

Critical Messaging Association (CMA) press release from January 18, 2021



CMA successfully completes 2020

- **Critical messaging has gained even greater importance in crisis situations**
- **CMA members particularly engaged in healthcare, emergency response alerting, industry, lone worker security and supply chain logistics**
- **A white spot in the communications industry needs to be filled**

The Critical Messaging Association, a global association of stakeholders in alternative communications, has had a successful year. Success is defined primarily by the expansion of market access for member companies and increased recognition of specialized communications in times of particularly critical situations. 2020 was such a year. CMA members are particularly involved in healthcare, alerting action forces of firefighters and industry, securing lone workers outside the office, and in some countries as market leaders in ensuring the supply chain in logistics. More than in the past, the technology of paging and Narrow Band Point to Multipoint (NP2M) is also used for secure control in the energy sector, here also for the "New Energy". With machine-to-machine applications.

More exchange and more member success

More than double compared to the pre-Corona years, members had come together in 2020. Shorter than usual and via video conference, but with content-heavy agendas. At #CMAweb20 in the spring, Madelene Persson of Swedish operator Generic Mobile, among others, reported on the increased appeal of the offerings and their resonance in social media. The #CMAJuly30 conference was also used for the last alignment of the contents of the association's own homepage.

Press Release

Via www.critmsg.org, services and documents can now be freely viewed that otherwise had to be painstakingly gathered together. Jenna Richardsen of top U.S. operator American Messaging was able to outline the increased adoption of services offered in healthcare. Now - in pandemic times - more than ever needed.

About the Critical Messaging Association:

The Critical Messaging Association (CMA) is the industry association for companies dedicated to the wireless delivery of time-sensitive, critical messages in Europe, the Americas and Australia. Our members include network operators, manufacturers and other organisations whose common goal is to deliver reliable, - among others - point-to-multipoint simulcast technology and integrated messaging solutions and other support for critical and non-critical communications.

NP2M:

Abbreviation for Narrowband Point-to-Multipoint. Terminology from the ETSI and CEPT document (see also the CMA Services homepage www.critmsg.org) NP2M-Incarnation is paging.

Members of the Board:

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Jim Nelson (USA, Prism-IPX Systems)
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More Info about CMA Summits: http://bit.ly/CMA_Summits_1

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