CELL BROADCAST SERVICE

3GPP – ATIS – TIA – WEA - EU ALERT – ETWS Compliant

Key Benefits

- √ Reaching to millions in seconds
- √ Fast, reliable, dedicated, and location-based mass message delivery
- √ Robust operation during heavy network overload
- √ Respectful to full privacy:No subscription, mobile app installation, personal information is required.
- √ Compliant with all related international standards(3GPP, ETSI, ATIS, TIA).
- √ Compliant with all standard public warning technologies (WEA/CMAS, EU-Alert, ETWS)
- √ Compatible with all global vendor entities (Nokia,Ericsson,Huawei, etc.)
- √ Single platform for all cellular networks (2G,3G,4G,5G). Flexible
- √ Deployment and Robust
- √ Redundancy: Virtualized and Bare-metal solutions
- √ Comperehensive and effective GUI
- √ Advanced and quick message generation
- √ Robust alarm,monitoring,and reporting
- √ Comprehensive security

Desired location can be selected via a map.

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Product Overview

Cell Broadcast Service (CBS) is a critical communications infrastructure that delivers instant broadcast messages to millions of mobile devices across selected geographic areas — with no user registration or internet connection required. Designed for public safety and crisis management, CBS is one of the most reliable ways to reach large populations at the moment they need it most.

The CBS Platform consists of two core components: the Cell Broadcast Entity (CBE) and the Cell Broadcast Center (CBC). Messages created via the CBE are packaged by the CBC module and forwarded to Radio Access Networks (RAN, MME, RNC, BSC, AMF) then broadcast directly to mobile devices through base stations in the targeted area.

CBS enables you to:

• Send simultaneous, real-time messages from central authorities to millions of users in selected regions during natural disasters and emergencies

• Establish a fast, secure, and dedicated broadcast channel between public institutions and mobile users

• Deploy a globally recognized, field-proven emergency alerting system defined by 3GPP standards

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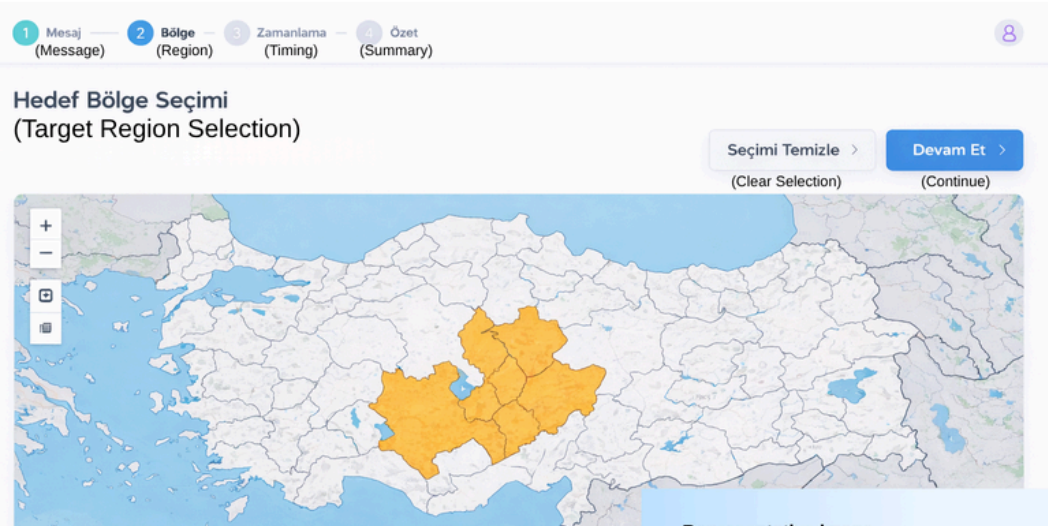
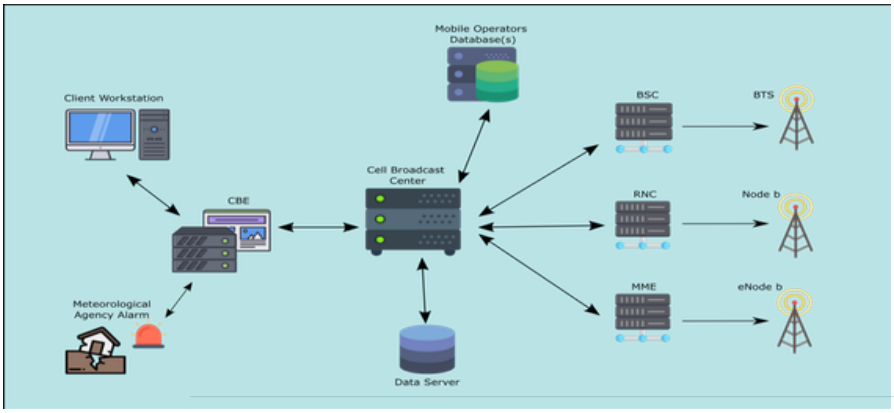
Use Case

- Natural disasters (sandstorm, earthquakes, tsunami, etc.)
- Public health (pandemics, etc.)
- Safety of large organizations (public meetings, pilgrimage, sport events, conferences, concerts, festivals, etc.)
- Crimes and terrorism (child abduction, theft, bomb warnings, assaults, etc.)
- National security threats (protests, etc.)
- Commercial advertisements (location-based services, etc.)



System Overview

The CBS mainly consists of two modules, which are Cell Broadcast Center (CBC) and Cell Broadcast Entity (CBE). The CBC module packs the messages generated by the CBE and transmits these messages to the Radio Access Networks (MME, RNC, BSC, AMF). After this stage, the RAN transmits the broadcast message to mobile devices through the base stations located within the selected geographical region.



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