

#CMALondon25



# Welcome to 2025 Presence Conference „Specialized and Together for Safety”

London

October 29<sup>th</sup> – 31<sup>st</sup>

Participants from USA, Europe, Australia

## Our Gold sponsors: Prism IPX



**GOLD SPONSOR**



Prism-IPX Systems is pleased to be a Gold Sponsor of CMA-London2025 and provide support for the Critical Messaging Association (CMA) for our fourth in-person meeting since the start of the COVID pandemic.

The Prism companies have been active in CMA, and its predecessor organizations, since the beginning - over 25 years ago. We recognize the value and benefits a well-managed Association can provide to its members, members' customers and the industry itself. We encourage private system owners, operators and end users to become members and be active in setting the direction of critical messaging to better meet your requirements.

Prism-IPX System designs versatile and robust Critical Message Management systems using paging, 4G/LTE, P25 and other wireless technologies for high performance and dependable modern communications solutions. Prism-IPX believes there is a strong future for our critical messaging platforms and we have heavily invested in technology plus expanded our team in the US and Australia.

With systems deployed around the world for country-wide, regional and local privately owned and managed messaging systems our strategic markets include public safety, nuclear research, energy grid control, healthcare and pharmaceutical sectors.

Our products include full-featured critical messaging delivery systems using paging with modern IP based transmitter control systems featuring Prism's integrated plug'n'play interface on STI transmitters. Our strong cooperation with STI has resulted in many new system opportunities controlling several hundred sites.

See Prism-IPX Systems at major trade shows or on our web site. Prism-IPX Systems LLC, 11175 Cicero Drive, Suite 100, Alpharetta GA 30022 USA T: +1 678 242 5290 W: [www.prism-ipx.com](http://www.prism-ipx.com)

# Our Gold sponsors: American Messaging



American Messaging  
The Dependable Choice<sup>SM</sup>

Proud Sponsor of the CMA

Gold Sponsor

Service Teams  
Schedule Sync  
Secure Messaging  
Paging

Make Sure Your Critical Messaging Workflows are Secure!

SECURE CRITICAL MESSAGING | HIPAA COMPLIANT | PROTECTED PHI

Our modern technology provides:

1. The proven reliability of our secure, encrypted pager
2. The convenience of our secure mobile app, AMSCo<sup>n</sup>nect<sup>SM</sup>
3. Integrated together messages are delivered to both, providing convenience and redundancy for your most critical messages

MODERN RELIABLE SECURE

AMSCo<sup>n</sup>nect<sup>SM</sup>

The graphic is a promotional poster for American Messaging's sponsorship of the CMA. It features a blue and white color scheme with a background of abstract light patterns. At the top left is the American Messaging logo. To the right is a gold starburst with the text "Gold Sponsor". Below this, it says "Proud Sponsor of the CMA". The central part of the graphic shows three smartphones displaying different features: "Service Teams", "Schedule Sync", and "Secure Messaging". To the right of these is a "Paging" feature. Below the smartphones, the text "Make Sure Your Critical Messaging Workflows are Secure!" is written. Underneath this are three small images: a doctor using a mobile device, a shield with a checkmark, and a document labeled "Medical Record". Below these images are three boxes labeled "SECURE CRITICAL MESSAGING", "HIPAA COMPLIANT", and "PROTECTED PHI". At the bottom, there is a list of three points about the technology, followed by three icons labeled "MODERN", "RELIABLE", and "SECURE". The bottom right corner features the "AMSCo<sup>n</sup>nect<sup>SM</sup>" logo.

# Our Silver sponsors: Critico / Call Systems Technology



## COMMUNICATION WITHOUT COMPROMISE

- ✓ 30+ years of experience providing reliable and robust critical communications
- ✓ Over 2,500 customers and more than 50,000 users
- ✓ Only Commercial Wide Area Paging Network in the UK

### Our Products

- ✓ Triple Resilience Paging
- ✓ Connect Messaging Platform
- ✓ Two-Way Radio
- ✓ Lone Worker & Nurse Call
- ✓ Staff Attack Systems
- ✓ Responder App

### Sectors

- Health
- Education
- Government
- Energy
- Corporate
- Data Centres

### Trusted By Industry Leaders



CRITICOGROUP.COM

SALES@CRITICOGROUP.COM

PH 0333 2005033

ISO 9001, 27001, 14001, 22301-certified for secure, reliable communication.



call systems technology



BY APPOINTMENT TO  
HIS MAJESTY THE KING  
MANUFACTURER OF  
COMMUNICATION SYSTEMS  
CALL SYSTEMS TECHNOLOGY LTD  
ELSTREE, HERTFORDSHIRE

## Innovative Wireless Solutions

For over 30 years, CST has led the way in on-site communication and critical alert solutions, delivering reliability and efficient systems. Including; Paging systems Wireless call points, Two-way radios and our Advanced Gen2 messaging and alarm monitoring software.

- ✓ Installed in over 24,000 sites
- ✓ Best product partners
- ✓ Compliant and robust systems
- ✓ Innovative, scalable solutions



### Trusted by world leading brands

- Education
- Corporate
- Healthcare
- Hotels
- Retail
- Industry
- Restaurants/Pubs
- Leisure
- Stadiums & Arenas
- Marine

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# CMA london 25 Agenda summary

## Part I

**Member** Presentations | Networking |  
CMA Meeting and CMA Dinner

Oct 29th afternoon and evening

## Part II

**Marketing** Presentations /  
Exchange

Oct 30th morning

## Part III

**Mission Critical Communications** /  
Exchange

Oct 30th around lunch

## Part IV

**Investing** in Critcomms and More /  
London Dinner

Oct 30th afternoon and evening

## Part V

**Member** Presentations /  
Technology

Oct 31st morning

## Final Part

Exchange / **To Dos** / Art and  
Communications

Oct 31st

## Some words about formats

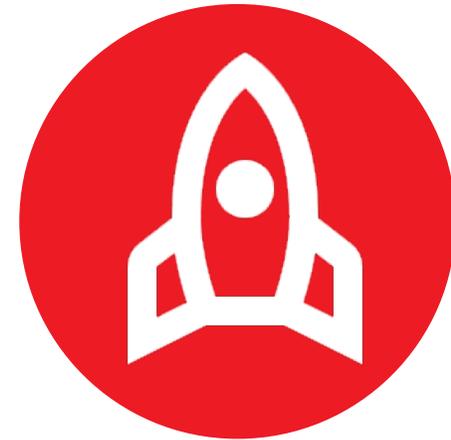
- Presentations
- Impulses
- Discussion
- Speed Datings
- CMA short meeting
- (Working and networking) Dinner(s)
- Groups (for perpetuation?)
- To Dos
- Interviews
- Great guest speakers
- REALISM and WILL to FIGHTING
- Publishing presentations and ... much more.

recognition of good work in the community



## Some words about mission(s)

- Communication in ANY case
- Realism and Investment protection
- One Message set to the Market
- Share our Message to the Market by all channels
- Three and more Continents
- Specialized. Efficient
- Support Regulatory Matters
- It's a Standard



## Our 12 Principles. Our Press release.

1. Critical messaging is becoming increasingly important. Hurricanes. Blackouts. Cellular Outages.
2. 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.
4. Only independent multiple communication services make high availability possible and affordable.
5. In absence of any crisis situation, people will become accustomed to constant availability. Bad for crisis preparedness.
6. Pursuing trendy terminology can sometimes result in poor choices regarding resource selection.

## Our 12 Principles. Our Press release.

7. Broadband is nice. Availability is more important.
8. Hybrid solutions are state of the art.
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.
11. They are characterized by their special responsiveness to societies' and customers' needs.
12. 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

# Thank you for being part of this Conference

We wish greatest success in business.

All the best for your families.

And a safe trip home.

See you very soon.

