

CORONAVIRUS OUTBREAK

COVID-19 ALERT

The Role of Critical Communications in COVID-19 Pandemic Response



Genasys™

Communication. Critical to saving lives.



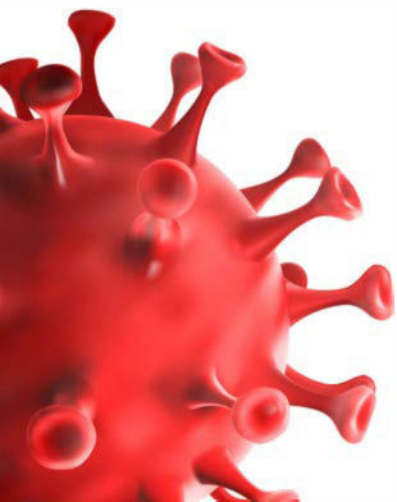
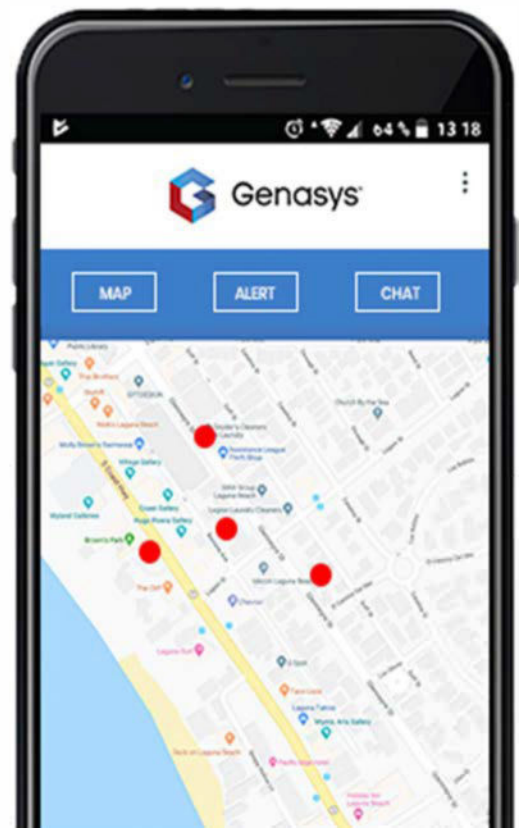
Who We Are

Genasys is the Critical Communications company. We provide clear, effective and reliable communications before, during and after crisis situations and events.

During the COVID-19 pandemic, the public is being inundated with information from many sources. Sources disseminating inaccurate information can create panic and public reactions that may increase the spread of the virus.

It is vital that government and emergency management officials deliver accurate and reliable information through multiple mass notification channels to protect the public.

The Genasys Public Safety Platform is the only critical communications system that provides unified, multi-channel mass notification that includes SMS, cell broadcast, texts, voice messages, emails, social media, public warning systems and mass notification speakers.



The Need for Unified Critical Communications During the Pandemic



The COVID-19 threat seems to intensify each day. The seriousness and uncertainty of the situation creates fear and confusion. This leads the public to search for information on how to stay healthy or counteract the virus.

This is a perfect scenario for misinformation to spread quickly. "Hold your breath every morning for 10 seconds to test if you have the coronavirus." "Drink soup and hot liquids to kill the virus before it reaches your lungs." "Only the N-95 mask protects you from the virus - other masks have no effect." These are only a few of the 'fake news' messages widely disseminated on social media, instant messaging services and some websites. The sources and veracity of these messages are hard to discern, and they are not usually refuted until they become widely accepted.

While the Internet is a vast source of information, the accuracy of the content can be suspect. With the enormous amounts of information available on the web through innumerable apps and sites, many people still depend on radio and television for news and emergency notifications. The public's need for timely and accurate information during this pandemic and future crises requires government and emergency management agencies to reach as many people as possible. Unifying the delivery of alerts and critical notifications through new and traditional communication channels is the answer.

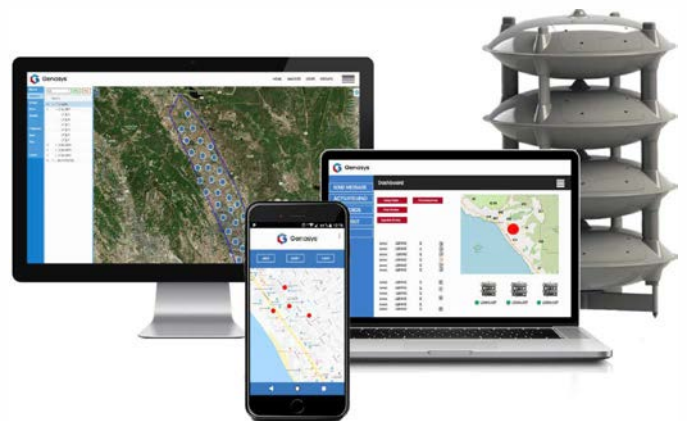
The Genasys Unified Public Safety Platform

Genasys unifies the delivery of critical communications through multiple channels, including:

- Location-Based SMS
- Cell Broadcast
- Mobile Push Notifications
- Voice
- Email
- CAP Compliant for Sirens, TV, Radio, Digital Displays
- LRAD® mass notification speaker arrays
- Social Media - Facebook and Twitter
- WhatsApp
- YouTube

Genasys software fully integrates with alerting protocols, including IPAWS (Integrated Public Alert Warning System), WEA (Wireless Emergency Alerts) and CAP (Common Alerting Protocols).

Genasys solutions work anywhere in the world on dedicated in-country and in-region clouds, and are compliant with privacy laws. Reliable, redundant and resilient, the Genasys Public Safety Platform has a no single point of failure technology stack to ensure critical communications are delivered to help keep people informed and safe.

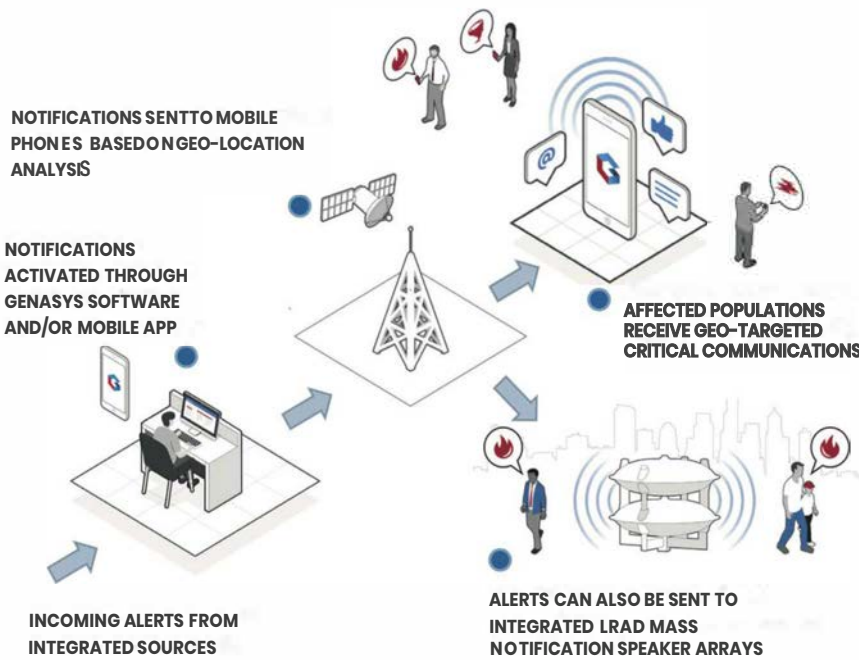


Cloud-based, modular and scalable, the Genasys Unified Public Safety Platform features fast activation and ease of operation.

The platform's web control center can be accessed and operated by authorized personnel from any computer or mobile device connected to the Internet. The control center defines permission levels for all operators and manages all unified functionalities.

Provide location-based communications to mobile devices in defined geographic areas with reliability, speed and ease. Deliver SMS, CB, text, email, social media messaging or all the above by drawing a polygon over an area on a digital map to select recipients. Geo-fence an affected area so only those within or entering into the boundaries receive alerts and updates.

With the only critical communications system that provides unified multi-channel mass notification, the Genasys Public Safety Platform empowers government and emergency management agencies to alert, notify, inform and protect the public.



LRAD Voice Mass Notification Systems

Public safety agencies in several countries, including Spain, Poland, Morocco, South Africa, Thailand and Malaysia are using Genasys LRAD systems in the agencies' COVID-19 responses. The mobile voice broadcast systems enable agency operators to safely communicate critical information to individuals and groups from extended standoff distances.

In Leganés, Spain, police are using a vehicle mounted Genasys LRAD system to deliver alerts and notifications to residents during the country-wide lockdown. According to Citizen Security, Communication and local government spokesman, Oscar Oliveira, "Because the acoustic device can be heard inside of houses, we can inform older residents with mobility issues that all municipal resources are available through the Citizen Attention Service by calling 010."

Other Genasys LRAD COVID-19 response uses include communicating to people inside vehicles, facilitating coronavirus drive-through testing, communication for outdoor triage areas, and quarantine and curfew notifications.



Vehicle-mounted Genasys LRAD system used by Leganes, Spain Police to communicate COVID-19 restrictions and information to residents living in neighborhoods and buildings.