CLOUD-BASED CITIZEN CROWDSOURCING WITH MOBILE ALERT

Crowdsourcing to collect data about city infrastructure is quickly growing in popularity. Engaging citizens to report on issues helps resource-thin public works agencies by providing them with a reliable, cost-effective source of actionable information. While cities benefit from enlisting the masses to help define and pinpoint issues, citizens gain an avenue to contribute to their community at large. And, citizens are great data collectors, since most always have a GPS-enabled smartphone or tablet handy and can generate a relative location within approximately 5-10 meters accuracy.

REGISTER INFRASTRUCTURE ISSUES FROM YOUR SMARTPHONE

Mobile Alert is a cloud-based service that provides crowd-sourced incident information to subscribing organizations such as local governments or utilities. It was originally developed as a simple and free cloud-based app for citizens using iPhone® and Android™ smartphones to report on issues of public concern.
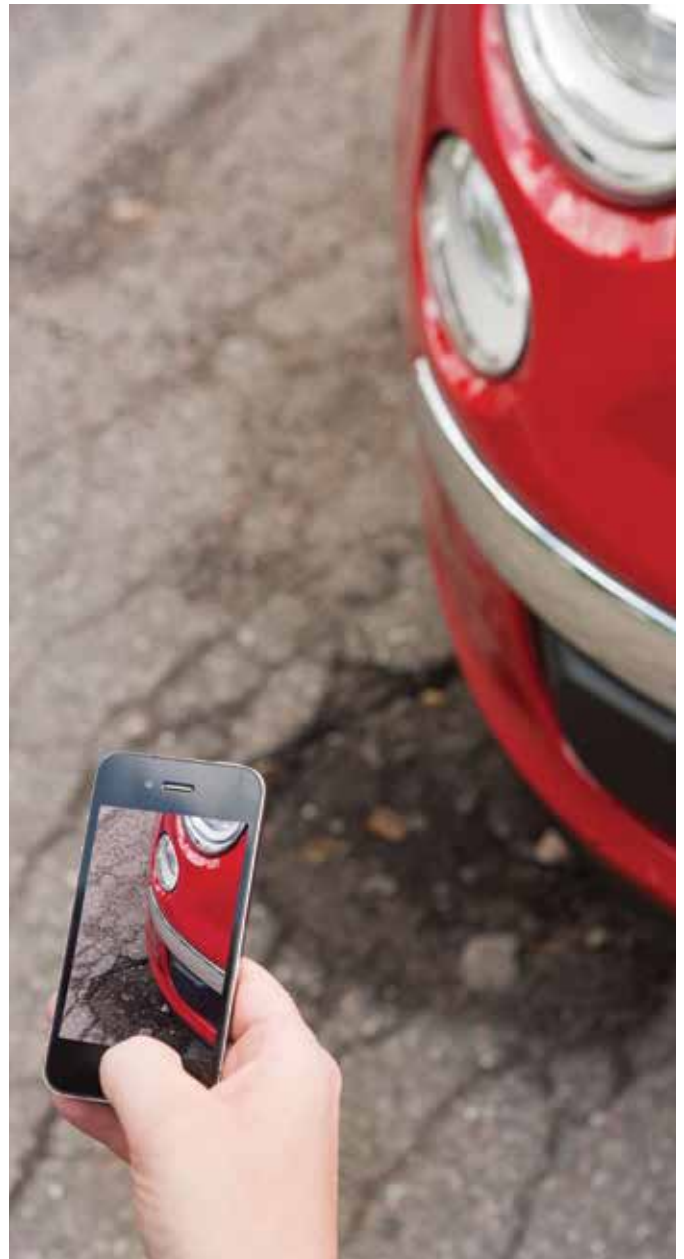
Interested citizens can register issues involving anything from graffiti and illegal trash dumping, to road problems such as potholes, missing street lights, or broken signage.

The downloadable app has an intuitive interface that allows you to complete a report and send it to the appropriate authorities in just a few minutes.

Mobile Alert is offered within the PLATFORM SUITE of the Power Portfolio.

A SIMPLE APP FOR CRITICAL INFORMATION

Anyone can use Mobile Alert for free to anonymously send photo and location information about problems they see in their communities to the proper authorities. The local

government agencies and utility companies subscribe to receive the crowdsourced information by email or through the Open Geospatial Consortium (OGC®) web services.

Hexagon Geospatial provides the total cloud-hosted solution, including the hosting environment, processing logic, and downloadable application. Citizens simply download the app for iPhone via iTunes® or for Android smartphones via Google Play™. This straightforward app makes it easy for people to:

- Take a photo of the incident
- Choose an appropriate category
- Enter an optional comment
- Enter location (if the GPS accuracy is poor, a map will be provided)

The information is received by the cloud service and periodically directed to appropriate personnel in the subscribing organization.

CROWDSOURCING MADE EASY

Mobile Alert enables community members to quickly and easily assist public works agencies and improve their own communities. Also, since Mobile Alert is a fully hosted solution for subscribing customers, all installation, software upgrades, support, and maintenance of the system are done by Hexagon Geospatial, removing any IT strain on organizations.

MOBILE ALERT CUSTOMERS

The Mobile Alert client app has been downloaded by more than 30,000 people worldwide and was ranked #1 on the Danish iTunes store for utility apps. More than 75 local governments worldwide subscribed to the hosted system.

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