

Student Housing Near LSU and Southern University Enhances Peace of Mind with PointCentral's Mobile Safety Button

2025-07-22

TYSONS, Va.--(BUSINESS WIRE)-- PointCentral, a leader in smart property technology, in partnership with its strategic service provider partner ePropertyCare, announced that student housing community Altitude Baton Rouge has successfully launched an industry-first safety and wellness solution to support residents and staff while at the property and on the go. Altitude Baton Rouge, managed by Tailwind Group, is located near Louisiana State University and Southern University.

PointCentral Safety Button for Multifamily

The mobile Safety Button offers national coverage and provides

preventative safety and immediate emergency support with concierge level services. Whether residents are at their apartment, on campus, or walking late at night, help is available with the press of a button. Safety Button is a smarter, more advanced way to connect to police, fire, or emergency medical help when you need it.

"Thriving rental communities are built atop the most foundational need for safe and secure living environments. The Safety Button puts a powerful, easy-to-use tool right in the pockets of residents and onsite staff," said Nate Wusk, General Manager of PointCentral. "With Safety Button, our goal is simple: provide confidence and peace of mind with technology that works when it matters most."

The Mobile Safety Button offers:

- Instant Professional Response: Residents and staff can connect to a trained monitoring center 24/7 with the press of a button.

- Concierge-Level Services: Features like Safety Network and walk together make it more than an emergency app—it's like having a professional, personalized safety assistant.
- Precise Location Tracking: Emergency responders receive real-time location information using advanced GPS, ensuring faster, more accurate assistance.

"I'm very excited about the launch of our new Safety Button feature. This tool empowers all of our residents with immediate access to assistance anywhere in the United States," said Nicky Tyus, Property Manager at Altitude Baton Rouge. "It brings peace of mind not only to our students, but also to their parents and loved ones, knowing that help is just a button press away."

The Safety Button platform offers tools to enhance resident well-being, including a home screen widget for quickly summoning help. Notes provide responders with critical context during an event by allowing residents to add brief updates about their situation, such as who they're with or where they are, while Emergency Contacts allows trusted contacts to receive alerts and monitor safety. Residents can also log activities in a Timeline, giving first responders helpful insights if something goes wrong.

"This feature truly sets a new standard in personal safety," said Charles Hadsell, CEO and Founder of ePropertyCare. "Today's residents expect technology that not only makes their lives more convenient but also keeps them safe, and the Safety Button delivers on both fronts."

With its recent rollout near LSU and Southern University, this mobile safety feature raises the bar for resident protection—combining technology-backed automatic safety features and human-driven professional response into a seamless experience. This goes beyond mere notifications, offering both preventative safety and immediate emergency support.

PointCentral is an independent subsidiary of **Alarm.com** (NASDAQ: ALRM), the leading platform for intelligently connected properties.

About PointCentral

PointCentral delivers fully integrated automation and control solutions that help property managers streamline operations, reduce costs, and create a modern, connected experience for residents. Our platform centralizes key functions like access control, energy management, and routine automation, making property management more efficient and responsive. Committed to innovation and reliability, PointCentral empowers property managers to operate smarter—and residents to live more securely and conveniently.

Angel Piontek

apiontek@pointcentral.com

Source: Alarm.com Holdings, Inc.