



BrightArrow® Education Module

Feature-rich NBX Communication Solution for Schools

OVERVIEW



The BrightArrow Education Module is a set of integrated software tools designed for schools using the 3Com NBX IP phone system. The module delivers customizable and time-saving capabilities that minimize classroom interruptions and enhance communications for school staff, safety officials and parents.

The rich set of features span emergency notification requirements, automated communications to parents and staff, methods of recording and reporting on malicious and troublesome phone calls, and ways to replace aging hardware devices for intercom and school bells.

Advanced 911 and malicious call notification features help boost safety, and dial-in hotlines and outbound notification keep parents informed.

The software interfaces with the NBX platform and a school's local area network via a PC that hosts the administration software from which various features can be invoked. 3Com IP phones on the desks of administrators and in classrooms function as intercoms and recording devices for homework hotline information.

The software can automatically dial a predefined list of phone numbers and speaks an audio message to the recipient or their voice mail. It can also deliver text and HTML e-mail messages.

Examples of automated voice announcements include reporting unexcused absences to parents, or reminders of events, activities, and meetings. The software works well with its companion product, Digital Voice Dialer, for instant mass voice notification in cases of emergencies and school cancellations.

BrightArrow Education Module is very customizable to allow each school and district to choose how they best want to utilize its functionality. Ultimately it cost-effectively delivers an unprecedented set of safety and parent communication tools.

FEATURES

Automated Dialing: Dials outbound from pre-defined lists or exports from your Student Information Database using NBX trunk lines to playback recorded messages.

911 Notification: Immediately calls and e-mails a pre-defined list of users when a 911 call is placed within the school, including identifying the phone that dialed 911.

Malicious Call Notification: Notifies pre-defined users upon an incoming call designated as malicious by the call recipient, then e-mails the recording and details.

Intercom: One-on-one communication through speakerphones, even during class when a phone is set to send to voice mail.

Call Recording: Records conversations on demand (with option to record all calls).

Speech Recognition Auto-Attendant: Allows callers to speak the name of the person or department they want.

Dial-in Hotlines: Uses Interactive Voice Response (IVR) capabilities to share school information to authorized callers (such as Homework Hotlines for parents).

School Bells (NEW): Schedules school bells, or launches as-needed test or emergency bells. It will play to any set of pagers, page zones and speakerphone-capable telephones you designate to use on your NBX.



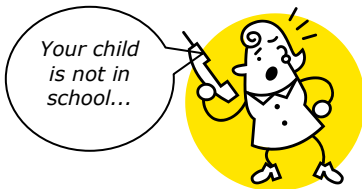
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▶ Details: BrightArrow Education Module

▶ VOICE DETECTION

Unique to Digital Voice Dialer is BrightArrow's proprietary **automatic voice detection** to intelligently distinguish between a live person answering the phone versus an answering machine. The accuracy of determining when to speak the message is significantly higher than other products or services; therefore the percentage of parents reached is the highest on the market.



▶ SYSTEM REQUIREMENTS

System Requirements:

NBX:

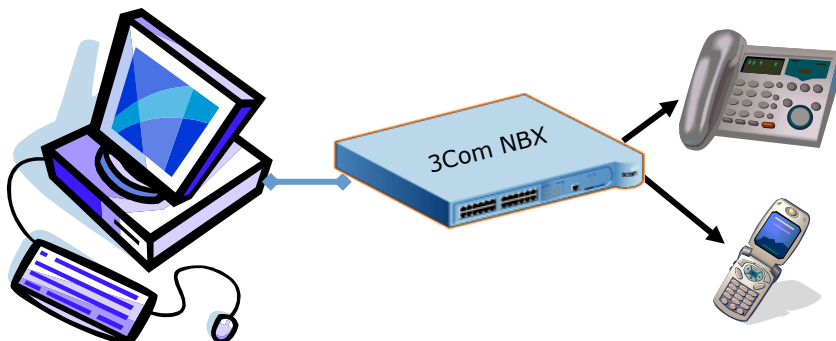
- Version R5_0_6+ or R6_0_57+
- Media Driver Ports (number depends on features used):
 - Part 3C10319 (individ. ports)
 - Part 3C10329 (site license)

Server PC:

- Windows XP Pro or 2003 Server
- CPU min 100MHz/Media Port
- Unencumbered LAN connection to NBX

Administrator's Client PC:

- Windows XP Pro, Vista, Win7: 300+Mhz or faster



▶ DETAILED FEATURE LIST

With over twelve years of extensive product development, BrightArrow Education Module offers the world's most feature-rich school communication system. **Highlights include:**

Automatic Dialer:

- Delivers messages to cell phones, home phones, emails.
- Ability to pre-schedule dials, or launch them immediately.
- Import phone numbers exported from your Student Information System (SIS), text file (.CSV) lists, or manually.
- Record message into the system using your NBX phone.
- Reports are e-mailed upon dial completion, showing for each attempted call the name, number, time, whether delivered, and if not delivered, the reason for non-delivery.
- Allows unlimited numbers of groups for dialing subset lists.
- Can optionally use a computer-generated voice to speak callee-specific details such as names or lunch balances due.
- Automated logic for hands-free launch of daily dials.

911 Notification:

- Immediately detects and announces to pre-defined users when 911 (or 000 or other emergency codes) is pressed.
- When the emergency call recipient receives the call or e-mail, they are told the extension where the emergency occurred.

Malicious Call Notification:

- If during a call an employee presses 911 (or emergency code), designated people are immediately notified (call/e-mail) that a malicious call is occurring at the extension number; e-mail notification also reports Caller ID.
- After the call is complete, a full recording (the entire conversation) is e-mailed to the group.

Intercom:

- Used by pressing the Intercom speed-dial, and entering the extension (or speaking the name).
- Even if the phone is sending calls to voice mail, a half-ring sounds and the phone goes into speakerphone mode for two-way talking.

Call Recording:

- For calls to be recorded, the call recipient presses Star-Star, the outside party does not hear the touch-tone, and the entire conversation (retroactively) is recorded.
- Includes option to record all incoming calls.

Speech Recognition Auto-Attendant:

- Alternative auto-attendant that allows callers to speak the name, school or department.

Dial-in Hotlines:

- Parents dial in to listen to homework assignments, lunch menus, and extracurricular activities.
- Teachers call in to record homework assignments.

School Bells:

- Pre-scheduled or on-demand school-wide notification using any audio file (typically bell sounds).
- Can use any combination of hardware pagers (if attached properly to the NBX), NBX page zones, and individual phones.
- Different school bell lists can reach different sets of locations.

For More Information...

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