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INFORMATION LOGISTICS

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Rapid HELP Alerting

Patent Pending

When every second counts, speed matters.

Rapid HELP Alerting enables transportation agencies to warn motorists instantly when a wrong-way driver (WWD) is detected at a high-risk location. Predefined geofences and alert messages eliminate setup, allowing operators to issue life-saving alerts with a single click.

- **One-click activation - alerts are issued immediately upon detection.**
- **Multi-channel delivery - WEA, Fleetworthy, and HAAS Alerts sent simultaneously.**
- **Flexible deployment - agencies select which channels to use for each event.**
- **Targeted reach - alerts motorists, commercial drivers, and potentially the wrong-way driver.**
- **Pre-configured alerts - no drawing, composing, or setup during an incident.**

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When Rapid HELP Alerting Is Used

Rapid HELP Alerting is used during wrong-way driving (WWD) events, especially at high-risk locations with recurring incidents. It enhances existing signage, detection systems, and other roadway safety measures.

Key Capabilities

- **Warns approaching motorists of a detected wrong-way driver**
- **Alerts commercial vehicle operators who need more time to react**
- **Can reach the wrong-way driver directly**
- **Delivers immediate, location-specific alerts with no delay**

How Rapid HELP Alerting Works

1. One-Click Activation

High-risk ramps and intersections are pre-identified and often equipped with detection systems. When a wrong-way driving (WWD) event is confirmed, operators trigger alerts instantly with one click using pre-set zones and approved messaging.

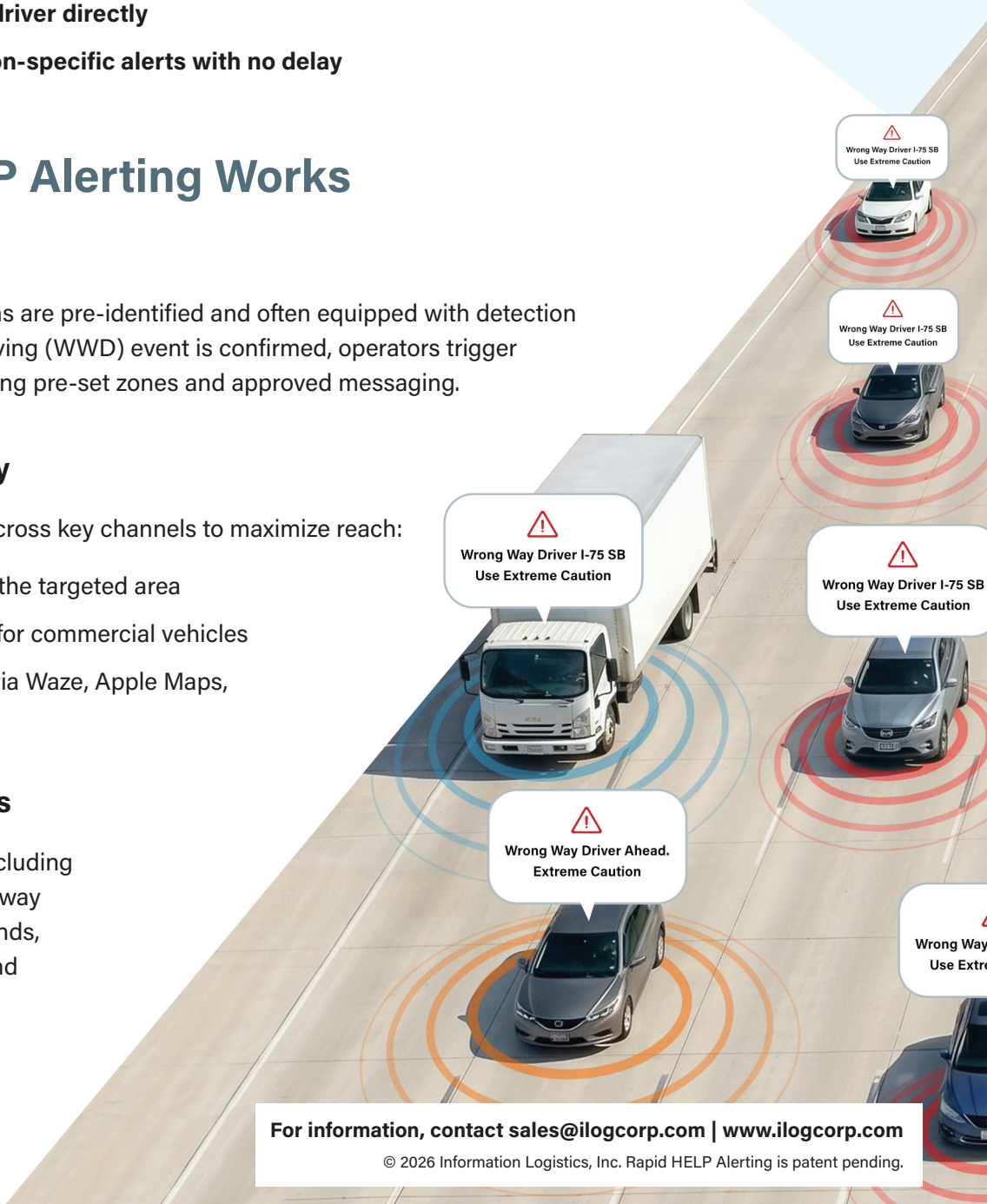
2. Multi-Channel Delivery

Alerts are sent simultaneously across key channels to maximize reach:

- **WEA:** All mobile phones in the targeted area
- **Fleetworthy:** In-cab alerts for commercial vehicles
- **HAAS Alert:** Notifications via Waze, Apple Maps, and Stellantis vehicles

3. Real-Time Driver Alerts

Drivers approaching the area, including fleets and potentially the wrong-way driver, receive alerts within seconds, providing critical time to react and avoid collisions.



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