

Genasys Protect ALERT

Keep people safe with targeted communication.

When emergencies arise, it's critical to **notify your community** or your **teams quickly**. Genasys Protect ALERT redefines mass communications to keep people aware, informed, and safe in emergencies. Genasys Protect ALERT combines real-time and modeled data, integrated intelligent zones, multi-channel alerting, sensor integration, and long-range acoustic devices for outdoor warning. Be ready to precisely respond to any event through multiple channels, improving the safety of employees, first responders, and the community.



Precise Communications

Send alerts to individuals, segmented groups, or everyone in targeted areas. Improve adaptability and flexibility by making new zones on the fly and using condition-based groups to reach targets with precision.

Public-facing awareness

Help community members, employees or visitors understand and track what is happening with consistent communications. People can register for alerts they want, through a convenient app or web portal.

Multi-Channel Alerts

Communicate through multiple channels to improve message penetration rates. Channels include SMS, CBC, Genasys Protect ACOUSTICS, social media, voice calls, TV, radio, digital signage, and more.

Automated Alerts

Augment emergency communications with automated alerts to community or team members. Send weather alerts and more to the Genasys mobile app, web interface, or any registered device.

Alerting Channels



Mobile Push Notification
Rapid and scalable delivery of notifications to mobile applications



IPAWS
Delivery of messages via WEA (Wireless Emergency Alerts) to a defined area or zip code



CAP Compliant
Interact with a wide array of external systems: sirens, TV, radio & digital displays.



Indoor & Outdoor Notification
Audio notifications to LRAD outdoor sirens and indoor public address (PA) systems



Text Messaging
Delivery of text messages (SMS) to mobile devices and pagers



XML Feeds
Output standard XML feeds (RSS, ATOM) integrating with other systems and websites



Voice Call
Delivery of voice telephony alerts to any land, VoIP, mobile phone



E-mail
Email delivery with attachments



Social Networks
Distribution of alerts through Twitter and Facebook

"Our alert and warning plan uses text messages, social media, and outdoor warning system speakers from Genasys. If we lose cell towers or electricity during a disaster, the outdoor warning system, which includes satellite connectivity, solar power, and battery backup, is our failsafe." – **Brendan Manning, Emergency Operations Coordinator, Laguna Beach, CA**

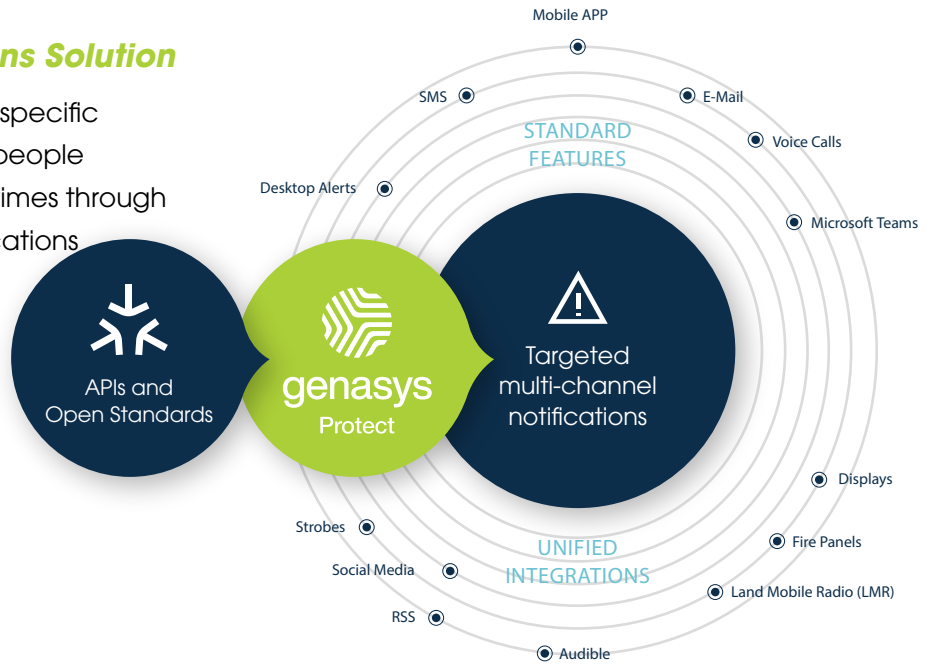


Genasys Protect:

A Superior Protective Communications Solution

Send **targeted communications** to people in specific locations with Genasys Protect ALERT. Reach people quickly by reducing communication creation times through dynamic templates that broadcast communications **through multiple channels.**

Gain the confidence that comes from knowing your response plans are fully tested and backed by a partner with more than four decades of front-line experience. Genasys Protect keeps people safe before, during, and after emergency events.





API - First Data Foundation



Targeted Zone-Based Alerts



Dynamic Quick-Launch Alerts



Multi - Channel Alert Saturation



Genasys Network Effect



Genasys Protect ACOUSTICS





Proven Technology



Cloud - First Platform



United Operating Picture



Unmatched Alert Precision

"We're really excited to work with Genasys because of the capabilities of their APIs and how we can build them into our internal applications and marry their products into basically everything that we do. It provides timely communication to all of our employees and all of our staff." – **Ryan Oreste, Director of Partnership Technology, Boston Red Sox**



REQUEST A DEMO



Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering over 70 Million people in more than 100 countries worldwide, including more than 500 cities, counties and states in the U.S., as well as more than half of all California counties.

