



■ GAIA Elizabeth Taylor AIDS Foundation Mobile Health Clinics

SITUATION

Malawi has one of the highest HIV prevalence rates for countries in the world. Since 2008, the Global AIDS Interfaith Alliance (GAIA) and the The Elizabeth Taylor AIDS Foundation (ETAF) have partnered on bringing health care to over 1 million residents in the rural Mulanje and Phalombe districts. Because of the stigma associated with AIDS, some residents avoid being tested, receiving care or learning prevention techniques freely offered at the GAIA/ETAF mobile health clinics.

The GAIA/ETAF mobile health clinics have been relying on word of mouth and other means of announcing their medical visits and educational programs.

THE LRAD® SOLUTION

LRAD Corporation donated four LRAD 100X systems for use on the mobile health clinics in Malawi. The communication systems are being utilized to broadcast Anti-Siren® acoustic tones, greetings, clinic services and health education information to rural villagers in the Mulanje and Phalombe districts.



LRAD 100X

“Our sonic placemaking firm, Public Decibel®, developed Anti-Siren acoustic tones for ETAF to help break down the social stigmas of receiving care. More village residents are now coming for medical treatment after reportedly hearing the LRAD broadcasts from over 1 km away.”

— Jake Harper, Public Decibel Creative Director

“LRAD Corporation’s generous donation equips our mobile clinics with versatile public address systems to better reach the communities we serve in Malawi.”

— Joel Goldman, ETAF Managing Director

LRAD 100X

The world's leading portable acoustic hailing device (AHD), the LRAD 100X is 20-30 decibels louder than most bullhorns and portable P.A. systems to provide up to 750 meters of clear voice communication. Live or recorded broadcasts from the portable LRAD 100X are heard and understood over wind, engine and other background noise in any type of terrain or environment.

Advanced Technology

Unlike bullhorns and portable P.A. systems that disperse sound in all directions, LRAD's proprietary audio technology focuses sound in a 15°-30° beam while substantially reducing sound levels behind the devices and in surrounding areas.

Optimized to the primary human hearing range of 1-5 kHz, LRAD's advanced driver and waveguide technology ensures every broadcast is clearly heard and understood.

Superior Voice Intelligibility

LRAD systems are up to 10X louder than most bullhorns and portable P.A. systems and significantly more intelligible at any distance.



By maintaining a smooth frequency response with an intensity variation of less than 5dB, LRAD prevents audio fading, producing clear, unambiguous communication across all broadcast frequencies. LRAD is unique in its ability to broadcast either live or recorded voice messages in any language with exceptional vocal clarity in any type of environment.

About LRAD Corporation

LRAD Corporation designs, manufactures and markets advanced mass notification and Long Range Acoustic Device® systems to save lives on both sides of its proprietary products. LRAD® systems are in service in more than 70 countries around the world in diverse applications including mass notification and public address, fixed and mobile defense deployments, maritime security, critical infrastructure and perimeter security, commercial security, border and port security, law enforcement and emergency responder communications, asset protection, and wildlife control and preservation.

For more information about the Company and its LRAD systems, please visit LRADX.com.