



genasys

NEWS

National
Emergency Warning
System



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National Emergency
Warning System



TIME MATTERS

Genasys provides the fastest location based SMS alert service available. While **other SMS alert providers take up to 15 minutes** to find the mobile phones of people located in at-risk areas, **Genasys** finds and sends SMS alerts to thousands of phones in **near real time**.

See how Genasys
NEWS meets and
exceeds the
EECC technical
requirements



National Emergency Warning System (NEWS)

Mobile Telecom Carrier Based Mass Notification Solutions

Genasys' National Emergency Warning System (NEWS) is deployed directly on mobile carrier networks to send critical alerts and life-saving information across SMS and CBC channels to anyone, anywhere with no opt-in required.

Emergency notifications are managed and delivered through the Genasys cloud-based command console or mobile app. Dynamic maps, traffic information, weather forecasts, and sensors for earthquakes, flooding, landslides, fires, and other IoT capabilities are integrated into the app command console.

The powerful geo-location capabilities of NEWS empower emergency management personnel to send hyper-specific instructions to people in multiple areas and monitor evacuation progress.



Reach Everyone

100% of mobile devices receive NEWS alerts and warnings, even the cellphones of tourists and visitors. No downloads, no configurations, no registrations or opt-in necessary.



Geo-Location

Deliver warnings and alerts only to at-risk populations using NEWS geo-location and geo-fencing. This is key to maximizing attention rate, as people tend to ignore notifications that do not immediately affect them.



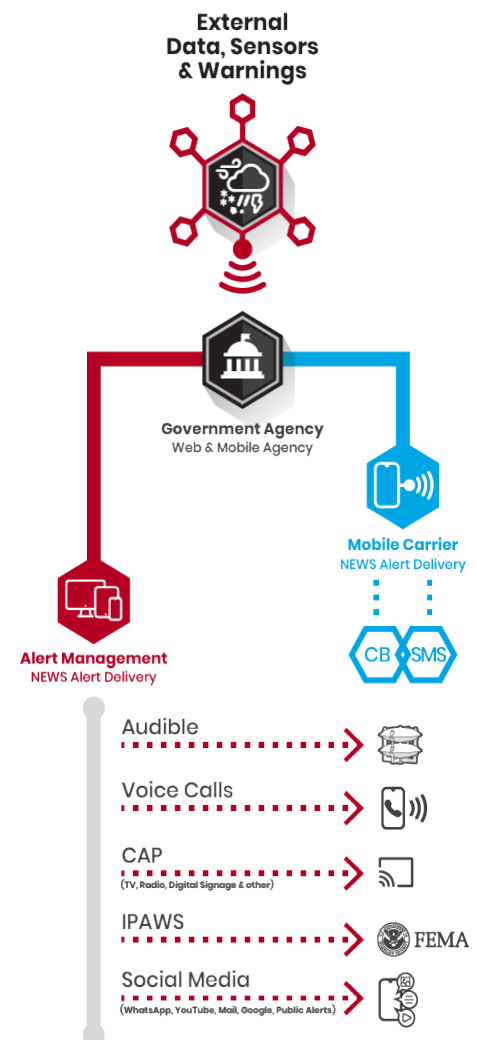
Maximize Reliability

With direct access to the mobile carriers, NEWS enables government officials and emergency managers to deliver local, regional, or nationwide alerts, warnings, and notifications quickly and reliably.



Cross Channel

NEWS delivers notifications via SMS and CBC as well as other communication channels, including social media, radio, TV, mobile apps, and Genasys public safety mass notification speaker arrays.



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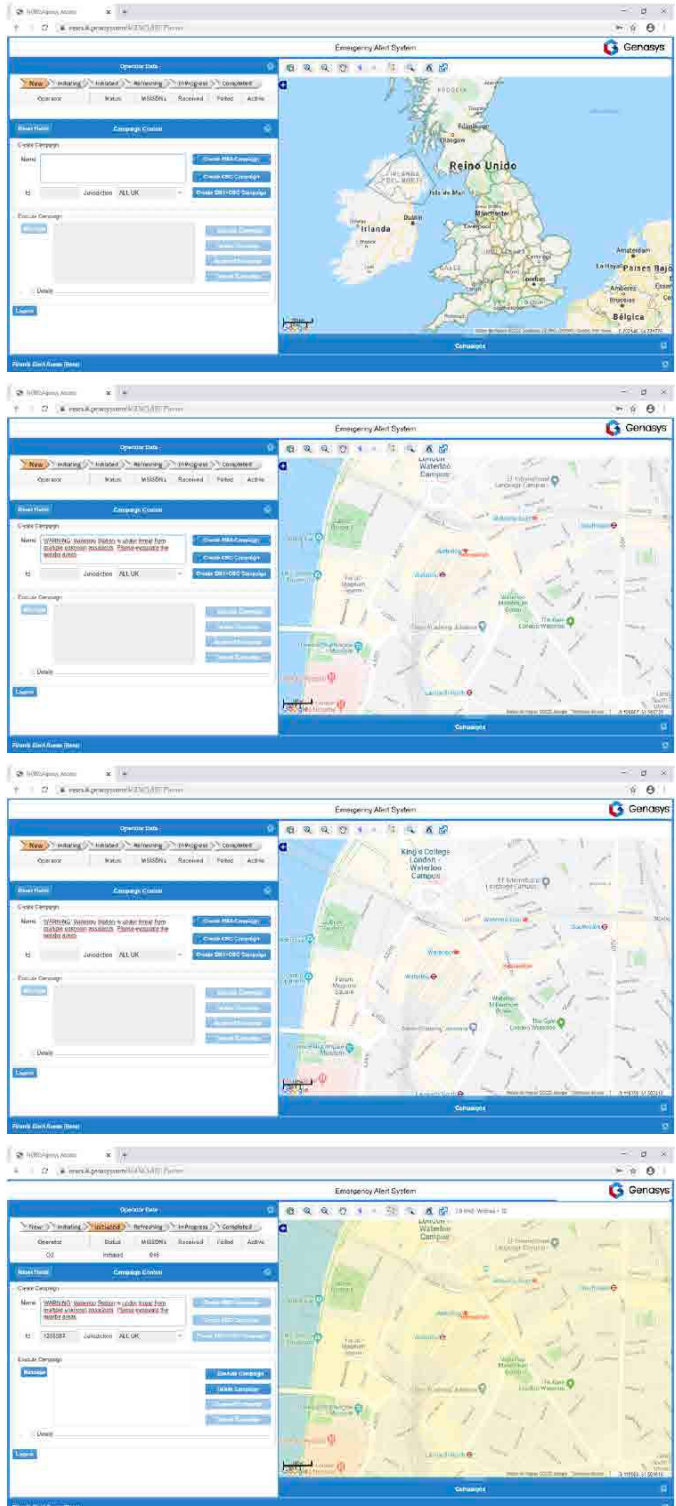


National Emergency Warning System (NEWS)

Genasys NEWS: Key Features

Genasys NEWS is the complete solution to implement the EEC Directive Article 110 Public Warning System. Be prepared for future EEC Directive updates with the sophisticated, proven and comprehensive Genasys NEWS solution. Genasys NEWS meets and exceeds EEC Directive Article 110 technical requirements.

- » NEWS Smart Messaging: multichannel notifications, SMS + CB
- » Integration of other communication channels, including voice speaker arrays
- » Multiple implementation schemas
- » Open interface for easy integration with multiple data sources
- » Mobile app for field campaign activation
- » Population density, number of devices per area, movements
- » Inclusion lists / Exclusion lists
- » Automatic subscriber nationality detection
- » Multi-language for geo-located SMS and CBC
- » Geo-fencing: detection of new devices entering emergency areas
- » 'All Clear' message capability
- » Real time accurate control of devices receiving messages
- » Long term storage of campaigns and users interactions
- » Complete reporting functionality



National Emergency Warning System (NEWS)

PROVEN PERFORMANCE:

AUSTRALIA

A severe heatwave, drought and wind gusts up to 100 km/h combined to fuel Australia's deadliest bushfires on February 7, 2009. The Black Saturday fires raced across the state of Victoria for several weeks, burning more than 2,000 homes over 450,000 hectares, destroying several communities and leaving thousands homeless. The bushfires injured 414 people and claimed 173 lives.

In the aftermath of the deadly conflagration, there was a national outcry that the government had failed to adequately warn the public of the impending danger. After studying the issue, the Australian government came to the conclusion that reaching most people was far more achievable than reaching everyone with any single solution. The government decided to create a location based public warning system that would reach over 95% of the population affected by bushfires, flooding, severe storms and other critical events.

Beginning in Victoria and then throughout the country, Australian government officials worked with Genasys, the major telecom providers, and other companies to develop a location based SMS public warning system that successfully met the government's duty to warn the public, communities' public safety warning expectations, and authorities' operational and functional system requirements.

Genasys' National Emergency Warning Systems' (NEWS) location based SMS software technology sends geo-specific alerts to all mobile phones in crisis-affected areas. With no opt in or app download required, NEWS delivers emergency alerts to populations at risk to help keep Australia's residents and visitors safe.





KEEPING EVERYONE SAFE

Since 2013, Genasys has partnered with Nokia to deliver more than **200 million SMS emergency notifications** throughout Australia to help protect and save lives.



Genasys

2013 – Present



AVERAGE MESSAGES
PER SECOND

16000*



SUCCESSFUL
DELIVERY RATE

96%



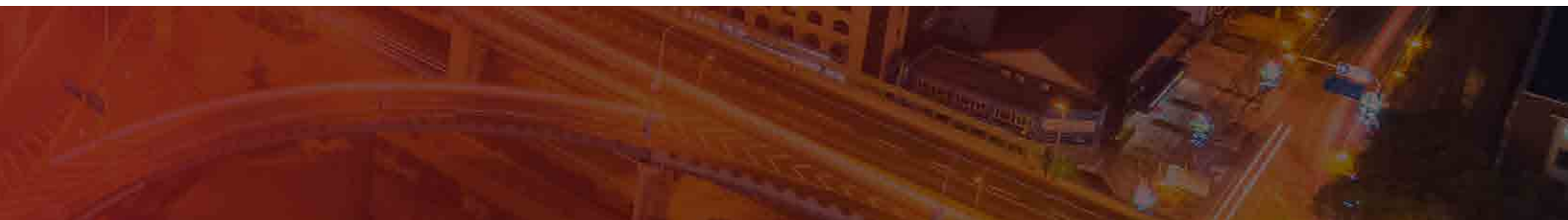
TOTAL MESSAGES
DELIVERED

200M

* Demonstrated in Lab

The Only Protective Communications Solution

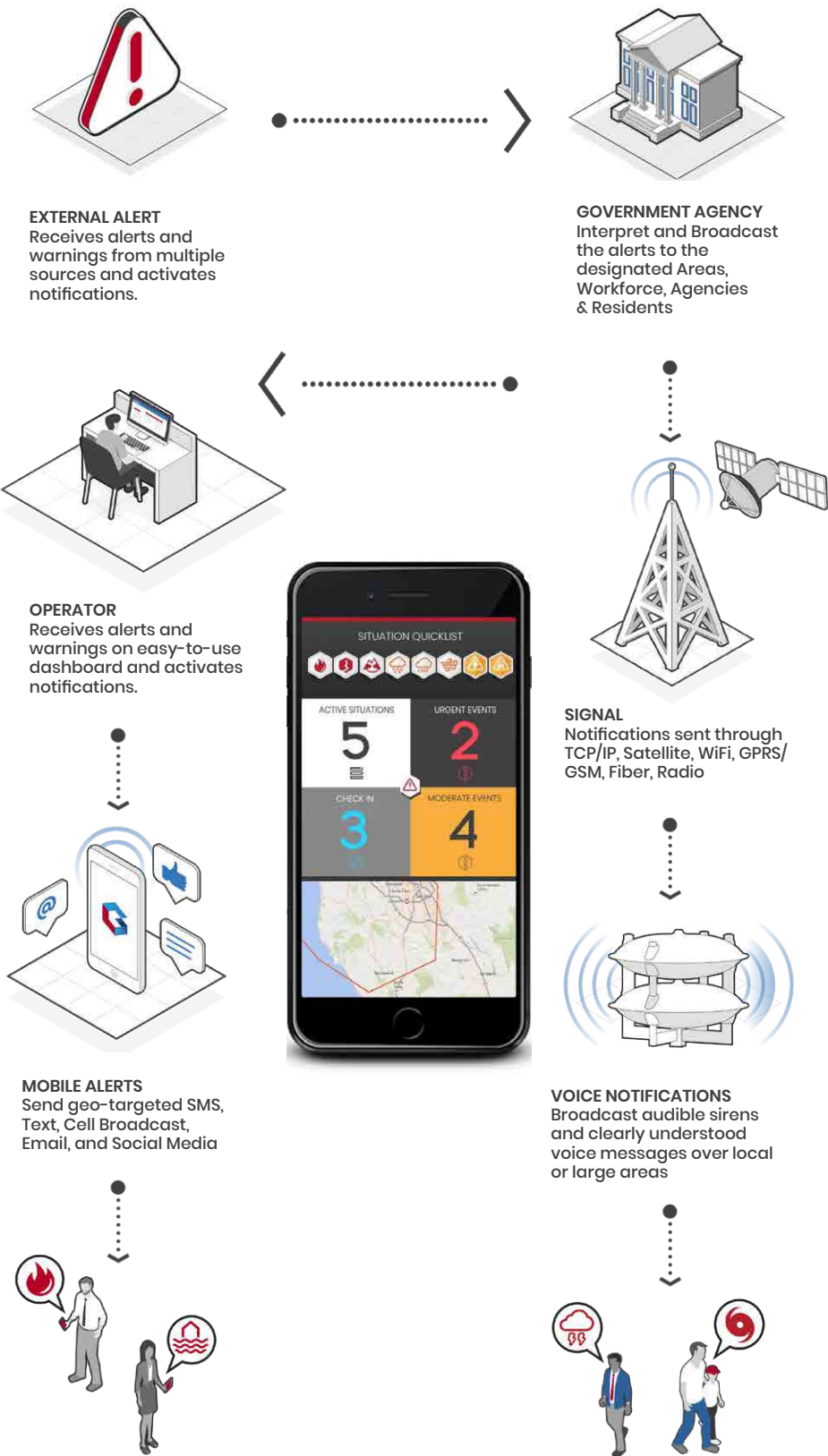
Delivering multi-channel public safety warnings, notifications, instructions and information to everyone in, or entering into, a crisis-affected area. Genasys solutions are highly effective in communicating lifesaving information over large areas before, during, and after emergency situations.



ARE YOU PREPARED?

Reliable Emergency Communication

When major disasters strike, existing infrastructure is disrupted and compromised, power and communication systems fail, rural areas can be isolated and urban streets can become impassible and dangerous. Reliable communication for maintaining civil order, conducting search and rescue operations, and providing relief distribution is critical to saving lives.





REACH EVERYONE



Reach

Deliver urgent and lifesaving communications to everyone who needs them



SMS & CBC

SMS and CBC channels include everyone in a crisis affected area, including tourists and visitors



No Opt-In

No opt-in required to receive urgent and lifesaving communications



Prioritization

Maximum performance and prioritization of emergency traffic to prevent system overloads and delays

MULTICHANNEL RELIABILITY



Multiple Channels

The more channels used the more likely everyone will receive the critical information they need to stay safe



Digital Channels

SMS, text, email, in-app messaging, and social media



Speaker Arrays

Audible channels, including recorded voice calls and Genasys speaker arrays



Disabilities

Accessible for people with disabilities

TOTAL CONTROL & SPEED



Cloud

Manage messages and campaigns from a cloud-based command center or mobile app



Monitor

Monitor population density and movements in real time



Track

Track delivered and pending messages



System Control

National, regional or municipal system control

OPEN INTEROPERABILITY



All Carriers

Deploy directly on multiple carrier networks



CAP

Support for CAP, WMS, SMPP, SNMP, SMTP, and other protocols



Integration

Integrate across multiple communication channels, emergency agencies, and data sources



APIs

Integrate with proprietary solutions through open APIs



A History of Protective Communications Innovations

2003



Created the Acoustic Hailing Device (AHD) market with the introduction of the first LRAD systems

2012



Introduced the industry's first voice-based multidirectional mass notification systems (ACOUSTICS)

2018



Genasys acquisition is the catalyst in innovating advanced Emergency Warning and Mobile Mass Notification software solutions (ALERT & NEWS)

2023



Genasys software covers zone-based communication with multi-channel alerting (Genasys Protect) and public safety collaboration (Evertel)

Genasys – The Global Leader in Protective Communications

Genasys Protective Communications Solutions have a diverse range of applications, including predictive simulation to anticipate and understand the potential impact of emerging crises; emergency warning and mass notification for public safety; critical event management for commercial enterprises and government agencies; de-escalation for defense and law enforcement; as well as automatic detection of real-time threats.

Genasys products are in service in more than 100 countries around the world in diverse applications, including public safety, national emergency warning systems, mass notification, defense, law enforcement, critical infrastructure protection, and other applications

For more information, visit genasys.com.