NOT EVERYONE CAN HEAR YOUR FIRE ALARM
One in six (11 million) of the UK population experiences hearing loss; at least two million of these people are unable to hear a fire alarm.

With over 100,000 fires in buildings every year in the UK, the risk to Deaf and hard of hearing people is not only high but potentially life threatening.

By installing the patented Deaf Alerter system, many potential risks can easily be eliminated - this aids compliance with various laws and legislation such as Equality Act, Human Rights and Health and Safety.

With thousands of installations across the UK, Deaf Alerter is the market-leading fire alarm warning and messaging system for Deaf and hard of hearing people and Alerter Group plc is responsible for the entire system design, manufacturing, installation and support.

Heavily investing in R&D, our products are constantly evolving in line with developments in technology, standards and legislation. Most importantly, demand from our end user, the Deaf community, has played a pivotal role in the research and development we have undertaken to place us at the forefront of the market.

You can find the Deaf Alerter system installed in virtually every market ranging from public sector organisations, such as universities and central government, to private sector companies such as hotels and shopping centres. Alerter users are typically employees, guests, customers and students.

To guarantee complete coverage, every installation is site specific, requiring a detailed site survey. A Project Manager will be allocated from start to completion of the project giving guaranteed continuity and complete customer satisfaction. Training and ongoing support is provided by our Customer Services Department.

Our Marketing Department will aid promotion of your efforts in best practice, helping people know the system is installed.

Having worked in this specialised industry for over 25 years, Alerter Group plc has experience in projects of every level of complexity, which is demonstrated through our extensive installed client base. We have a high number of qualified staff with British Sign Language skills to help training and support needs.

Deaf Alerter is a vital lifesaving system. To complement this, Alerter Group plc provide comprehensive support packages, including effective preventative maintenance visits and product support to protect the investment made when purchasing a Deaf Alerter system. All systems include free for the first year:

- On-site preventative inspection (every six months) in line with BS5839-1
- Fault call-out guaranteed response time
- All parts and labour included
- Radio licence renewal via Ofcom

As an ISO9001 certified company, along with our other external accreditations, you can be assured of our attention to detail and the quality of our support.
Alerter™

DAYTIME PROTECTION

The Alerter is a small, robust, portable receiver carried by the Deaf user.

- A red Alerter will work in any building displaying the Deaf Alerter sign, working to the International Roaming Standard
- Blue Alerters are site specific for visitors, or can be programmed to give additional fire alarm information to fire wardens
- High-priority messages - fire alarm messages cannot be switched off
- Very strong vibration - to alert the user to a message
- User cannot cancel fire alarm message - must evacuate building to stop vibration
- Constructed to withstand everyday use and occasional drops

Night Cradle™

NIGHT-TIME PROTECTION

For protection at night in hotels, halls of residence and residential homes. If the fire alarm is activated the pillow pad vibrates strongly and the light will flash continuously.

- Will wake up a sleeping Deaf person when the fire alarm is activated
- Mains-powered with internal battery back up
- Works in any bedroom with no special wiring
- High-intensity light
- Provides 24-hour-a-day safety
- Additional door-knock option
Roaming

COMMUNICATION ON THE MOVE

Unique patented roaming system that allows Alerter users to receive emergency messages and communications in any building displaying the Deaf Alerter symbol.

- International Roaming Standard
- Thousands of Deaf people have their own Alerters
- Less administration of loan units
- Ideal for multiple buildings and sites
- Signage provided to show roaming coverage
- Assists compliance of Equality Act for Deaf visitors

Transmitter

CONTROL PANEL - DA3000 TRANSMITTER

- Fully complies with BS5839 and EN54
- Complete building coverage guaranteed
- Compatible with all fire alarm systems and interconnected with fire rated cable
- Multiple inputs for fire evacuation zones
- Continuous fault monitoring - with indication & feedback to fire panel
- Network-based messaging, status reporting and email fault alerts
- International Roaming Standard
- Lockable metal IPS1 cabinet
- Integrated power management - battery backup exceeds EN54-4

Text Messaging™

SEND MESSAGES AT THE TOUCH OF A BUTTON

Message Manager software, installed on networked PC’s, allows free messaging throughout a site. Private messages can be sent to individual Alerters or groups of Alerters; public address messages can be sent to any Alerters within range using the International Roaming Standard.

- Individual, Group and Public Address message function
- Prioritises emergency messages
- Messaging software included free with the system
- No charge for sending or receiving messages
- Pre-recorded and scheduled messages with repeat option
- Software handles allocation of Alerters to users
Some well known Deaf Alerter installed sites:

Commercial
Allen and Overy LLP
BBG
British Telecom
Cable & Wireless Communications Ltd
Cottage Delight Ltd
Dennis Manufacturing UK Ltd
Deutsche Bank
Ernst & Young
Ford Motor Company
Guardian Business Media
Housing Corporation - Leeds
HSBC
ITV
JCB
Lloyds TSB
Manchester Central Convention Complex
McBride plc
Morningstar UK Ltd
National Grid
Parcel Force Worldwide
Rolls Royce
Royal Bank of Scotland
Royal Mail
Shell UK
St Ivel
Toyota Manufacturing UK
TUC
Turner Broadcasting Europe
Twickenham Pte
Vauxhall Motors Limited

Hotels
Andaz Hotel
Crowne Plaza
Hard Days Night Hotel
Hilton
Jurys Inns
Marriott Hotels
Millennium Madejski Hotel
Park Plaza London
Premier Inn
Russell Hotel
Staybridge Suites
The Connaught
Zetter Hotel

Charities & Deaf Organisations
Action for Hearing Loss
BID Services for Deaf People
DeafHear
Deafway
Donaldson’s Trust
Doncaster Deaf Trust
Elmfield School for Deaf Children
Longwill School for Deaf Children
National Deaf Children’s Society
Radio Communications Museum of GB
Sense
SignHealth

Retail
Almondvale Shopping Centre
ASDA
IKEA
J D Williams
Princesshay Shopping Centre
Sharps Bedrooms
The Friary Guildford
Waterstones

Transport
George Best - Belfast City Airport
Network Rail
Siemens Rail
Transport for London

Healthcare
BUPA International
Dragon Square Community Units
Grenoside Grange Hospital
New Cross Hospital
Princess Alexandra Hospital, Harlow
Rotherham House Nursing Home
Royal Hospital Chelsea
Surrey & Borders Partnership NHS Foundation Trust
Torbay General Hospital
University of Reading
University of Salford
University of St Andrews
University of the Arts - London
University of the West of England
University of Warwick
University of Worcester
University of Wolverhampton
University of Worcester
Uxbridge College
Wakefield College
Westminster Kingsway College
Yeats College
York College

Government Bodies
Aberdeen Sports Village
Arber Valley Borough Council
Avon & Somerset Constabulary
Barnsley Metropolitan Borough Council
Birmingham City Council
Birmingham City Council
Cambidgeshire Constabulary
Cambridgeshire County Council
Cardiff & Family Justice Centre
Central Manchester University Hospital
Chelmsford City Council
Chesterfield Borough Council
Civil Justice Centre - Manchester
Crown Prosecution Service
DEFRA
DCLC
Department for International Development
Department for Transport
Derbyshire Constabulary
Derbyshire County Council
Doncaster Metropolitan Borough Council
Dorset Police Authority
Dorset Probation Service
Dundee City Council
Exeter City Council
Food Standards Agency
Foreign & Commonwealth Office
Forensic Science Service
Gateshead Civic Centre
Government Actuary Department
Greater Manchester Police
Her Majesty’s Prison Service
Her Majesty’s Revenue & Customs
Home Office
Horsham District Council
Land Registry
Leicester City Council
Lincoln City Council
Liverpool City Council
London Borough of Brent
London Borough of Camden
London Borough of Hammersmith & Fulham
London Borough of Newham
Manchester City Council
Merseyside Police Authority
Metropolitan Police
Ministry of Defence
National Assembly for Wales
National Museums of Scotland
Newcastle City Council
North Ayrshire Unitary Council
North East Lincolnshire Council
Nottingham City Council
Nottinghamshire County Council
Nottinghamshire Fire & Rescue Service
Ofsted
Oxfordshire County Council
Renfrewshire Council
Rotherham Metropolitan Borough Council
Royal Society of Arts
Sandwell Metropolitan Borough Council
Sheffield City Council
South Yorkshire Police
Sunderland Civic Centre
Tayside Police HQ
UK Border Agency
Vale of Aylesbury Housing
West Midlands Police
West Yorkshire Police
Windsor Castle
Wrexham County Borough Council
Who are we?

Alerter Group plc is a multi-million pound, profitable, stable and expanding company with thousands of customers across the UK and Ireland. Over the last 25 years, we have developed and grown to be the market leader in providing emergency communication systems for disabled people. Our knowledge and technical expertise allow us to constantly be at the forefront of technology to meet the needs of our customers.

Our Team
Our team are passionate about delivering excellent service and take great pride in designing and installing award-winning products that help save lives.

Our Engineers
Our in-house dedicated and highly skilled engineers provide an efficient service, carrying out installations and maintenance throughout the UK.

Online CPD
Our online CPD is an excellent way to gain an understanding of the laws and barriers faced every day by disabled people. Viewed over 10,000 times, 92% have found it extremely useful.

Innovation
Our in-house team of specialist R&D engineers are constantly developing existing products and new concepts, providing our customers with the most innovative systems possible.