



# Will you be ready when it matters?

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# ALL-HAZARD

## An All-Hazard Approach

In the face of emergencies, every second counts. The challenges are immense: limited time to act, an overwhelming influx of information, logistics, and resources to manage, and the critical need for clear communication within teams and with the public.

From natural disasters like wildfires and floods to man-made threats like terrorism and war, these challenges remain as the primary obstacles to deploying successful responses. Effective decision-making and communication are the difference between chaos and control, giving rise to solutions that go beyond simple mass alerting.



**Multi-channel alerting**

Reach people when it matters over different media and delivery methods.



**Communication zones**

Precisely target the public with location-based updates on an intuitive map interface.



**Map-based Updates**

Use the Genasys Protect app and website for trusted location-focused information.



**Planning and Modeling**

Enhance response with local data to simulate emergencies and model traffic flow.



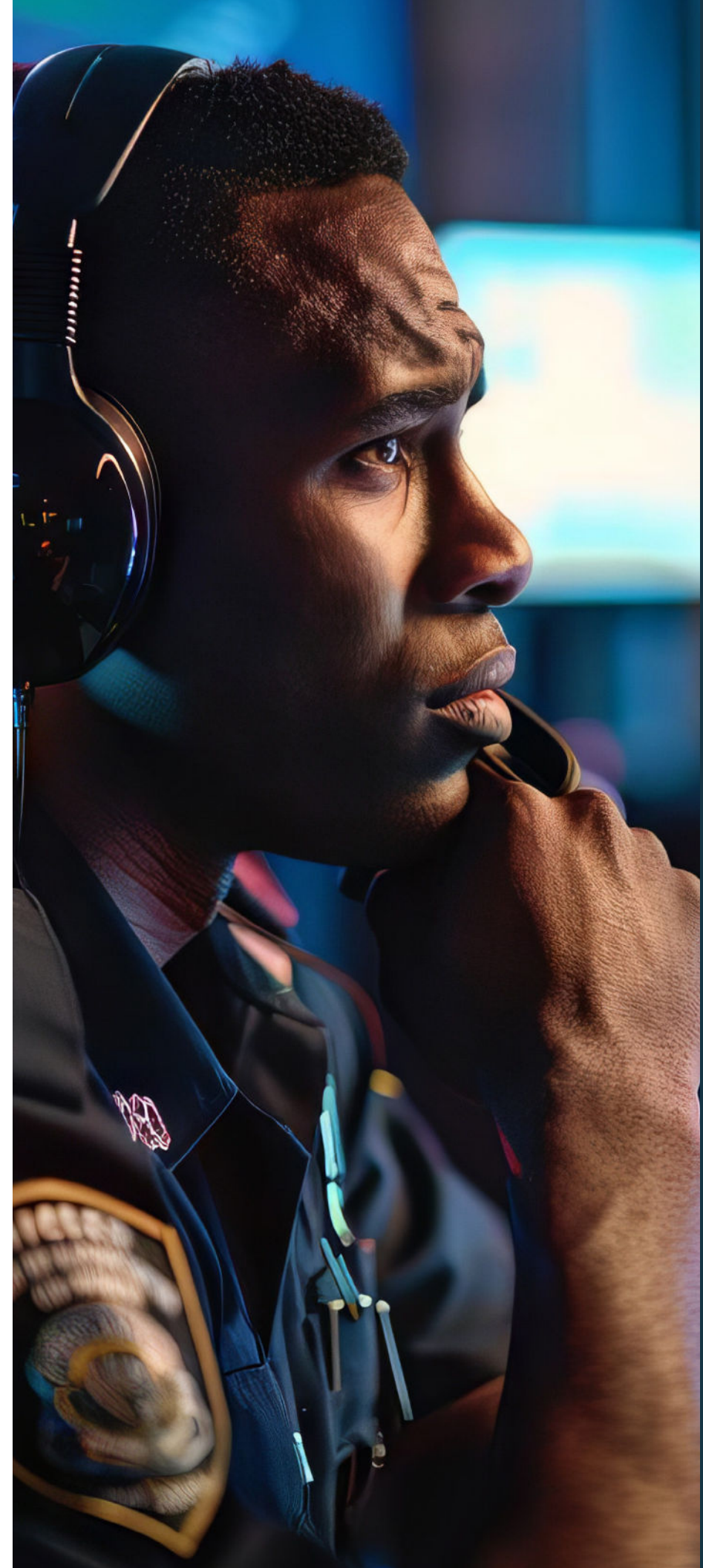
**Genasys ACOUSTICS:** Expand Genasys Protect's multi-channel communication with powerful, clear voice messages that cut through noise and confusion.



**Genasys Evertel:** Seamless communication and compliant collaboration across agencies and teams.

**Protective Communications: The New Wave of Emergency Communications**

Protective Communications is the logical evolution and modernization of mass notification. Protective Communications solutions allow you to plan before incidents occur, refine decisions with situational intelligence, collaborate across agencies or across private/public alignment, and communicate effectively to people that need to know important information.



The Protect Platform presents a holistic approach that not only enhances the speed and efficiency of responses but also empowers decisionmaking and collaboration. Composed of four distinct solutions, the Protect Platform provides powerful tools to enable more effective and coordinated response to all hazard incidents.

**REQUEST A DEMO**





### The Assessment

- Genasys Protect's AI-powered models quickly identify:
  - o Affected zones
  - o Shelters, schools, hospitals, and more
  - o Inaccessible roads, closures, evacuation choke points
- Maintain alignment with a Common Operating Picture

### Collaboration & Communication

- Instantly share assessment with all participants
- Create separate response team chats for precise coordination
- Utilize data from existing GIS sources to enhance a common operating picture
- Collaboratively manage traffic & shelters, evacuate schools & hospitals, and mitigate disaster spread

### Decision Making

- Model traffic behavior
- Select zones & zone-based actions
- Use templates to quickly and easily finalize messaging & channel selection
- Time evacuations, alerts, information updates, lockdowns, and more

### Notifications & Alerting

- Broadcast multi-channel alerts via SMS, email, social media, voice calls, IPAWS, and more
- Broadcast clear long range voice messages with ACOUSTICS: always-on warning speakers
- Responders are on-route to aid in evacuation efforts and disaster mitigation
- React quickly to changes with real-time communication & updates

## PRECISION

Target communication to the right locations and people

## SPEED

Communicate quickly to keep people informed

## CLARITY

Message clearly across platforms and channels

### GENASYS PROTECT



#### Multi-channel, targeted communication and coordination

##### PRECISION

1. Target the right people with intelligent, zone-based alerts.
2. Avoid alert fatigue with precise, relevant communication.
3. Reach everyone through multi-channel delivery.

##### SPEED

1. Pointandclick zones to target alerts.
2. Launch pre-set alerts in seconds during crises.
3. Trigger instant automation from sensors and data feeds.

##### CLARITY

1. Share a real-time common operating picture.
2. Align agencies with clear, verified information.
3. Keep communities informed with map-based updates.

### ACOUSTICS



#### Compliant, secure cross-agency communication

##### PRECISION

1. Reach broad or targeted zones with long-range audio.
2. Guide action with clear, event-specific instructions.
3. Extend coverage with fixed or mobile systems.

##### SPEED

1. Send alerts instantly from mobile or command centers.
2. Auto-trigger messages with sensors and data feeds.
3. Maintain communication with solar, battery, and satellite backup.

##### CLARITY

1. Cut through noise, wind, and distance, with high-fidelity voice broadcasts.
2. Ensure understanding with messages tuned to the primary range of human hearing.
3. Prevent distortion and audio fade with smooth, consistent audio.

### EVERTEL



#### Compliant, secure cross-agency communication

##### PRECISION

1. Restrict access with defined groups and rooms.
2. Prevent info overload with targeted coordination.
3. Ensure compliance with CJIS, FOIA, and HIPAA.

##### SPEED

1. Connect in seconds during critical incidents.
2. Message teams and partners across agencies and jurisdictions.
3. Secure messages with military-grade encryption.

##### CLARITY

1. Share verified updates in a common hub.
2. Organize conversations to reduce miscommunication.
3. Centralize docs, multimedia, and comms for full visibility.



# genasys

# Versatile Impact Across Industries

Genasys Protect is flexible enough to improve safety standards and day-to-day operations.

-  Emergency Management
-  Fire Service
-  Law Enforcement
-  SLED
-  Federal Government
-  Military
-  Higher Education
-  Industrial Facilities
-  Oil & Gas
-  Utilities
-  Stadiums & Events

## Multi-Channel Communication

Genasys Protect’s ability to broadcast clear, targeted messages enables quick dissemination of critical information to employees, responders, and the public. Genasys Protect ensures that the right message reaches the right people at the right time. **Reduce downtime and protect states with timely warnings during critical failures or environmental incidents or use it to manage large crowds and prevent chaos during emergencies.**

## Situational Awareness & Intelligent Zoning

Genasys Protect integrates situational awareness allowing access to real-time information to make informed decisions fast. Intelligent zoning allows organizations to fine-tune messages ensuring relevant and actionable communication. **Fire services excel at incident management during unfolding fire hazards with optimizing response, while schools target specific zones during campus-wide crises.**

## Emergency Evacuations

Fast, coordinated evacuations are critical in emergencies. Genasys Protect reduces evacuation times from hours to minutes with streamlined communication between agencies and broadcasting evacuation instructions across multiple channels.

## Cross-Agency Collaboration

Genasys Protect supports collaboration between agencies, enabling them to share data and coordinate responses. With a common operating picture, responders work together seamlessly during emergencies. **Law enforcement benefits from real-time coordination during large-scale operations and crimes such as abductions.**

# Genasys Protect Partner Network

Our strong partner network delivers the most effective public safety solutions. By collaborating with industry leaders like Esri, Intterra, Ladris, Tablet Command, and First Due, we combine our communication technologies with their specialized expertise, ensuring you receive the most advanced tools for your community’s safety.

Each partner strengthens our capabilities in unique ways:

- **Esri** enhances precision with cutting-edge geographic data
- **Intterra** integrates multiple agencies’ data, creating a unified picture
- **Ladris** boosts evacuation strategies with AI-driven traffic modeling
- **FloodMapp** Street-level flood intelligence delivered as a live mapping feed before, during, and aer a flood.
- **First Due** brings swi coordination in multi-channel communication



View an expansive list of our partners on [genasys.com](https://genasys.com)



## Genasys Protect Solutions:



Over  
**150M+**  
People Covered



Deployed in  
**105+**  
Countries

## Events Drive Change:

- Genasys deployed the first national location-based SMS alerting system in the world in Australia after the tragic Black Friday Fire
- Genasys developed the world-renowned Long Range Acoustic Device (LRAD) after the USS Cole terrorist bombing

Don't wait until tragedy strikes. Upgrade and modernize your emergency management capabilities today to protect your community tomorrow.

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