

CASE STUDY JAPAN

Ministry of Interior Affairs and Communication and ICT
(Information and Communication Technology)

Situation

After the 2011 Great East Japan Earthquake, the Japan Ministry of Interior Affairs and Communication identified the need for a more effective warning system. The earthquake caused widespread damage, including at the Fukushima Daiichi Nuclear Plant, resulting in evacuations and highlighting the importance of clear communication during emergencies.



Problem

The existing warning systems were deemed ineffective and insufficient to communicate vital instructions to citizens during emergencies. There was a need for a more reliable and comprehensive solution to enhance public safety in Japan's coastal areas.

Solution

Genasys collaborated with Japanese partners such as Marubeni, LR Techno, and Towa Engineering to address this issue. They **installed over 794 speaker towers** strategically placed across more than 12 prefectures along the entire Japanese coast. These speaker towers were **integrated into a single network for efficient monitoring**.

Additionally, Genasys incorporated flood sensors and cameras into existing poles as part of an integrated system designed for scalability. This advanced technology allowed for **comprehensive monitoring** using Information and Communication Technology (ICT) infrastructure.

The collaboration between Genasys and its Japanese partners led to the development of an advanced warning system that significantly improved authorities' ability to communicate vital information during emergencies. This solution greatly enhanced public safety throughout Japan's coastal areas by providing clear and intelligible instructions in times of crisis.





Genasys Protect

The **Genasys Protect Platform** provides a multi-pronged solution:

- **Genasys Protect ALERT** provides intelligent, location-based, multi-channel mass notification with real-time and modeled data, integrated zoning, automated sensor integration, and even optional integration with outdoor acoustic devices.
- **Genasys Protect EVAC** accelerates emergency response and management by facilitating decision making, cross-agency collaboration, and rapid responses through intelligent, zone-based mapping.
- **Genasys Protect ACOUSTICS** provide highly audible and clear voice messaging when emergencies arise, broadcasting long-range emergency response messaging outdoors, even when connections are down and the power is out.
- **Genasys Protect mobile app** provides a single authoritative source for the public during emergencies through seamless notifications, zone-based maps, and real-time resource information.

Genasys is the only Protective Communications platform that unifies software and hardware to provide geo-targeted alerts to mobile phones and audible warnings and notifications through indoor and outdoor speakers with industry-leading vocal clarity and broadcast area coverage.

Self-contained or easily integrated with existing infrastructure, and featuring solar power, battery backup and satellite connectivity, Genasys ACOUSTICS systems are highly effective delivering life-safety announcements and emergency notifications during floods, fires, earthquakes and other disasters.

Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering over 100 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.

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