



HAAS ALERT

Connect and Protect

A guide to **Safety Cloud**[®]
digital alerting for agencies,
fleets, and cities.



Digital Alerting with Safety Cloud®

Safety Cloud® by HAAS Alert turns roadside events into real-time digital alerts that warn drivers of an upcoming hazard. When your emergency or flashing lights are activated, Safety Cloud immediately begins notifying approaching drivers that your crew or vehicles are in the road ahead — giving them critical time to slow down, move over, and make safer maneuvers as they pass.

Digital alerts warn drivers of emergency vehicles, work zones, and other hazards up to 30 seconds in advance. Alerts delivered through Safety Cloud are distributed intelligently to drivers through a constantly-expanding network of vehicles and navigation applications, providing extra safety with no additional action required from your crew. Safety Cloud delivers two types of alerts:

Stationary Alerts

When your emergency lights are on and your vehicle has been stationary for 30 seconds, Safety Cloud creates an event and begins alerting nearby drivers of your presence.

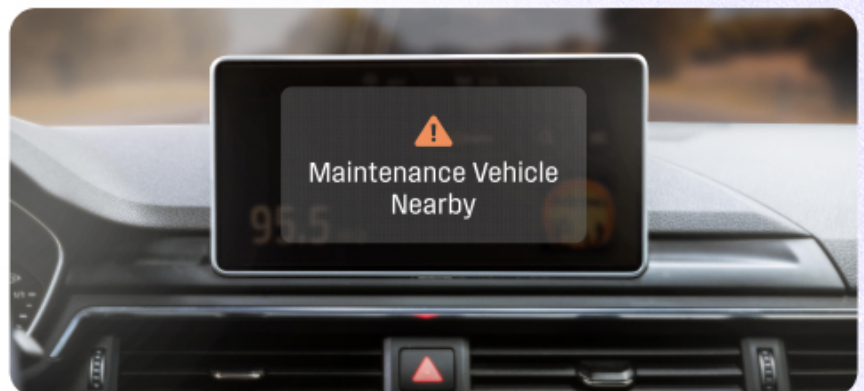
- ⚠️ EMERGENCY VEHICLE AHEAD
- ⚠️ TOW TRUCK AHEAD
- ⚠️ WORK ZONE AHEAD
- ⚠️ ROAD WORK AHEAD
- ⚠️ LANE CLOSURE AHEAD
- ⚠️ DISABLED VEHICLE AHEAD
- ⚠️ SCHOOL BUS STOPPED AHEAD



Moving Alerts

When emergency vehicles are en route with emergency lights activated, Safety Cloud delivers digital alerts to nearby motorists and vehicles.

- ⚠️ EMERGENCY VEHICLE APPROACHING
- ⚠️ DOT MAINTENANCE NEARBY
- ⚠️ STREET SWEEPER NEARBY
- ⚠️ SNOW PLOW NEARBY
- ⚠️ SALT TRUCK NEARBY
- ⚠️ MAINTENANCE VEHICLE NEARBY



Creating safer,
smarter driving
experiences.

369,000,000

DRIVERS ALERTED IN 2025



“

“We need to continue to find ways to keep people from dying. Technology like Safety Cloud is how we will do that.”

Haley Norman – Direct Traffic Control

”

“

“The biggest advancement that I have found to help our drivers on the side of the highway is HAAS Alert.”

Technician Adam Coderre
Guardian Fleet

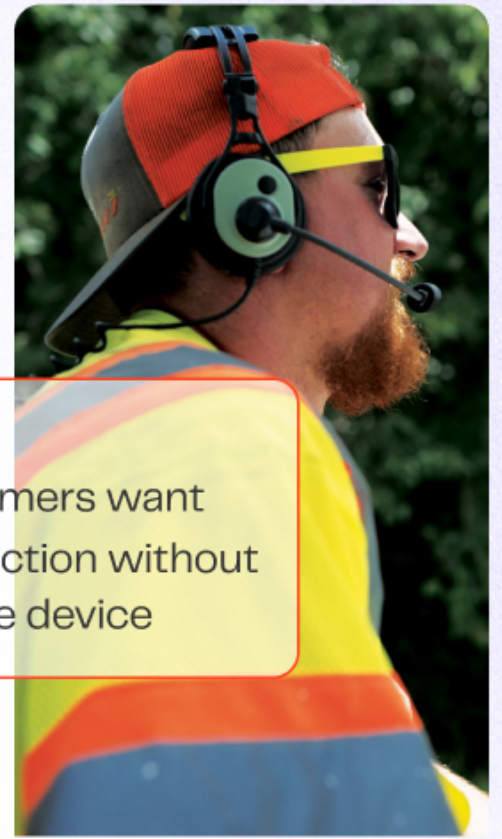
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UP TO

90%

REDUCTION IN
COLLISION RISK

88% of consumers want
V2X features to function without
the need of a mobile device



1 An event is activated

Emergency vehicles, fleet vehicles, work zones, and connected infrastructure automatically trigger a real-time Safety Cloud event when flashing lights are turned on.

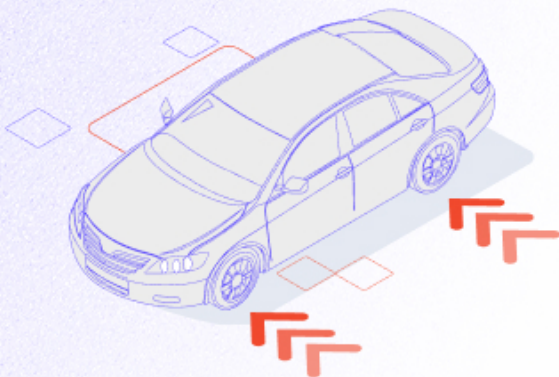
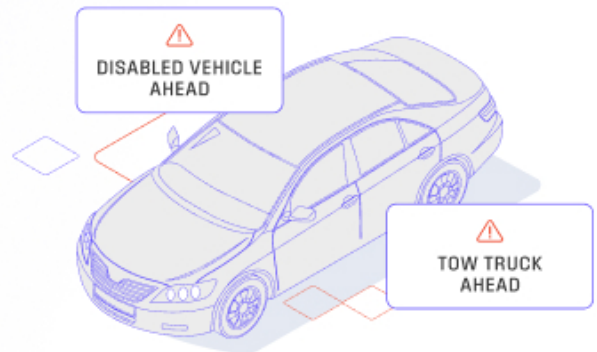


2 Safety Cloud does the work

The event is verified and distributed instantly across the Safety Cloud network, with no additional steps required from your crew.

3 Alerts reach drivers

Motorists receive clear, timely warnings up to 30 seconds in advance through in-vehicle infotainment displays and popular navigation apps.



4 Drivers take safer action

Earlier awareness gives drivers time to slow down, move over, or avoid the hazard entirely, reducing collision risk by up to 90%.

Equipping Your Fleet

Equip Safety Cloud on any vehicle. Spec the HAAS Alert HA-7 transponder at the OEM or factory level for all new truck builds, or easily retrofit existing assets.

HA-7 Transponder

4.3" x 5.3" x 1.4"



The HA-7 Transponder wires directly to your vehicle's emergency lights and operates entirely on its own with no user interaction necessary. Installation typically takes 30 minutes or less, minimizing downtime for your fleet. No additional data plan is required.



- Compatible with any vehicle, any make, model, or age
- Synchronizes with your lightbar or emergency master to automatically trigger alerts
- Plug-and-play design is easily swappable for future network upgrades
- Optional extended antennas enable a wide range of installation options

HA-Direct Integration

Integrate Safety Cloud with your existing telematics or fleet GPS solution. No additional hardware or data plans required.



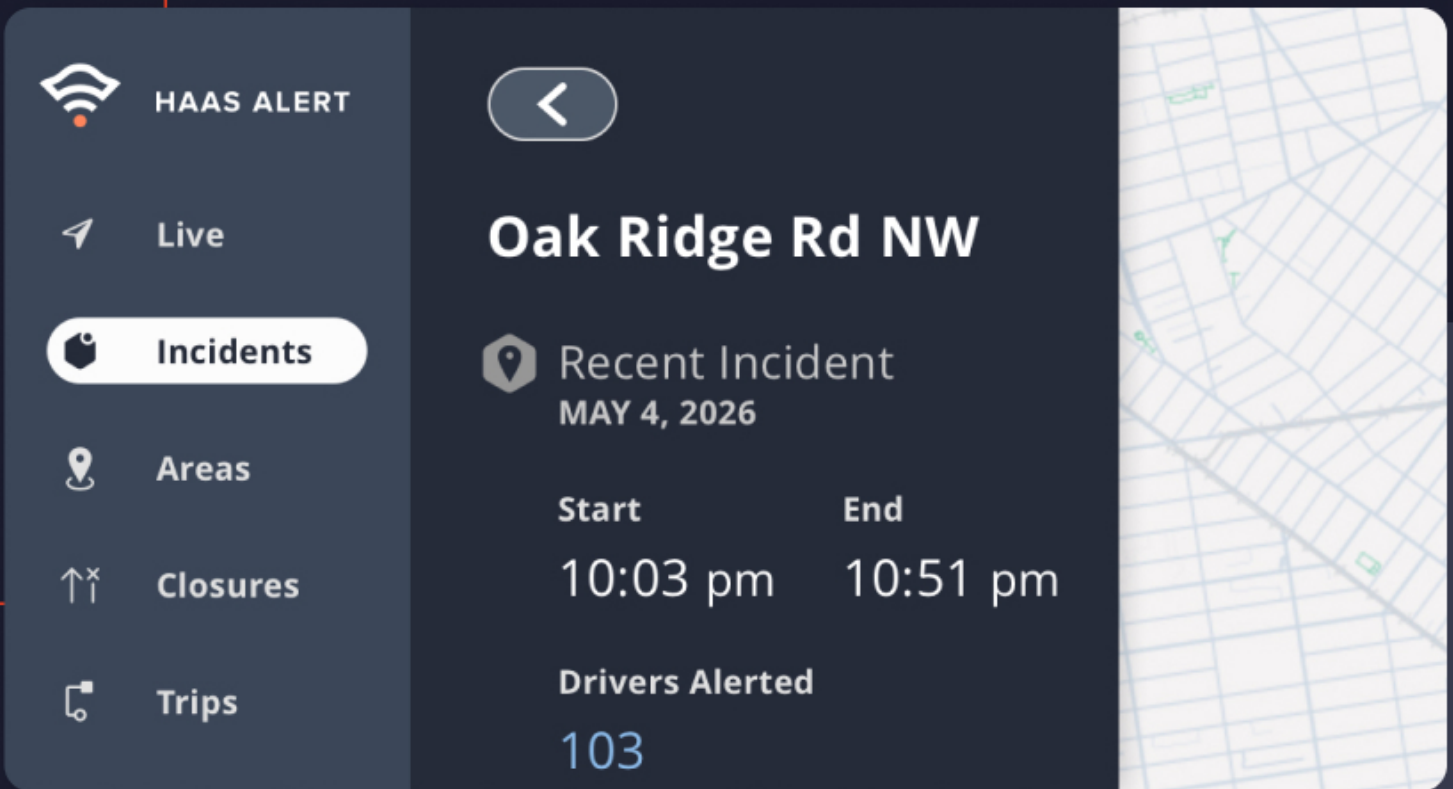
For a full list of partners and integrations, visit: haasalert.com/integrations

Safety Comes Standard on New Emergency Apparatus

Safety Cloud service comes standard with new custom apparatus and vehicles from select OEM partners. You can also spec Safety Cloud on any new truck build with any manufacturer.

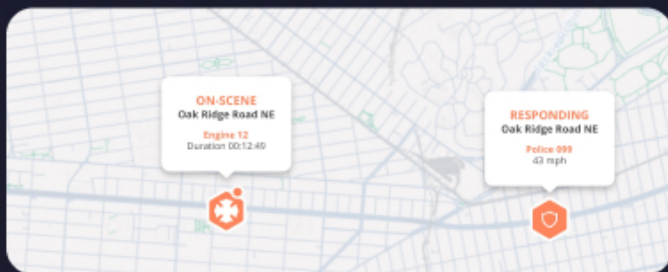


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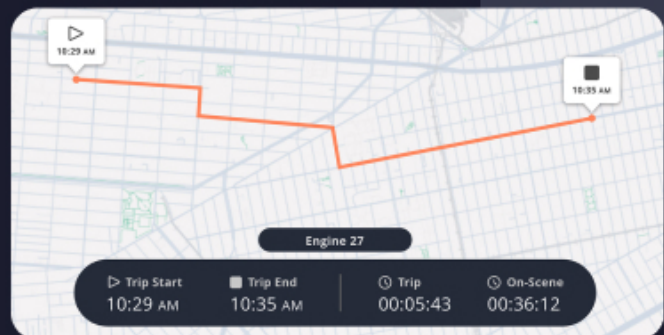


Safety Cloud® Dashboard

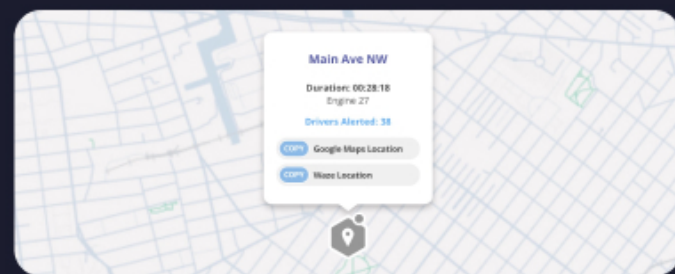
Real-time awareness for command and crews. Every Safety Cloud-connected agency gets access to a powerful dashboard that brings visibility and intelligence to your entire fleet.



See real-time locations and alerting status for every equipped asset



View incident history, trip history, response times, and time on-scene



Create alerting exclusion zones, lane closures, and more

- Alerting statistics + asset activity reports
- Interoperability between mutual aid agencies
- Authorize unlimited users in your agency
- Access from any internet-connected device

DASHBOARD FEATURE

Safety Cloud Monthly Reports

Access tangible and insightful data on the measured impact Safety Cloud has on your fleet. Your personalized report is available every month, giving you the key indicators to inform and identify trends that help optimize operational performance.

- Statistics: Drivers alerted, events, calls, time-to-scene, time-on-scene, and more
- Safety Impact: View average speed reduction by drivers after receiving a Safety Cloud alert, benchmarked against your region and similar organizations.
- Prepared for You: Your personalized Safety Cloud report is delivered automatically every month
- Verifiable Insight: Objective data to track trends and optimize performance

Drivers Alerted

12,971

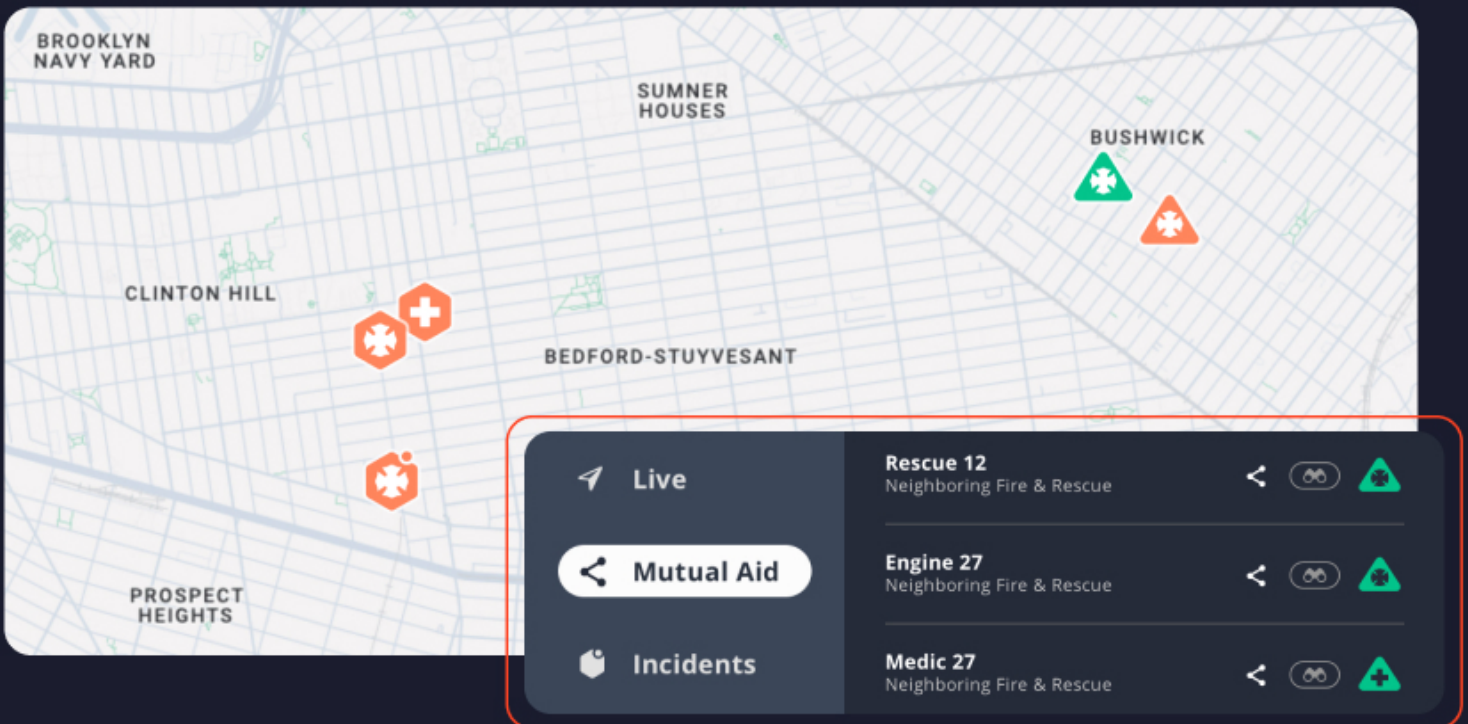
Driver Speed Reduction

10.2%

All Fleets

Incidents

162



DASHBOARD FEATURE

Safety Cloud Mutual Aid Sharing

When emergency responders rely on one another for mutual aid coordination, shared situational awareness is key. Safety Cloud enables direct sharing of fleet data between any and all fleets, keeping your teams coordinated and visible to each other in real time.

Additional Safety Cloud Reporting

Asset Activity Reports

Share safety impact data with your constituents, partners, peers, and city hall. Alerting statistics per asset give every stakeholder a clear picture of how Safety Cloud is performing across your entire fleet.

Filter and analyze by:

- Asset: Compare between individual vehicles, vehicle types, or specific units
- Time: Surface patterns by shift, day of week, or incident type
- Cross-Fleet Views: Benchmark a single station or location against agency-wide averages

Asset Mileage Tracking

IFTA compliance often means hours of paperwork, manual mileage logs, and messy spreadsheets. The Asset Mileage Report in Safety Cloud removes that burden by automatically calculating your asset mileage by state, delivering faster, more accurate reporting without extra effort.

- Eliminate manual logs and reduce hours of reporting
- Based on your existing GPS data
- Download reports directly from the dashboard in just a few clicks



Work Zone Data Exchange

Safety Cloud enables the creation and publication of work zone data for safer and smarter roads. Modernize your work zones to send real-time digital alerts to approaching vehicles and to improve centralized work zone management.

Do More with Safety Cloud

Expand your Safety Cloud service with additional products that help build a fully connected approach to roadway safety.



Emergency Vehicle Preemption (EVP)

Don't let red lights slow your response. Safety Cloud-equipped vehicles are compatible with leading EVP providers to ensure a clear path at every intersection.

- Clear routes faster, safer, and more efficiently
- Safety Cloud integrates seamlessly with leading preemption providers
- Combines infrastructure preemption with digital alerting for total traffic coordination



Responder-to-Responder™ (R2R) Alerting

Responder-to-Responder (R2R) alerts notify drivers and operators when other Safety Cloud-equipped vehicles in active response mode are approaching the same intersection. Flashing LED indicators mounted inside the cab go off ahead of time so crews can prepare and take appropriate action.

- Available as an additional subscription to your Safety Cloud service



Safety Cloud Relay

Put the power of Safety Cloud into the systems your agency already uses.

- Port your fleet and incident data into third-party solutions
- Access a dedicated API to stream real-time data and retrieve historical data
- Connect with traffic incident management and emergency operations centers for maximum coordination and interoperability



HAAS ALERT

SAFETY CLOUD[®]

CONTACT SALES



[HAASALERT.COM](https://www.haasalert.com)