

Name Change FAQ

What is Genasys?

Genasys distributes clear, concise communications across multiple channels to ensure everyone in a specific geographic area is getting the urgent and essential information they need to stay safe. Whether it's through crystal-clear long-range acoustic devices or geo-located mobile notifications sent by text, email and social media, everyone has multiple ways and opportunities to receive up-to-date, life-saving instructions before, during and after critical events.

Why are you changing the name of the company?

The world is changing. We know that the ability to receive clear and timely information saves lives. The more channels that information is disseminated on, the more likely people in harm's way will receive it. There is a clear need for a unified system that covers multiple channels—specifically LRAD voice broadcast systems and Genasys mobile notification software. We have evolved past our original goal of delivering best-in-class acoustic hailing devices. We want a name that reflects the *complete* solution that we deliver for our customers and articulates the entire scope of what we do: We deliver critical communications to save lives. To that end, LRAD is now Genasys.

Where does the new name come from?

Genasys was the name of the mobile communications software company that LRAD acquired. The name coupled with the new logo personifies the new direction we are taking the company while honoring our roots. By delivering critical communications anywhere, anytime, we make and keep people safe, providing peace of mind to people all over the world.

What's exactly changing?

Our software and integrated solutions address markets that are larger than the ones we currently serve. In this new chapter of the company's history, we will work to expand our acoustic hailing device business and deliver the only unified solution for public safety, emergency warning and other critical communications applications to the large and growing mass notification market. With Genasys, we have expanded into new markets that include governments, businesses, municipalities, phone carriers, network providers, cities, towns, colleges, and many others.

Will the new company still sell LRADs?

LRAD hardware systems are integral to the company's unified platform—particularly for defense, law enforcement and critical infrastructure applications. We will work to expand LRAD's business as it is a key part of our unified platform and as we continue to evolve and address customer needs.

Will my contacts change?

No, your contacts will remain the same, but emails will switch over the @genasys.com domain on October 23, 2019.

Who do I talk to if I have questions about the name change?

Please contact Robert Putnam, Senior Marketing Manager, rputnam@genasys.com.
For press inquiries, please contact Philip Bergman, pbergman@viewstream.com.