent should trigger an automatic translation on the local device to the subscriber's preferred language."
   3. EB supports images, audio attachments but not to WEA.  WEA currently does not support this.
   4. EB supports multiple languages but not auto-translate for WEA.