

CASE STUDY

MENLO PARK, CA

ACOUSTICS vs Siren-only System

Situation

Just months after the devastating 2017 North Bay fires, the Atherton, CA city council and Menlo Park Fire District board agreed that providing audible warnings to residents in the path of wildfires, flooding and other emergencies was a top priority. Many residents affected by the fires said they were not warned as fires swept toward their homes. Emergency agencies reported that phone line failures and power outages made sending warnings impossible in some cases. Some fatalities were attributed to the lack of warnings.



Problem

Most emergency warning installations sound sirens, but are incapable of broadcasting intelligible voice notifications containing critical information and potentially lifesaving instructions. Bullhorns and vehicle P.A. systems have limited broadcast range and poor vocal quality.

Solution

Atherton and Menlo Park officials conducted a 'sound off' between a mobile **Genasys ACOUSTICS** system and the area's siren warning installation.

"The side by side test was very helpful and everyone agreed that the Genasys system completely outperformed the older siren system. Not only because of the voice capability, but the mobility can be used for a variety of public safety purposes."

- Ryan Zollicoffer, Fire District Emergency Manager



The Protect Platform

The **Protect Platform** provides a multi-pronged Protective Communications solution:

- **Genasys Protect** gives organizations precision in who they reach, speed to act faster, and clarity that cuts through confusion. Targeted communication zones combine with comprehensive, multi-channel message delivery to form a powerful, precise, communication solutions to keep people informed of any situation and to protect more lives.
- **Genasys Acoustics** deliver 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 Evertel** provides secure, real-time communication and collaboration, both on desktop and a mobile app, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications.
- **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 155 Million people in more than 100 countries worldwide

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