

The Blue Light Phone Advantage

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 are growing in popularity.

This technological expansion, however, doesn't mean that security devices like blue light phones need to be removed or eliminated. Blue light phones 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:



	BLUE LIGHT PHONES	MOBILE SAFETY APPS	WHY?
PINPOINT LOCATION	✓		First responders can determine your whereabouts instantly with blue light phones; mobile apps frequently utilize geo-triangulation, which is not always precise.
CONNECTIVITY	✓		Blue light phones provide direct contact with emergency personnel on site; mobile apps may connect to 911, meaning help could be miles away.
DURABILITY	✓		Blue light phones 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 phones are sophisticated enough to integrate with public address speakers, mass notification software, video cameras, card readers, automated external defibrillator (AED) housings and more; added physical security options are limited with mobile apps.
ACCESSIBILITY	✓		Blue light phones 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 phones eliminate human error by making it simple: Push 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 updates and potential data connectivity issues.
FINANCIAL	✓		Once installed, blue light phone maintenance costs typically are low and they are durable enough to last for years; mobile apps often have a reoccurring fee due each semester based on enrollment.
PEACE OF MIND	✓		Students and parents frequently cite blue light phones as visible deterrents that provide the peace of mind of knowing they are in a safe environment; mobile apps are useful, but not guaranteed to deter.

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



Code Blue
800-205-7186 | codeblue.com