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Genasys Protect
Multi-Channel Alerting

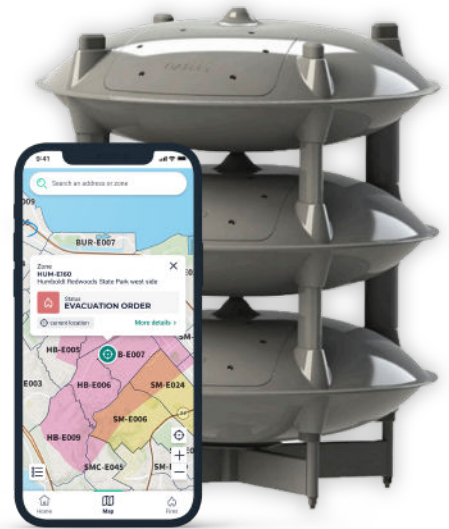### *Keep people safe with targeted communication.*

When emergencies arise, it's critical to **notify your community** or your **teams quickly**. Genasys Protect redefines mass communications to keep people aware, informed, and safe in emergencies. Genasys Protect ALERT combines real-time and modeled data, integrated intelligent zones, multi-channel alerting, sensor integration, and long-range acoustic devices for outdoor warning. Be ready to precisely respond to any event through multiple channels, improving the safety of employees, first responders, and the community.

Precise Communications

Send alerts to individuals, segmented groups, or everyone in targeted areas. Improve adaptability and flexibility by making new zones on the fly and using condition-based groups to reach targets with precision.

Multi-Channel Alerts

Communicate through multiple channels to improve message penetration rates. Channels include SMS, CBC, Genasys Protect ACOUSTICS, social media, voice calls, TV, radio, digital signage, and more.

Public-facing awareness

Help community members, employees or visitors understand and track what is happening with consistent communications. People can register for alerts they want, through a convenient app or web portal.

Automated Alerts

Augment emergency communications with automated alerts to community or team members. Send weather alerts and more to the Genasys mobile app, web interface, or any registered device.

Alerting Channels

Mobile Push Notification
Rapid and scalable delivery of notifications to mobile applications

Indoor & Outdoor Notification
Audio notifications to LRAD outdoor sirens and indoor public address (PA) systems

Voice Call
Delivery of voice telephony alerts to any land, VoIP, mobile phone

IPAWS
Delivery of messages via WEA (Wireless Emergency Alerts) to a defined area or zip code

Text Messaging
Delivery of text messages (SMS) to mobile devices and pagers

E-mail
Email delivery with attachments

CAP Compliant
Interact with a wide array of external systems: sirens, TV, radio & digital displays.

XML Feeds
Output standard XML feeds (RSS, ATOM) integrating with other systems and websites

Social Networks
Distribution of alerts through Twitter and Facebook

"Our alert and warning plan uses text messages, social media, and outdoor warning system speakers from Genasys. If we lose cell towers or electricity during a disaster, the outdoor warning system, which includes satellite connectivity, solar power, and battery backup, is our failsafe." **– Brendan Manning, Emergency Operations Coordinator, Laguna Beach, CA**
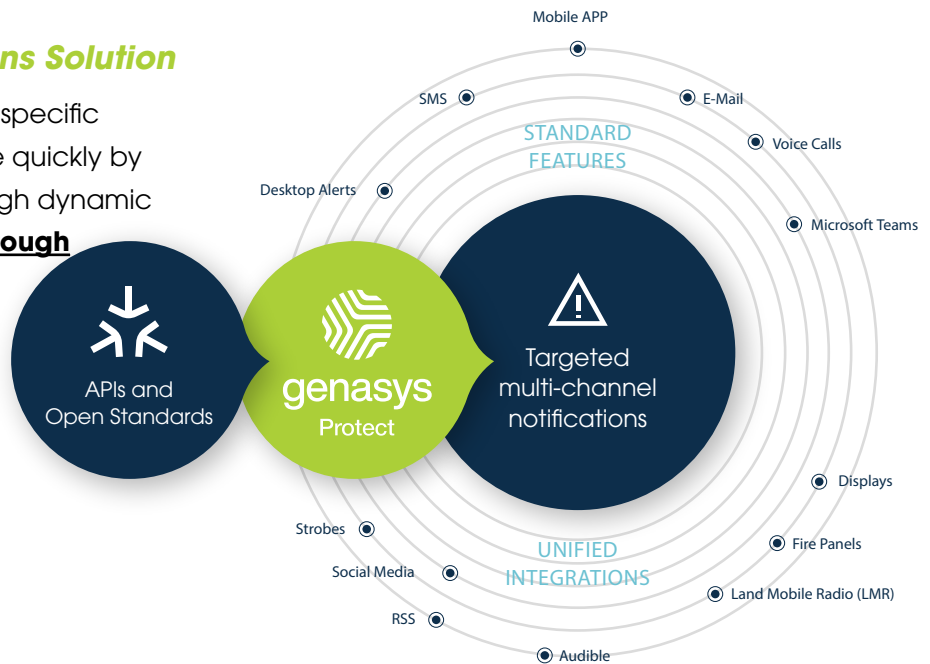
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Genasys Protect:

A Superior Protective Communications Solution

Send **targeted communications** to people in specific locations with Genasys Protect. Reach people quickly by reducing communication creation times through dynamic templates that broadcast communications **through multiple channels.**

Gain the confidence that comes from knowing your response plans are fully tested and backed by a partner with more than four decades of front-line experience. Genasys Protect keeps people safe before, during, and after emergency events.

Mobile APP

SMS   E-Mail

STANDARD FEATURES   Voice Calls

Desktop Alerts   Microsoft Teams

APIs and Open Standards   genasys Protect   Targeted multi-channel notifications

Displays

Strobes   Fire Panels

UNIFIED INTEGRATIONS

Social Media   Land Mobile Radio (LMR)

RSS

Audible

API - First Data Foundation	**Targeted Zone-Based Alerts**	**Dynamic Quick-Launch Alerts**
Multi - Channel Alert Saturation	**Genasys Network Effect**	**Genasys ACOUSTICS**

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Proven Technology	**Cloud - First Convenience**	**United Operating Picture**	**Unmatched Alert Precision**

"This new emergency alert system is easy to use—from a dedicated app to the ability to add multiple addresses to bilingual resources—this system is designed to deliver fast, accurate public safety alerts for our community." – **Scott Hawkins - Montrose County (CO) Director of Emergency Management**

MONTROSE COUNTY
ALERTS!
STAY INFORMED - STAY SAFE

REQUEST A DEMO

Genasys: Global Provider of Protective Communications Solutions

Protecting people and saving lives for over 40 years, Genasys covers more than 155 million people in all 50 states and in over 100 countries worldwide

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