

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 Protect 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





Genasys Protect

The **Genasys Protect Platform** provides a multi-pronged solution:

- **Genasys Protect ALERT** provides intelligent, location-based, multi-channel mass notification with real-time and modeled data, integrated zoning, automated sensor integration, and even optional integration with outdoor acoustic devices.
- **Genasys Protect EVAC** accelerates emergency response and management by facilitating decision making, cross-agency collaboration, and rapid responses through intelligent, zone-based mapping.
- **Genasys Protect ACOUSTICS** provide 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 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, 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 100 countries worldwide, including more than 500 cities, counties and states in the U.S., as well as more than half of all California counties.

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