BLUE LIGHT vs MOBILE APPS

Code Blue®

There doesn't seem to be much that cell phones can't do these days.

You can even alert first responders during an emergency with mobile safety apps that have grown in popularity over the years.

This technological expansion, however, doesn't mean that security devices like blue light phones need to be removed or eliminated. Blue light Help Points® are integrated security stations that provide a wide array of emergency communication solutions, while simultaneously serving to augment mobile security apps.

In fact, blue light phones have a number of advantages over mobile apps, including:

CONCERN	BLUE LIGHT HELP POINTS®	MOBILE SAFETY APPS	WHY?
PINPOINT LOCATION	✔		First responders can determine your whereabouts instantly with blue light Help Points®. Mobile apps frequently utilize geo-triangulation, which is not always precise.
CONNECTIVITY	✔		Blue light Help Points® can provide direct contact with emergency personnel on site. Mobile apps may connect to 911, meaning help could be miles away.
DURABILITY	✔		Blue light Help Points® are ruggedly constructed and durable enough to withstand harsh wear and tear. Mobile batteries can die and phones can be easily forgotten. Also, moments spent fumbling with a phone have an impact.
INTEGRATION	✔		Blue light Help Points® are sophisticated enough to integrate with public address speakers, mass notification software, video cameras, card readers, AED housings and more. Added physical security options are limited with mobile apps.
ACCESSIBILITY	✔		Blue light Help Points® are available for anyone, and useful for non-emergency services like information requests, campus escorts, and vehicle assistance. Mobile apps are convenient for those who download and configure their location, but that doesn't do much for parents or guests.
RELIABILITY	✔		Blue light Help Points® eliminate human error by making it simple: Push a button, alert first responders, receive assistance. Mobile app service isn't guaranteed when traffic overwhelms cellular networks (sporting events, storms, etc.), plus there are periodic software update delays and potential data connectivity issues.
FINANCIAL	✔		Once installed, blue light Help Point® maintenance costs typically are low and they are durable enough to last for years. Mobile apps often have a reoccurring fees, changes in technology, & frequent obsolescence.
PEACE OF MIND	✔		Students and parents frequently cite blue light Help Points® as visible deterrents that provide the peace of mind of knowing they are in a safe environment. Mobile apps are useful, but do not provide an impactful, visual deterrent.
ADOPTION RATE	✔		A common concern we often hear from universities and large corporate campuses is how low adoption rates are for recommended or required mobile safety apps. Once a Help Point® is installed, it is easily accessible and always available when needed most.

In the end, the best method for a comprehensive security plan is to employ both blue light phones AND mobile apps within the same ecosystem. That along with other emergency communication solutions like audio paging speakers and mass notification software, contribute to a multilayered approach that ensures everyone's safety is being looked after in the most complete way possible.