

CASE STUDY

Chattanooga, TN PD Festival Communications

Situation

The Riverbend Music Festival is an internationally award winning three-day music festival that takes place annually in the heart of Chattanooga at Ross's Landing on the Tennessee River. Ranked as one of the top ten American festivals, Riverbend draws over 650,000 patrons annually to its stages and more than 100 musical acts. Chattanooga PD is tasked with keeping the peace and ensuring attendees safely exit the venue at the close of the festival each night.



Problem

For many years, Chattanooga PD used bullhorns and police vehicle PA systems to communicate to the large crowds. Due to the limited broadcast range and poor sound quality of these older communications systems, police officers had to be in close proximity to several thousand people and repeat their messages and instructions countless times.

Many officers were needed each night to disperse the crowds, clear the roads, and close the venue.



Solution

Chattanooga PD purchased an **LRAD 100X long-range communications system**.

*"We deployed the **LRAD** in several situations with an immediate response from the crowds. I cannot praise the system enough on its effectiveness on large crowds and its ability to safely bring about a desired response to messages from law enforcement. I have been assigned to our Riverbend festival for more than ten years and I am grateful that our days of broadcasting by bullhorn or police vehicle PA systems are over. Thank you for a **great product** and helping us provide **a safer alternative when dealing with large crowds** and potentially riotous conditions."*

Captain David Roddy, Chattanooga, TN PD





Protective Communications

LRAD

LRAD is the Communication System of Choice for law enforcement, public safety, and defense departments around the world. Unlike bullhorns and vehicle PA systems that disperse sound in all directions, LRAD's proprietary audio technology focuses sound in a 30° beam while substantially reducing sound levels behind the device and in surrounding areas.

Long Range Acoustic Devices are saving lives during everyday duties and escalated risk operations. Offered by Genasys, ensure your department has LRAD's essential clear communication capabilities

EVERTEL

Genasys Evertel provides secure, real-time communication and collaboration, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications. With security at its core, Evertel ensures the integrity and reliability of every message, offering a robust platform for both internal and external communication and collaboration.

Unify your organization and facilitate smooth collaboration with external organizations through real-time communication. Drive compliance, including CJIS, FOIA and HIPAA, with record retention policies so your agencies or personnel can communicate in confidence.



"LRAD is a game changer for communication between the police and the public. If we can effectively communicate, we reduce the chances of anybody getting hurt."

- Sgt. J.E. Armstrong, Greensboro, NC PD

"When you're on Genasys Evertel, you're able to push out updates in real time. To me, that is the value proposition and is worth its weight in gold. It's very cost effective for our team and city."

- Christopher Cook, Police Chief, White Settlement, TX

Genasys

Global Provider of Protective Communications Solutions

Protecting people and saving lives for over 40 years, Genasys covers more than 155 Million people in over 100 countries worldwide



LRAD products are available for purchase through multiple channels including: DLA TLS SOE, GSA Advantage, Federal and State grants, FEMA Authorized Equipment List (AEL), and others. More information: sales@genasys.com

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