

# First Alert

## Real-time breaking news alerts for the public sector

Receive the earliest indication of breaking news -- so you can respond quickly to public safety emergencies and events *as they happen*.

First Alert, Dataminr's product for the public sector, delivers real-time, breaking news alerts to help you make critical decisions with speed and confidence.

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### Leading AI Platform

Our AI platform processes information from more than 1,000,000 publicly available data sources and translates from 150+ languages. Improve overall awareness by receiving real-time, breaking news alerts from across the public information landscape, including: social media, blogs, information sensors, and the deep/dark web.

### The First Alert Advantage

Receive the most relevant, actionable alerts that matter to you and your organization.

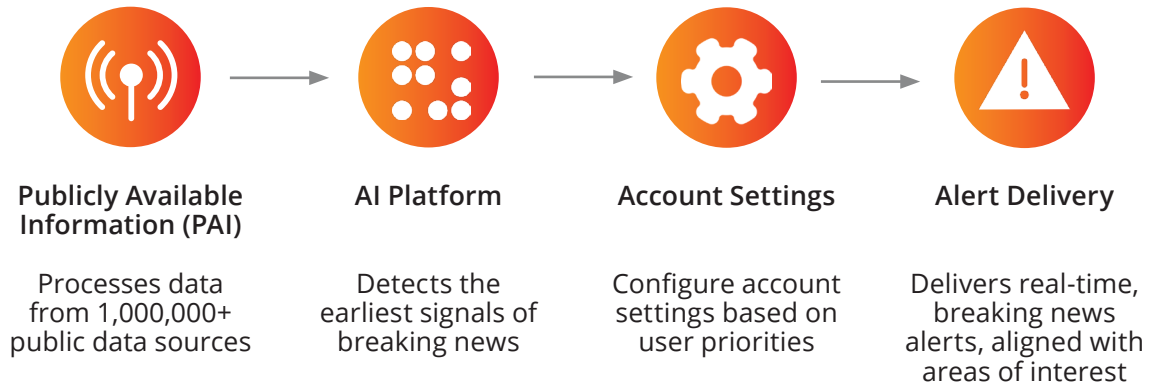
- Quickly understand each breaking news alert via single-sentence summaries
- Receive news alerts by email, mobile, or web-based notifications
- Streamline communications triage with one-to-many notifications
- Accelerate validation and response time with global, 24/7 coverage
- Easily deploy across the organization

To learn more about First Alert, contact  
NEWCOM at [sales@newcomglobal.com](mailto:sales@newcomglobal.com).



FIRST ALERT  
powered by  Dataminr®

## How First Alert Works



## First Alert in Action

### Industrial Explosion in Downtown Houston, TX



Two killed, 18 people injured, and 48 people at temporary shelters after explosion in Houston, TX: Reporter Photo via Social Media.

24 January 2020

### Tornadoes Hit Nashville, TN



Fire department responds to reports of approximately 40 structure collapses following tornado in Nashville, TN: Fire Dept Official Post via Social Media.

03 March 2020

### Power Outages from Manhole Explosion in New York, NY



Nearly 400 residents without power after manhole explosion on Upper West Side in New York, NY: Local News Outlet via Social Media.

11 May 2020

Contact **NEWCOM** for more information or a quote!  
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[NEWCOMGlobal.com](http://NEWCOMGlobal.com)

