



In a nutshell



Client profile

The Italian region of Emilia-Romagna, home to more than four million people, is protected by an emergency response service spanning local and national-level control rooms.

Emergency Situation

Manage unprecedented call volumes during catastrophic floods, including requests from deaf people, non-native speakers, and other vulnerable groups.

Solution

Operators used FlagMii® EML to initiate life-saving communication via WebRTC, enabling video conferencing, multilingual chat and live assistance from sign-language interpreters.

Impact

- Enabled inclusive communication for deaf people and non-native speakers.
- Combined chat, video, translation and attachments into one seamless flow.
- Improved emergency response accuracy through real-time observation and expert input.

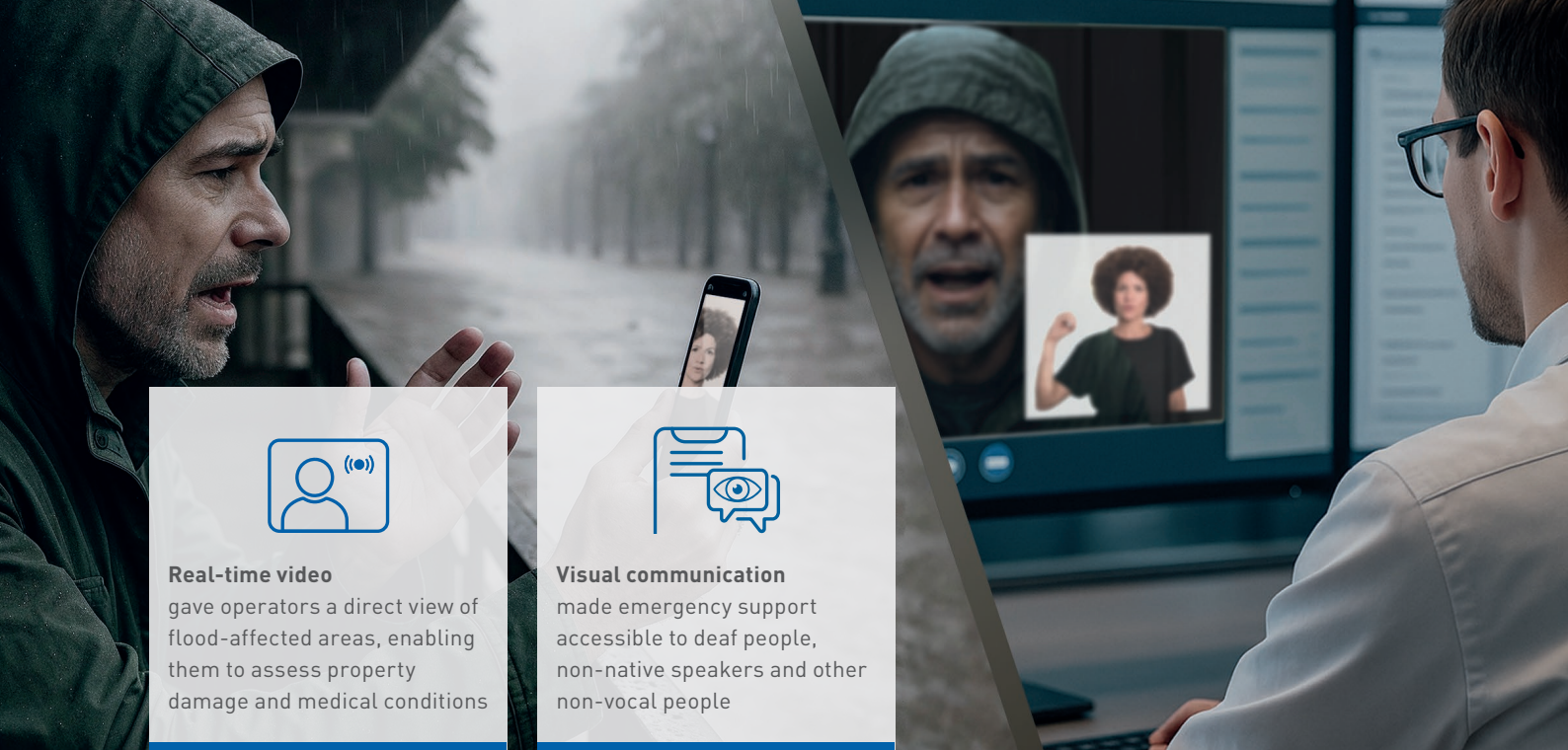
Helping disabled and non-Italian speakers with FlagMii® EML

In May 2023, the Italian region of Emilia-Romagna was hit by a wave of devastating floods. This widespread emergency overwhelmed communication systems and presented significant challenges to rescue services.

For deaf and hearing-impaired residents, accessing help via emergency telephone numbers was potentially problematic. This was also the case for non-Italian speakers and for people with speech impediments. Equipped with FlagMii EML, the communication platform officially adopted by the Italian National Deaf Emergency Service, operators were able to provide timely assistance to these groups of vulnerable people.

The FlagMii EML solution uses a standard SMS to open a secure communication channel directly to the caller's smartphone, enabling a live video link. With no dedicated smartphone app required, callers are in full control over what they share with the control room to get the help they need. Flood responders were able to communicate effectively by inviting specialists – including sign language interpreters, translators, and psychological and medical experts – into their conversations.

During the floods, FlagMii EML enabled the emergency communication services in Emilia-Romagna to communicate securely and conveniently with non-vocal residents, including deaf people and non-Italian-speaking tourists – ensuring timely, accurate and accessible interactions.



Real-time video

gave operators a direct view of flood-affected areas, enabling them to assess property damage and medical conditions



Visual communication

made emergency support accessible to deaf people, non-native speakers and other non-vocal people

Enhancing communications during complex emergencies

Bringing clarity amid chaos

Severe floods can completely change the landscape: roads, railway lines and other landmarks may disappear, conventional methods of travel may become impossible, and power cuts may bring additional difficulties. The environmental impact and scale of these events make them among the most complex emergencies to manage.

For teams in Emilia-Romagna, it was critical to quickly establish reliable communication with all residents in need of assistance. Having a multimedia connection between the emergency caller and the control room enables so much more, essential for any rescue mission. The solution also provided precise geolocation, updated in real time as callers moved (for example, when escaping floodwaters), enabling rescuers to reach them more easily.

With FlagMii enabling callers to send real-time video to emergency responders, teams gained a better understanding of the situation on the ground and could guide resource deployment with greater precision. From verifying if someone is trapped on a rooftop to bringing them to safety, FlagMii EML empowers control rooms to respond more effectively.

Overcoming communication barriers to deliver assistance

In emergency scenarios, rapid and intelligent responses can make the difference between life and death. Without requiring users to download and install an application, FlagMii EML provides a host of accessible tools to support fast, smart decisions. These include predefined questions to solicit information from callers, pictograms explaining first aid procedures, and the ability to include sign-language interpreters on video chats.

Emergency operators in Emilia-Romagna used the multilingual and non-voice capabilities of FlagMii EML to help them triage requests for assistance and dispatch the appropriate resources. The technology enabled operators to send diagrams, instructions, and messages to callers – bridging language barriers and enabling communication even when voice calls were not feasible.

FlagMii EML's open interface seamlessly integrates multimedia into existing control room tools, bringing deeper understanding to emergency responses.

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