

CASE STUDY

LA JOLLA, CALIFORNIA Beaches/Lifeguards

Situation

La Jolla Cove is one of San Diego's most picturesque and popular beaches drawing tens of thousands of local residents and tourists annually. In recent years, the Children's Pool has become an attraction as hundreds of harbor seals use the beach as a rookery from December through May. Beachgoers and seals share the beach the rest of the year. Lifeguard towers on both beaches are staffed year around to watch over swimmers, beachgoers and seal spectators.



Problem

The poor voice quality and limited broadcast range inherent in bullhorns and portable P.A. systems force lifeguards to repeat warnings and notifications several times with no assurance that they are heard or understood.

Surf and beach noise drown out bullhorn and portable P.A. broadcasts making them ineffective for communicating rip current, contaminated water, undertow, storm surge, shark sighting and other warnings, as well as beach closures and general announcements.

Solution

The City of San Diego installed **Genasys ACOUSTICS** systems on the lifeguard towers at La Jolla Cove Beach and the Children's Pool. Genasys ACOUSTICS systems feature extended broadcast coverage, highly intelligible live or prerecorded voice messages rugged, all-weather enclosures and a high efficiency, easy to install amplifier cabinet integrated with an MP3 player/recorder and an all-weather microphone.



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.



Self-contained or easily integrated with existing infrastructure, Genasys ACOUSTICS systems are highly effective in delivering public safety announcements and emergency notifications at beaches and other large outdoor areas.

Unlike conventional loudspeakers, bullhorns and outdoor P.A. systems that disperse sound in all directions with minimal broadcast coverage, Genasys' proprietary driver and waveguide technology focuses Genasys 60XL ACOUSTICS broadcasts in a 60° beam to cover expansive beaches while substantially reducing sound levels behind the long-range communication system and in surrounding areas.

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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DEMO**

