



The Code Blue Difference: Shopping Centers

THE SOLUTION

The Mall of America recently added dozens of CB 6-s wall-mounted enclosures from Code Blue, each equipped with an IP5000, a full duplex VoIP emergency speakerphone that provides a reliable link to first responders. It also included Blue Alert® MNS, Code Blue's sophisticated incident response software solution that can deliver multi-layered emergency notifications via a wide range of platforms. Managing the entire system is the award-winning ToolVox® X3 management platform.

The addition of Code Blue augments the mall's layered emergency operation plan that includes bomb-sniffing dogs, foot and bike patrols and a team that monitors hundreds of security cameras and social media platforms.

The implementation of Code Blue also is appealing to shopping centers looking to improve customer service and minimize legal considerations by providing another level of security.

"We recognize that Mall of America doesn't start inside the doors, it's the whole property," Reynolds told the Minneapolis Star Tribune. "We use a technique called 'Layers of Security' where you have different layers of security before you even get inside."

Whether it's spotting a suspicious individual, reporting a medical emergency or requesting help for something like car trouble or directions, the addition of Code Blue can help first responders react in an efficient and effective manner, ensuring mall customers and tenants remain happy and productive.

"This is a safe place," Bloomington Police Chief Jeff Potts told the St. Paul Pioneer Press.

Code Blue is doing its part to ensure it stays that way.

FEATURED PRODUCTS

- + **Blue Alert® MNS:** *An incident response solution that is both comprehensive and cost-effective, this advanced software solution allows responders to deliver multi-layered emergency notifications via a wide range of platforms, including email, text message (SMS), emergency phones, public address speakers, social media, desktop alerts and more, quickly informing and directing people in emergency situations.*
- + **CB 6-s with IP5000:** *The durable and weather-resistant stainless steel enclosure is capable of providing reliable communication by housing this full duplex VoIP speakerphone that is available with multiple button and keypad options and a variety of bezel selections.*
- + **ToolVox® X3:** *A sophisticated emergency management platform that offers unique real-time monitoring and provisioning options, acting as a hub for connecting emergency phone networks and other Code Blue devices, sending alerts via outdoor platforms, such as blue light phones and public address speakers.*



Blue Alert® MNS

ToolVox® X3



CB 6-s with IP5000

