Hyper-Reach
We Power Your Critical Communication

Smart Speakers: New Way Of Sending Out Emergency Alerts

With Hyper-Reach, you can now deliver emergency alerts and critical updates directly to the public—or to your employees—via Amazon Alexa smart speakers. This new channel offers a powerful way to ensure your message gets heard.

Here's why it matters:

As of 2025, approximately **103 million people** in the United States have at least one smart speaker in their home. That's about **35%** of the U.S. population aged 12 and up.

Smart speaker adoption has grown steadily, from just 7% in 2017 to 35% by 2022, highlighting how voice-controlled devices are becoming a regular part of everyday life. Their increasing popularity is fueled by the convenience they offer and their expanding range of capabilities.

Now is the time to leverage this fast-growing platform to keep your community or workforce informed—quickly, clearly, and effectively.

hyper-reach.com + 1 585-586-0020 hr.info@hyper-reach.com

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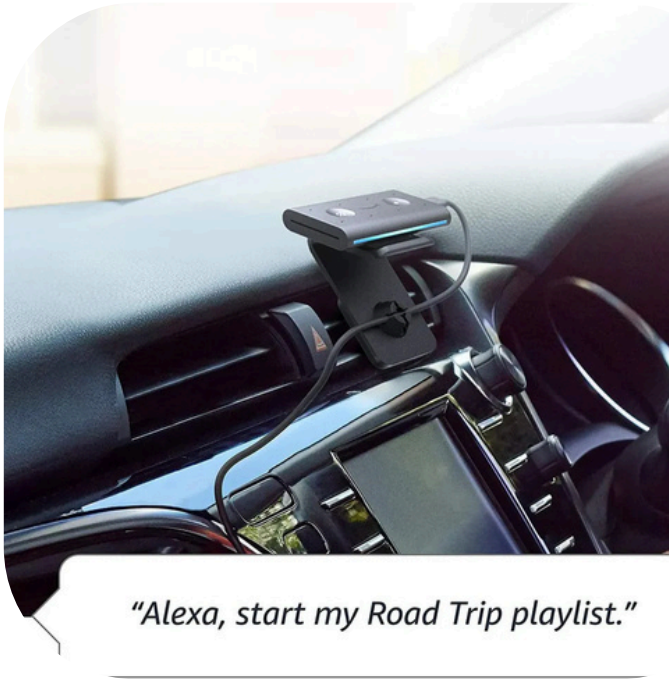
Reach Your Audience Through Amazon Alexa with Hyper-Reach

Smart speakers are primarily used to listen to music or ask questions, more and more features are being added. Now you can facilitate a variety of daily tasks through your smart speaker: wake up, read the news, create and change your shopping list, set reminders, turn the lights on and off, set your thermostat, and get ready for bed.

And there's also more growth coming with in-car voice assistant users. Almost 130 million people in the US say they've used an in-car voice assistant, with almost 84 million doing so monthly. That's higher than the number of home smart speaker device owners.

And in-car voice assistants are becoming standard in new automobiles. Most of the major auto brands - GM (Chevy, Buick, Cadillac, etc.), Ford, Toyota (including Lexus), BMW and Audi all offer Alexa devices built into their models, some as far back as 2016. And Amazon sells a separate Alexa device specifically to add to existing cars.

Imagine now you can reach people while they are driving also, instantly updating them with the most crucial information.



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AlertSmart: Send Alexa Alerts For Emergency & Critical Events

We realized years ago that smart speakers will become a powerful method for notifying the public about emergencies and other urgent situations.
So, we put our best engineers on the job and spent months developing this technology for emergency alerts.

The result is **AlertSmart™**, the newest Hyper-Reach feature. AlertSmart is the first and only service available to local emergency agencies that enables them to deliver emegency messages over Amazon Echo devices and other Alexa-enabled smart speakers. And like almost everything we offer - there's no additional charge for this feature. AlertSmart is now a standard part of the Hyper-Reach Mass Notification System for public safety.

Having **AlertSmart** at your disposal can help you to reach more people and save more lives during an emergency.

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Alerting Where Landlines Can't

There are now more Amazon Alexa devices than home landlines. And because the people who buy smart speakers are younger and more tech-savvy, they're also the kind of people who are least likely to have a home landline. So, AlertSmart helps you reach people you'd never reach with conventional reverse 911.

The Future Is Voice-Enabled

With the current growth rate of smart speakers, we think almost every US family will have some kind of a smart speaker device at their home within the next five years.

Your Message, In the Driver's Seat

There are even more in-car voice assistants than in-home. And most major automakers are including Alexa in their models. Which means your message can be delivered to drivers without them taking their eyes off the road.

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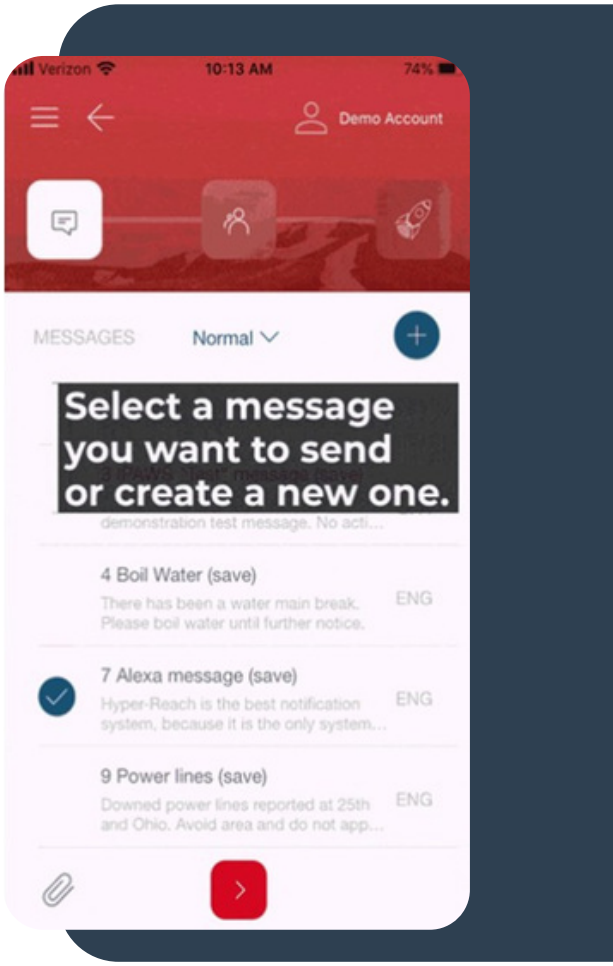

Closing the Gap with Alexa

Smart speakers represent a major opportunity to fill big gaps in getting your message to the public. And we've made including Alexa as part of your emergency notification fast and easy.

We recorded a short demo on how alerts are delivered on the Alexa device. So, you can see and hear it for yourself.

It takes only a few steps:

- ☑ Select a message you want to send out from the pre-recorded messages or create a new one from scratch
- ☑ Set polygon on a mapt
- ☑ Hit the Launch Campaign button and you are done

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The Role of Smart Speakers in Modern Business

Many businesses are beginning to utilize smart speakers to simplify their day-to-day activities and work processes too.

In busy environments like warehouses or logistics hubs, fast, clear communication is essential. Unlike email or mobile alerts, Alexa-enabled smart speakers with Hyper-Reach provide instant, hands-free messages directly to key areas.

- **Policy update or shift change:** Alexa announces the change immediately without workers needing to check their phones or email
- **Weather-related disruption** (e.g., severe storms affecting deliveries): Automated weather alerts are delivered via Alexa to inform teams in real time
- **Urgent operational issue** (e.g., equipment malfunction or safety alerts): staff are instantly notified by voice, minimizing downtime and ensuring swift action

Benefits:

- No need for manual checking or screen access
- Enhances workplace safety and compliance
- Improves communication speed and reach, especially in noisy or mobile-heavy environments

Contact Us

www.hyper-reach.com

hr.info@hyper-reach.com

+ 1 585-586-0020

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