Genasys Protect

Multi-channel, targeted zone-based alerting, communication, and coordination

Give organizations precision in who they reach, speed to act faster, and clarity that cuts through confusion. With a dynamic, zone-based map, multi-channel delivery, and a common operating picture, agencies coordinate quickly, protect more lives, and keep communities informed.

Why Genasys Protect:

Precision
Always Target the Right People

Deliver messages to the right places with customizable zones for evacuations, shelter-in-place, warnings, and daily community updates. Engage the public with targeted multi-channel alerts through SMS, IPAWS, email, social media, the Genasys Protect app and even Genasys ACOUSTICS.

Speed
From Hours to Minutes

Cut the time from incident recognition to action by up to 90%. Launch alerts in seconds with predefined zones and Quick Launch messages. Integrate with external sensors to automatically trigger alerts. Accelerate responses without sacrificing clarity to protect more lives.

Clarity
Make Data-Driven Decisions

Turn complex data into clear, actionable insights for faster decisions. Align partners with a common operating picture of realtime data and infrastructure. Model emergencies and traffic for a data-driven response. Provide verified, location-based updates with a public-facing map.

- **Target** the right messages to specific geographic zones
- **Broadcast** alerts to quickly notify the public using customized templates
- **Engage** the community with a single, official source of area information
- **Alert** the public through multiple channels to reach people where they are
- **Integrate** other software and external trigger sensors for automated, instant notifications
- **Coordinate** fast multi-team/agency responses with shared real-time situational awareness

> Genasys Protect was an easy way for us to track threats by zone. At any one time, we had an average of 57 highlighted zones at the evacuation advisory level. Using Genasys Protect, we knew exactly how many residents we were looking at. We could calculate exact numbers, e.g., 20,200 folks in 11,807 structures on 160,000 acres needing evacuation. (Genasys Protect) gave everyone an instant snapshot of what we were up against."
>
> – Tony Blackman San Mateo, CA Battalion Chief

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Genasys Protect: All Hazard Protective Communications

React quickly to emergencies with precise, flexible zones that get the right instructions to the right people. Use the same tools every day for traffic management, utility work, road closures, and community events, building familiarity and trust long before a crisis hits.

Use Genasys Protect for:

Floods: Save lives with multi-channel warnings sent to specific, flood-prone zones.

Wildfires: Protect people with zone-based evacuation updates, facility updates, and traffic models.

Civil Unrest and Active Violence: Respond safely and keep people from danger with shelter-in-place warnings for zones.

Daily Updates: Keep the community informed with location-based information, from road closures to town events.

Tsunamis • Stadiums and Large Events • Critical Infrastructure • Dam Safety • Hurricanes • International Conflict and Defense • Public Health • Seismic Emergencies • Severe Weather • Terrorism • Winter Storms

Interested in more of the Protect Platform?

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.

Why Genasys Protect:

Protecting people and saving lives for over 40 years, Genasys covers more than 155 million people in all 50 states and in over 100 countries. **Request a demo at genasys.com.**

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.

genasys PROTECT®

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.

"The software is a game changer…it will cut down on a lot of phone calls. They will have the information right in their hands. That way they won't call 911 to find out what's going on…whether it's in their area or anywhere else in their community, they will know exactly what's going on."

– Derek Oliver, Director of Emergency Services, Greenwood County, South Carolina

CITY OF GREENWOOD 1857 SOUTH CAROLINA

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