

OFFICIAL NEWSLETTER

Official Newsletter of Critical Messaging Association



CYBERATTACK SURGE HIGHLIGHTS URGENT NEED FOR SECURE, REDUNDANT MESSAGING



The UK's National Cyber Security Centre (NCSC) has reported a 50% surge in the number of cyber incidents categorized as "highly significant". These high-impact attacks have targeted organizations that form the backbone of the UK's critical national infrastructure, including healthcare, utilities, and emergency systems.

While the NCSC's increased response reflects the nation's evolving cyber-defense strategy, it also underscores a growing concern: the reliability and continuity of communication during an active cyber event. When digital networks are compromised or congested, the ability to deliver messages through a secure, isolated, and redundant communication channel becomes essential.

For members of the Critical Messaging Association, this rise serves as a clear "call to action". Paging and critical messaging networks by design, operating independently of the public internet and cellular systems offer a resilient communication backbone when other platforms are down.

Maintaining these independent infrastructures isn't simply about tradition; it's about ensuring operational continuity and public safety when conventional networks fail. As cyber threats grow more sophisticated, redundancy, isolation, and secure fallback systems remain core principles of resilient communication strategy.



The takeaway: in an era of increasing cyber volatility, trusted critical messaging networks are not a relic of the past, they are the safety net for the future.

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TO BENEFIT ALL MEMBERS

Critico Offers UK's Only National Paging Network



Just over a year ago, Critico was born through the merge of two trusted names in critical communications – PageOne and BP Multipage.

At the heart of operations is the UK's only nationwide wide-area paging network.

Paging remains one of the most resilient and dependable communication platforms in use today - providing secure, high-availability coverage. It's vital role in modern critical communications, has ensured active investment in upgrades to continue its relevance alongside broadband, VSAT and future technologies.

From national infrastructure to on-site alerting and staff safety systems, Critico delivers end-to-end solutions.



WHEN IT COMES TO YOUR
CRITICAL COMMUNICATIONS,
NEVER, NEVER COMPROMISE.



e*Message Celebrates 25th Anniversary



e*Message is celebrating 25 years of critical communication. A quarter of a century watching, alerting and transmitting. Twenty five years of protecting what matters.

To mark the anniversary the company wanted to show what drives the company on a daily basis:

- Alert and critical communication services
- A committed and passionate team
- Reliable equipment and network, operational 24/7

Readers can visit the e*Message LinkedIn page to watch a special video celebrating their anniversary.





CST Attends USHA 2025



CST made a strong impression at the University Safety & Health Association (USHA) Tradeshow, showcasing their cutting-edge wireless critical alert solutions to a focused audience of campus safety and health professionals. Their booth demonstrated how their system provides instant, real-time alerts without relying on traditional wired infrastructure, ideal for sprawling university facilities.

CST's hands-on demos and expert discussions reinforced how wireless alerting is becoming a core component of next-generation campus safety strategy.

Getting to know H  lene Henriksson, new CEO of Generic



New Leadership at Generic: Meet CEO H  lene Henriksson
Generic has appointed H  lene Henriksson as its new CEO, bringing extensive global telecom experience to the role. Henriksson previously held leadership positions at Ericsson, managing operations across the U.S., U.K., and Egypt, and later led business transformation projects at Stora Enso before joining Sinch, where she oversaw messaging platform development for telecom operators worldwide.

As she steps into her new position, Henriksson emphasizes a clear focus on profitable growth, customer satisfaction, and employee engagement, continuing Generic's mission to deliver the right communication at the right time.

Wireless Critical Alert Solutions

Protecting lives with advanced reliable lone worker technology



Paging Systems

- Clear alerts through vibration, bright LED flashes and large screen
- IP67 protection - resistant to water splashes, dust and accidental immersion
- Advanced encryption - where communication is crucial

Panic Buttons

- Man Down features with built in accelerometer to detect movement
- Precise location tracker - instantly locate staff in emergencies
- Low battery notification - ensuring you're always prepared in an unexpected situation



Two-Way Radios

- Portable radios ensuring reliable communication
- AI noise cancellation - filtering out noisy backgrounds
- Man down and lone worker - enhancing safety for your staff



generic





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#CMALondon25: Where the Global Critical Messaging Community Connects



Mark your calendar: the CMA's flagship UK event, CMA London 25, is just around the corner (Oct 29-31).

CMA London 25 brings together thought-leaders, technologists and executives for a day of insight-rich sessions, panel discussions and hands-on case-studies. The agenda features high-impact topics such as:

- The evolving role of paging and broadcast alerting in an IP-centric world
- Strategies for integrating legacy paging networks with next-gen mobile alerting and apps
- Resilient communication design during network outages and disasters
- Regulatory updates impacting public safety, healthcare and infrastructure messaging
- Marketing strategies to benefit bolstering CMA membership as well as useful tactics to take home to implement in your own company.



For professionals in the critical messaging ecosystem, CMA London 25 is where you'll:

- Gain foresight into where the industry is heading, especially around redundancy, regulatory compliance, and system evolution
- Connect face-to-face with vendors, integrators and service-providers who support secure alerting solutions
- Hear first-hand from users who've implemented major infrastructure changes (for example: paging retirement, app migration, or hybrid alerting)
- Join discussions that can help shape your organization's strategy and perception within the broader critical-communications community



**STAY TUNED FOR A SPECIAL EDITION
RECAPPING #CMALONDON25**

