

CASE STUDY

LARGE EVENT VENUE, SOUTHLAKE, TEXAS

Situation

Art in the Square is a three-day art festival held annually the last weekend in April in the Southlake Town Square. The event attracts tens of thousands of visitors and over 150 artists. Art in the Square also features two stages with live entertainment, a bistro walk with many food and beverage choices, and fun zones for teens and children.



Problem

Event organizers used bullhorns and portable PA systems to broadcast general announcements and to warn attendees of approaching severe weather and other emergency notifications.

Many announcements and notifications were hard to hear and understand throughout the square due to the limited range and vocal intelligibility of the bullhorns and PA systems.

Solution

The City of Southlake purchased portable remotely operated **Genasys ACOUSTICS** systems that broadcast attention-commanding alert tones and highly intelligible voice messages that are clearly heard and understood over background noise and at a distance.

"(Genasys ACOUSTICS) are capable of providing event-specific warnings and information to large crowds. They will allow us to provide focused, voice-specific warnings at the many special events that Southlake hosts throughout the year."

- Southlake Office of Emergency Management Mission Statement



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.



Self-contained or easily integrated with existing infrastructure, and featuring solar power, battery backup and satellite connectivity, Genasys ACOUSTICS systems are highly effective in delivering public address announcements and emergency notifications during fairs, festivals and other large outdoor events.

"Many of Southlake's events occur outside where people are most vulnerable to weather events and other hazards. With the extreme weather that our region has experienced over the past year, these mobile warning systems will further enhance the safety and security of our residents and guests."

- Southlake Office of Emergency Management Mission Statement

Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering over 100 Million people in more than 155 countries worldwide.

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