

OFFICIAL NEWSLETTER

Official Newsletter of Critical Messaging Association



CMA Spring 25

Mark your calendars! #CMAspring25 meeting kicks off on April 26th at 3 PM CET in a dynamic digital format.

This session will dive into the latest trends in marketing, AI, and the ever-important exchange of industry experiences. Don't miss this opportunity to connect, learn, and collaborate with the global leaders in critical messaging.



Meeting Agenda

- CMA Press Release
- New Countrywide Special Voice Data Network in Italy - new investment
- Discussion on customers, innovations and competition
- 1st Discussion Artificial Intelligence
- CMA 2025 (and 2026) many reasons for activities!



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REMEMBER TO LIKE, SHARE & RETWEET TO BENEFIT ALL MEMBERS

TPL Systems Hits the Road



TPL Systems recently hosted a successful roadshow event in Adelaide, highlighting its latest innovations in critical communications. Attendees got an up-close look at cutting-edge solutions, including eDMR VHF radios, P25 Siren Controllers, Fire Station Alerting, and the world-leading Dual Mode Speaker Mic.



Cutting-edge solutions on display! TPL Systems showcasing the latest in critical communications at our Adelaide roadshow



Great conversations and a packed booth at #IWCE2025! TPL Systems & PRISM-IPX connecting with industry professionals to shape the future of critical communications



TPL also joined forces with its U.S. partner, PRISM-IPX Systems, to attend IWCE 2025 in Las Vegas, one of the premier events for critical communications technology. The event provided a great platform to showcase innovative solutions, connect with industry leaders, and explore the future of mission-critical communications.



TPL will be attending SOFINS, the Special Operations Forces Innovation Network Seminar in France.





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Multitone on the Move



Multitone attended BAPCO, engaging with public safety professionals in the UK to discuss the future of emergency communications.



Multitone alongside partners (Cradlepoint/Ericsson and Telent Technologies Services) demonstrating integrated solutions that overcome the issues seen with earlier 4G alternatives. Ensuring reliable, secure and high-speed communications for critical industries.



Coming Soon

Critico will be attending the National Construction Summit in Ireland, where industry leaders come together to discuss innovation, sustainability, and the future of construction.



2nd - 3rd April
Sport Ireland Campus
Come Visit us at Stand C5A





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American Messaging Viva Las Vegas



American Messaging attended HIMSS25 Global Health Conference & Exhibition, held from March 3-6, 2025, at the Venetian Convention & Expo Center in Las Vegas. They showcased their secure messaging solution - AMS Connect.

Attendees had the opportunity to engage with current and future customers, discuss best practices and experience live demonstrations. American Messaging emphasized how their services can enhance patient care and safety through dependable messaging systems.



These events provided great opportunities to distinguish the difference between clinical messaging and critical messaging workflows. Proving the use case that these should be distinct and separate systems.



If your company is attending a special event or conference, let us know! We'd love to highlight your participation in an upcoming newsletter.



You Don't Build
a Business,
You Build People
and then
People Build
the Business
-Zig Ziglar





Twelve Principles of Secure Communication



1. Critical messaging is becoming increasingly important. The last five years have shown this once again. Hurricanes in many parts of the world, acts of war even in areas of Europe that we could not have imagined.
2. Relying only on common services and infrastructures that are widely available to private customers is not nearly enough and is not state of the art. Anyone who relies only on one (for example cellular telephony) communication service is not taking their economic, technical and legal responsibility seriously enough.
3. Critical applications depend on particularly high availability, on the last percentages and fractions of percentages. After all, communication should work precisely when nothing else works.
4. Only independent multiple communication services make high availability possible and affordable. Using only one infrastructure does not solve the problem.
5. Ideally, and in the absence of any crisis situation, people will become accustomed to constant availability and the best convenience and quality. This is bad for crisis preparedness.
6. Pursuing trendy terminology can sometimes result in poor choices regarding resource selection. Consider how individuals in the 1920s might have perceived railroads as outdated forms of transportation. Fortunately, the popularity of airships (up until 1929) didn't lead to the neglect of railway infrastructure, despite it seeming "out of style."



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principles





Twelve Principles of Secure Communication (cont)



7. Broadband is nice. Availability is more important. Trying to prevent creative solutions by planning the probability of failure leads to high prices, disillusionment and frustration.
8. Hybrid solutions are state of the art. From independent services. Joined together at the ends in software and hardware. Voice and data, broadband and narrowband must be combined to provide a complete communications solution.
9. Backward compatibility and advance planning for possible outages are particularly important for ensuring investment protection and facilitating a seamless transition in the future.
10. Companies with close customer proximity have been active in the SME sector for decades. They do not keep up with the latest fashions but add innovations in a targeted manner without wanting to move users away from secure solutions at great expense and risk.
11. Our members don't chase the latest trends but instead carefully introduce new features, making sure not to push users towards costly and risky alternatives to their proven solutions. Their distinct approach is marked by a keen attention to societal and customer needs.
12. They are characterized by their special responsiveness to societies' and customers' needs. Existing solutions have proven themselves and are suitable for the requirements. Often based on alternative infrastructure. Existing infrastructure and services, therefore expensive to replace - if at all possible - with other solutions. Proven and independent offerings are important



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