ASA
Automatic Safety Alert

DAB+ can save lives: The Automatic Safety Alert (ASA) system uses DAB+ digital radio technology to provide automatic, real-time safety alerts with no user intervention. ASA improves public safety through timely, user-friendly communication of critical, region-specific information.

Basic Information

- Distributed through DAB+ digital radio
- Runs continuously in the background
- Combines sound and text information
- More precise and faster than FM radio
- Geofencing allows for robust regionalisation
- Radios in sleep mode can be woken up

Automatic Safety Alert

Important Facts

1.
- It's automatic, listeners can be sure it will reach them at the right time
- No action is needed from the listener to receive this message
- ASA radios stay on top of things and monitor the situation on air
- Radios on different stations or standby can be tuned to sound the alarm

2.
- Innovative location coding allows for universal scalability for regions of all sizes and shapes
- Only simple and basic hardware requirements
- Efficient transmission through low data capacity and fast processing

3.
- ASA closes gaps in crisis communication with a robust radio innovation
- By leveraging radio technology, ASA diversifies communication channels to ensure reliability when mobile networks are down
- Builds on the inherent trust in radio for safety information during emergencies

Marketing: Toolbox & Logo

ASA will be implemented as an international multilingual standard. For marketing, WorldDAB offers a style guide and a new logo as part of a marketing toolbox for free.

International Testing and Certification

Devices need to be certified. The certification process is based on the Digital Radio Tick Mark, plus additional tests defined by ETSI standards.