



# Safety Cloud<sup>®</sup> Guide

Connecting and Protecting  
Roadways with Digital Alerting





## The Challenge of Responding on the Road

When your job takes you on the road - whether you're responding to an emergency incident, working in a work zone, or assisting with clearing the road after a collision - you're providing a critical service to your community.

But that service comes with a significant risk.

Official research and reporting shows that traffic deaths in the U.S. are rising. Not only does that put drivers and pedestrians at risk, but it also risks the lives of people on the road just trying to do their jobs.

From handling heavy machinery to running into burning buildings, first responders and roadway workers deal with enough risk daily. The fear of being struck on the side of the road shouldn't have to be a daily part of their lives.

These are everyday people who simply want to help their communities – just like you. In this Safety Cloud® guide, we'll address the challenges of responding on the road by introducing state-of-the-art technology to ensure everyone gets home safely.



Every 60 seconds, **27 responders are at risk.**  
**38,880 per day.**

Source: NHTSA



Every 7 minutes, on US roads, **a disabled motorist is struck**  
**by an oncoming driver.**

Source: ESS-Help



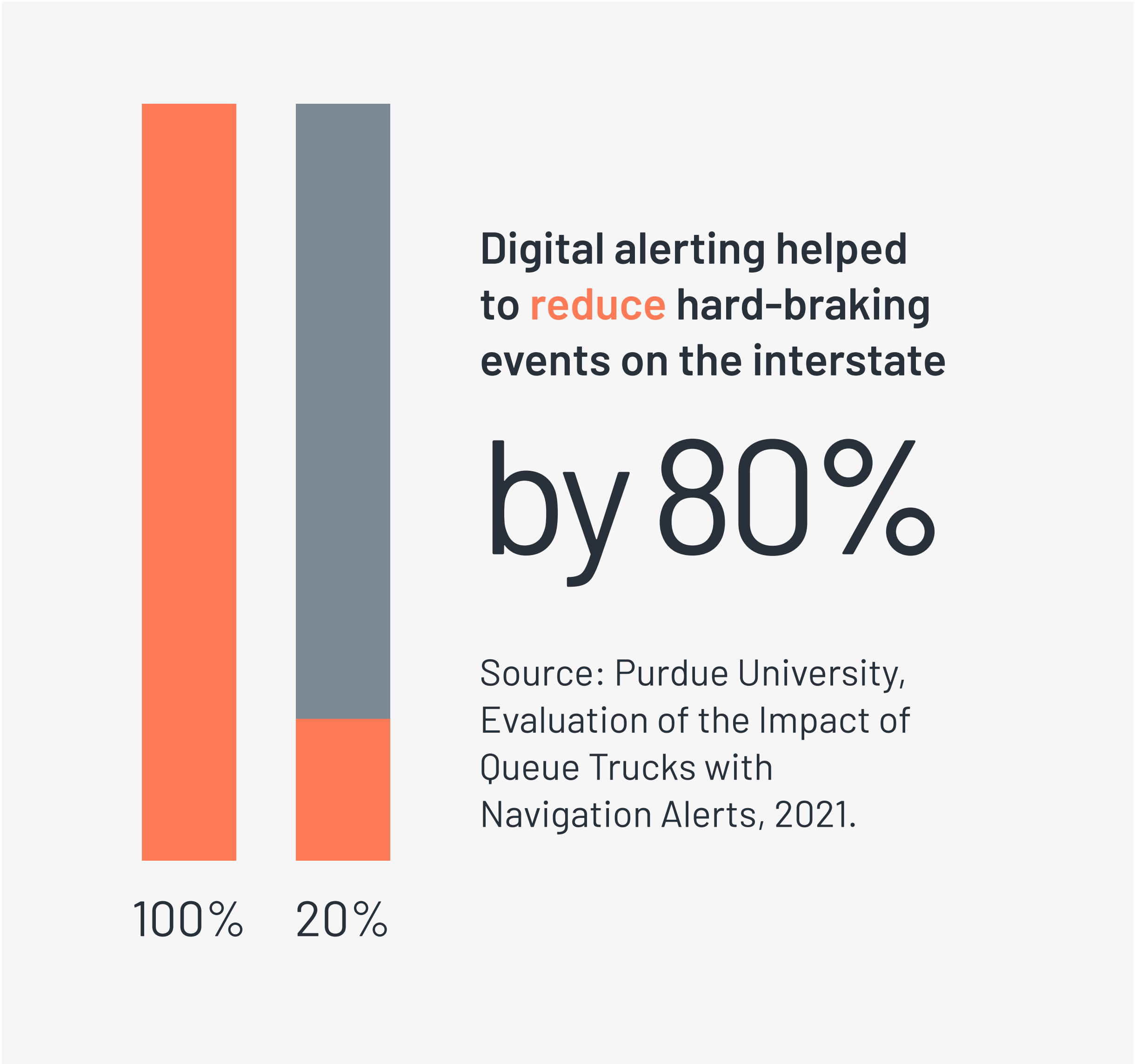
## The Challenge of Alerting Drivers

Distracted driving is a grave issue that faces rural and urban communities alike. Those working on the roads do their best to warn drivers and protect crews with signs, blocking apparatus, and lights and sirens. But they're not enough to protect motorists, first responders, and roadway workers from collisions, which frequently lead to life-threatening and even deadly tragedies.

Every state has adopted Slow Down, Move Over laws to better protect emergency apparatus and other alerting vehicles like tow trucks.

These regulations mark a significant milestone in roadway safety, but lights and sirens aren't always enough to ensure drivers comply. Modern drivers are more insulated and distracted from what's happening on the road than ever before.

Roadside workers, emergency personnel, and drivers alike deserve a better solution. That solution is digital alerting.



## Safety Cloud Digital Alerting

Safety Cloud by HAAS Alert is the evolution of roadway alerting in a world with connected vehicles and drivers. This solution reduces risk by delivering real-time electronic notifications, known as digital alerts, directly to nearby and approaching vehicles, forewarning them of an emergency responder, work zone, or other hazard in their proximity.

Drivers receive digital alerts up to 30 seconds before coming into contact with you. These crucial moments allow drivers more time to slow down and move over, reducing the risk of collision by 90 percent compared to traditional lights alone. Safety Cloud is more than the world's leading collision prevention service; it's the entry point to a future where everyone is connected and can get home safely.







**Safety Cloud will go in whenever we get a new truck, it's a no-brainer.**

**Assistant Fire Chief Brad Brown,**  
*Grand Rapids Fire Department.*



## R2V™ Responder-to-Vehicle Digital Alerting

Safety Cloud integrates with your vehicle/apparatus, arrow boards, or other assets on the road, either through select telematics and connectivity platforms or through an easy-to-install device that works on any vehicle. When you activate your emergency flashing lights, Safety Cloud automatically begins broadcasting alerts directly to vehicle infotainment systems and navigation applications.

Emergency vehicles equipped with Safety Cloud digital alerts are capable of delivering two types of alerts:

- **Moving Alerts:** When emergency vehicle warning lights are activated, Safety Cloud automatically alerts drivers in your path to warn them of your approach.
- **Stationary Alerts:** When responding on scene with your lights or other alerting equipment activated, Safety Cloud alerts approaching drivers to warn them of an incident ahead.

Safety Cloud digital alerts currently reach millions of drivers, including 2018-and-newer Chrysler, Dodge, Jeep, and RAM vehicles and users of the free navigation app Waze. As more automakers incorporate Safety Cloud compatibility, everyone on the road will be better protected.

The benefits of Safety Cloud go beyond collision risk reduction to include:

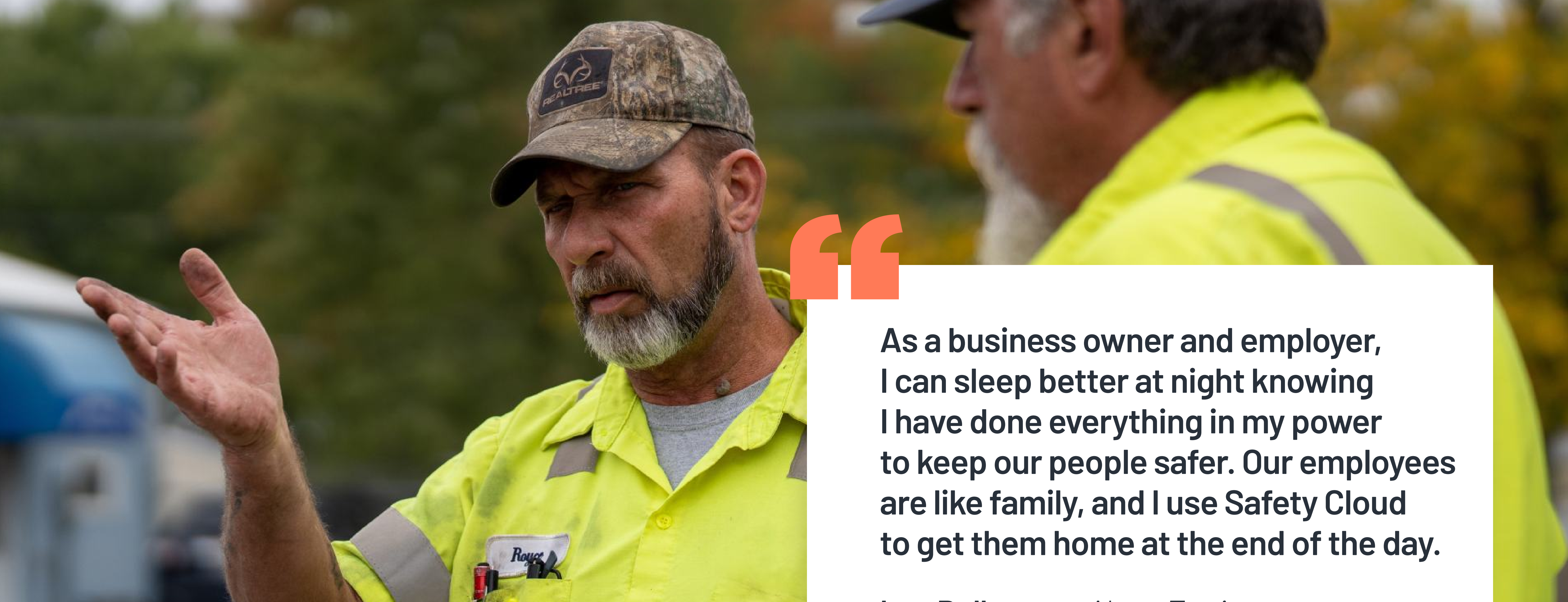
- Operational efficiency
- Streamlined traffic flow
- Expedited emergency operations
- A safer on-scene environment

## Responder-to-Responder Alerting

Responder-to-Responder (R2R®) digital alerts notify emergency responders when other Safety Cloud-equipped vehicles in active response mode are approaching the same intersection. This helps mitigate collisions at intersections and incidents—even across multiple agencies and departments.

To receive R2R alerts, a small indicator is mounted to a vehicle dashboard or pillar. When a responding vehicle is on a potential collision course with another responding or on-scene Safety Cloud-equipped vehicle, the indicator will flash and signal the operator up to 30 seconds in advance, providing critical time to slow down and avoid collision. This additional protection can be added to any emergency fleet's Safety Cloud service.





As a business owner and employer, I can sleep better at night knowing I have done everything in my power to keep our people safer. Our employees are like family, and I use Safety Cloud to get them home at the end of the day.

Lee Bellemare, *Abyss Towing*.



## R2V™ Responder-to-Vehicle Digital Alerting

Safety Cloud provides users with more than advanced collision prevention for public safety, utility, maintenance, towing, and municipal vehicles. You'll be able to enhance situational awareness, simplify vehicle and crew tracking and management, and execute daily crew and fleet operations coordination.

### Situational Awareness Dashboard

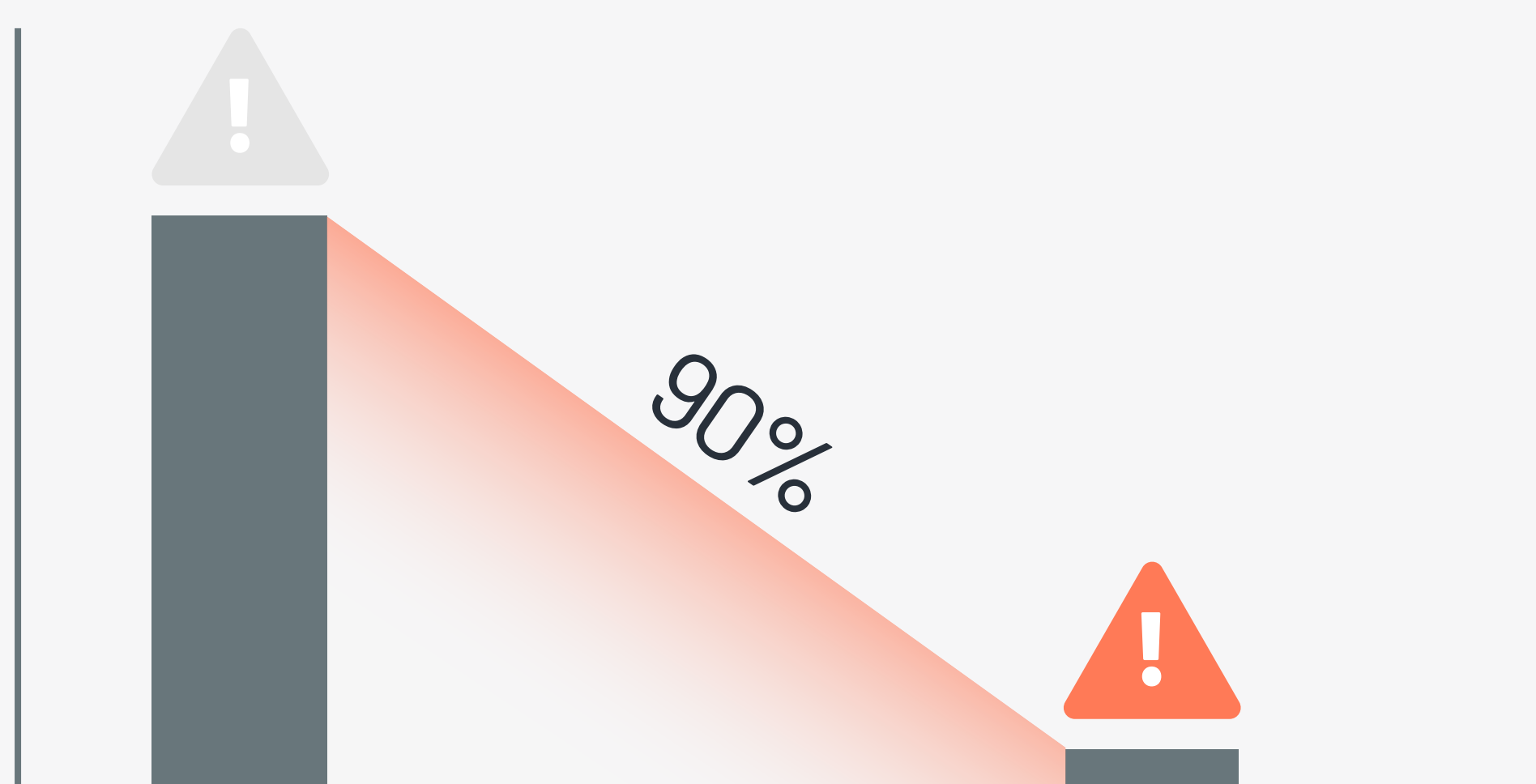
Whether you have responding vehicles, roadway work crews, or active work zones, your people are constantly on the move. Safety Cloud's situational awareness dashboard acts as a customizable control center where you can view the location and alert status of your equipped vehicles and assets from any device.

- **Shareable:** Create up to 99 user accounts or share your dashboard with other responding fleets.
- **Customizable:** Nickname and group trucks, define alerting exclusion zones, and more.
- **History:** Track trends for post-incident reporting and more leverage in liability situations.
- **Access Anywhere:** Access your dashboard remotely from any internet-connected device.

### Monthly Safety Cloud Report

Learn about Safety Cloud's impact on your crew through tangible and insightful data. HAAS Alert emails you a monthly personalized Safety Cloud report to help inform planning and identify trends to optimize operational performance.

- **Statistics:** Drivers alerted, events, calls, time-to-scene, time-on-scene, and more.
- **Verifiable Insight:** Monitor performance with response objective data.



The odds of a crash were up to **90% lower** when drivers received an advanced alert.

Source: Drucker CJ, "An epidemiological approach to emergency vehicle advanced warning system development: a two-phase study", University of Minnesota, Dec 2013.





HA-7: HARDWARE



**My hope is that we can take HAAS Alert and broaden its reach to other car manufacturers to keep people safe.**

**Christina Winter**, *South Hills Chrysler, Dodge, Jeep, and RAM.*



## Equipping Your Fleet

Three tailored options allow you to outfit any vehicle with Safety Cloud, making it easier than ever to protect your fleet.

### Preinstalled and Prepaid on New Apparatus

Thanks to partnerships with some of the world's leading manufacturers in public safety, Safety Cloud comes preinstalled and prepaid on select vehicles and apparatus. These vehicles include state-of-the-art digital alerting capabilities without requiring any additional installation on your part. Contact HAAS Alert or your dealer to learn if you can include Safety Cloud service with your next vehicle purchase.

### HA-7 Transponder: Integration with Existing Warning Lights

Safety Cloud service can be installed on any alerting vehicle, no matter the make, model, or age, using our universally compatible HA-7 transponder.

This device connects directly to your vehicle and synchronizes with your on-vehicle alerting, such as a lightbar, to automatically send digital alerts when you need them. With no additional data plans or connectivity required, any fleet can benefit from the protection of connected safety.

### HA-D Integration: Activating on Leading Platforms

Safety Cloud digital alerting is also available as an integrated service with leading providers of fleet management and telematics solutions. If your fleet is already using a wireless platform, telematics hardware, or other select fleet management solutions, you can activate Safety Cloud to automatically deliver digital alerts without having to install any additional hardware.





## Take the First Step Towards a Safer Future

At HAAS Alert, we understand the crucial role first responders and roadway workers have in their community and the daily challenges you face. You deserve a future where all vehicles and motorists protect each other so we can all get home safely.

We created Safety Cloud to protect everyone on the road. Equipping your fleet with Safety Cloud means investing in your people.

**This will give you peace of mind that they will get home safely every day.**

## Next Steps

Visit our website at [www.haasalert.com](https://www.haasalert.com) to join our mission of safer roads and delve deeper into the features and benefits of Safety Cloud. If you're ready to chat with a member of our team, reach out to us through the following channels:

**Sales:** [sales@haasalert.com](mailto:sales@haasalert.com)

**Request a Demo:** <https://www.haasalert.com/request-a-demo>

**General Inquiries:** [info@haasalert.com](mailto:info@haasalert.com) or call us at [\(833\) 433-HAAS](tel:833433HAAS)



Partners & Integrations

HAAS Alert connects and protects fleets and vehicles on Safety Cloud through partnerships and integrations with the manufacturers and platforms that our customers and users trust.

Partnering with solutions that drivers, responders, and fleets use allows us to bring the benefits of digital alerting to the broader transportation system as a shared solution.

Making Safety Cloud accessible to as many vehicles and users as possible creates new opportunities to enhance road safety for all drivers.



When a Safety Cloud alert comes across their mapping software and alerts them that we're ahead, that's incredibly valuable to us

Greg Porter, Executive Director at Ross/West View EMS.





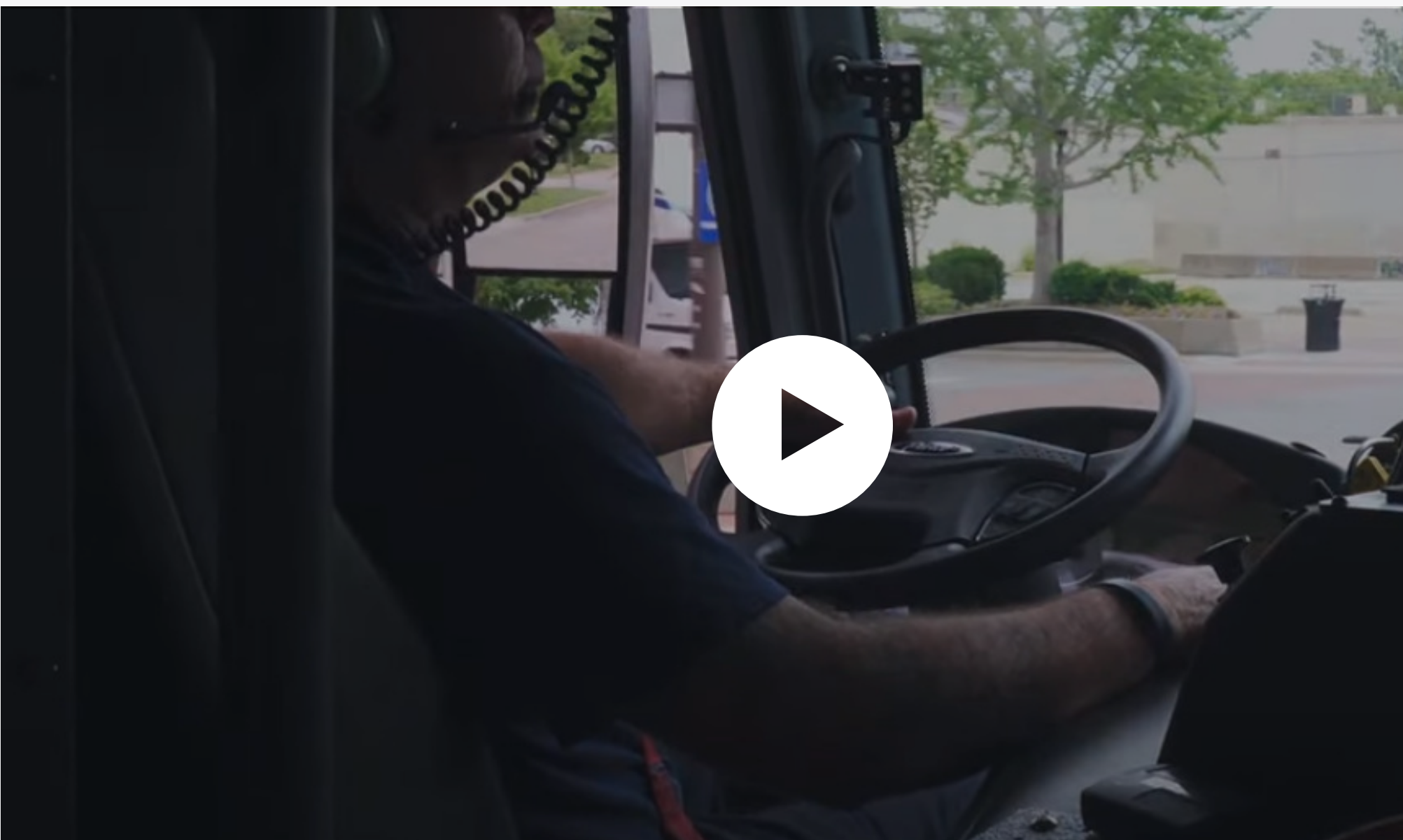
Additional Resources

Take a look at the resources below to gain a broader perspective on the impact of digital alerting:



South Hills CDJR Equips PA Fire Department with Safety Cloud®:

After a local fire truck was struck while responding on the road, Larry and Christina Winter of South Hills Chrysler, Dodge, Jeep, and RAM decided to take action.



R2R® Demo:

In this video, learn how our Responder-to-Responder (R2R) Collision Prevention Service provides real-time warnings to help prevent collisions.



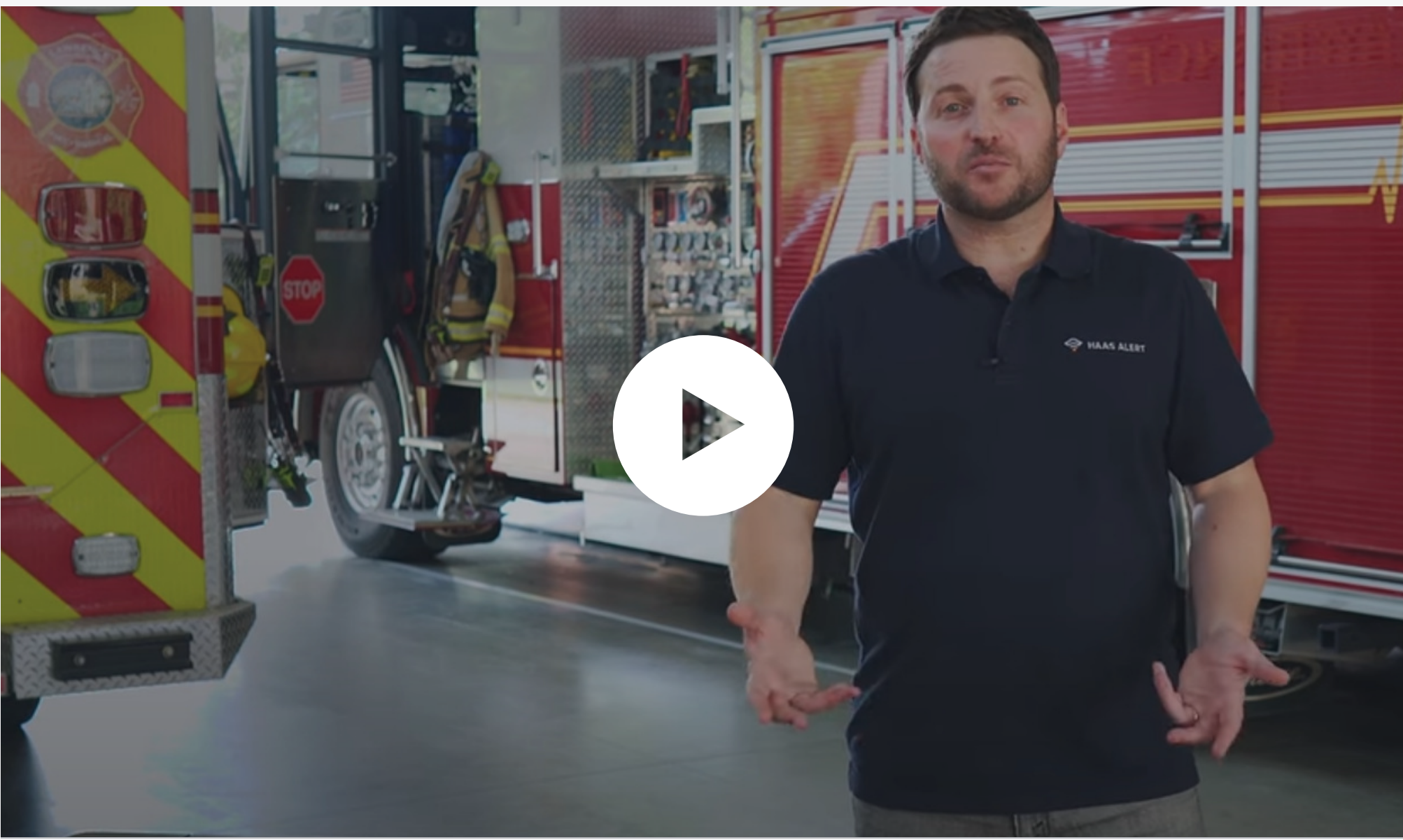
Lawrence-Douglas County Fire Medical:

Join us on a tour of Douglas County to see how digital alerting enhances safety and aids LDCFM to better serve the community.



Towing Expert Ron Pratt and Family on Roadside Safety and Digital Alerting:

Join towing expert Ron Pratt as he offers valuable insights on Safety Cloud®'s vital role in roadside safety.



R2R® Install:

This video tutorial will demonstrate how the HAAS Alert HA-5 Transponder interfaces with your fire apparatus and emergency vehicles.

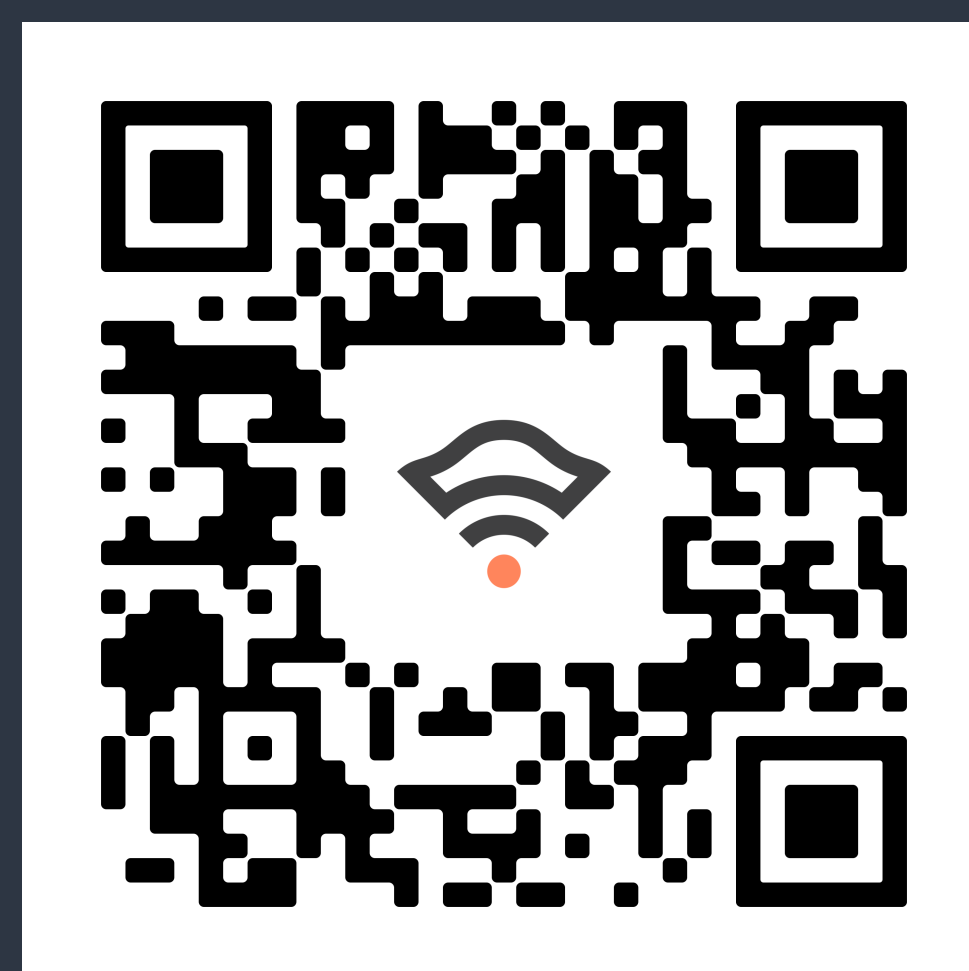




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