

CASE STUDY

LAGUNA BEACH, CA Public Safety Warnings

Situation

Faced with wildfire, flooding, earthquake, tsunami, severe weather and other public safety threats, the City of Laguna Beach required a city-wide emergency warning system capable of providing residents and visitors critical notifications and instructions.

In addition to covering large areas, the system must be capable of broadcasting voice messages with exceptional vocal clarity, easily integrate with the city's existing police and emergency management software, and be visually compliant with the city's strict architectural code.



Problem

Most emergency warning installations sound sirens, but are incapable of broadcasting intelligible voice notifications containing critical information about the nature of the emergency and potentially life-saving instructions. Mobile phone alerts are dependent on cell towers that are prone to failure during power outages and wildfires.

Surf and beach noise drown out bullhorn and portable P.A. broadcasts making them ineffective for warning surfers, swimmers, and beach goers of hazards.

Solution

Laguna Beach city officials selected the **superior area coverage**, **vocal clarity**, and **discreet visual footprint** of **Genasys ACOUSTICS** systems.

"Most notification systems rely on electric power, cellular telephone facilities and communication lines that could fail due to fire damage. An additional redundant method to communicate emergency notifications is a city-wide outdoor warning system. The system could be activated locally or remotely by satellite to provide an additional layer of notification, in the absence of functioning cell towers."

City of Laguna Beach Wildfire Mitigation and Fire Safety Report





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 broadcast audible alert tones, emergency warnings, and public safety notifications with exceptional clarity at beaches and over large downtown areas.

Unlike conventional loudspeakers, bullhorns, and outdoor P.A. systems that disperse sound in all directions with garbled voice quality and limited broadcast area coverage, Genasys' proprietary driver and waveguide technology delivers focused ACOUSTICS broadcasts only to targeted locations, while substantially reducing sound levels in surrounding areas.

Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering more than 100 Million people in over 100 countries worldwide, including more than 500 U.S. cities, counties and states.

REQUEST A
DEMO

