

## CASE STUDY

# LA JOLLA, CALIFORNIA Beaches/Lifeguards

## Situation

La Jolla Cove is one of San Diego's most picturesque and popular beaches drawing tens of thousands of local residents and tourists annually. In recent years, the Children's Pool has become an attraction as hundreds of harbor seals use the beach as a rookery from December through May. Beachgoers and seals share the beach the rest of the year. Lifeguard towers on both beaches are staffed year around to watch over swimmers, beachgoers and seal spectators.



## Problem

The poor voice quality and limited broadcast range inherent in bullhorns and portable P.A. systems force lifeguards to repeat warnings and notifications several times with no assurance that they are heard or understood.

Surf and beach noise drown out bullhorn and portable P.A. broadcasts making them ineffective for communicating rip current, contaminated water, undertow, storm surge, shark sighting and other warnings, as well as beach closures and general announcements.

## Solution

The City of San Diego installed **Genasys Protect ACOUSTICS** systems on the lifeguard towers at La Jolla Cove Beach and the Children's Pool. Genasys ACOUSTICS systems feature extended broadcast coverage, highly intelligible live or prerecorded voice messages rugged, all-weather enclosures and a high efficiency, easy to install amplifier cabinet integrated with an MP3 player/recorder and an all-weather microphone.



## 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.

Self-contained or easily integrated with existing infrastructure, Genasys ACOUSTICS systems are highly effective in delivering public safety announcements and emergency notifications at beaches and other large outdoor areas.

Unlike conventional loudspeakers, bullhorns and outdoor P.A. systems that disperse sound in all directions with minimal broadcast coverage, Genasys' proprietary driver and waveguide technology focuses Genasys 60XL ACOUSTICS broadcasts in a 60° beam to cover expansive beaches while substantially reducing sound levels behind the long-range communication system and in surrounding areas.

### 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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