

CASE STUDY

Columbia, SC Police Crowd Communications

Situation

After the University of South Carolina (USC) football team defeated rival University of Georgia on October 6, 2012, an estimated crowd of 8,000 students and fans poured into bars and restaurants in the city of Columbia's Five Points entertainment district to celebrate. Columbia PD is tasked with keeping the celebration in check on the street and peacefully dispersing crowds at the 2:00 AM closing time.



Problem

Two weeks earlier, gunshots and mob fights erupted in the Five Points district after a USC football game. Columbia PD and other local law enforcement agencies were determined to prevent a repeat of the September 23, 2012 violence.

The limited broadcast range and poor sound quality of traditional police communication methods, including shout-outs, bullhorns, and vehicle PA systems, can't be heard or understood by large crowds of celebrating fans on the streets or inside cars.



Solution

Columbia PD officers deployed **LRAD 100X** systems magnetically mounted to their patrol cars and slowly cruised up and down the streets of Five Points informing revelers that it was closing time and to go home.

Law enforcement officers broadcast a few seconds of LRAD's safe, attention-commanding alert tone to gain the crowd's attention to the highly intelligible voice commands to clear the area. Fans that lingered were warned that they may be subject to arrest.

The crowds quickly dispersed with few incidents and minimal arrests.





Protective Communications

LRAD

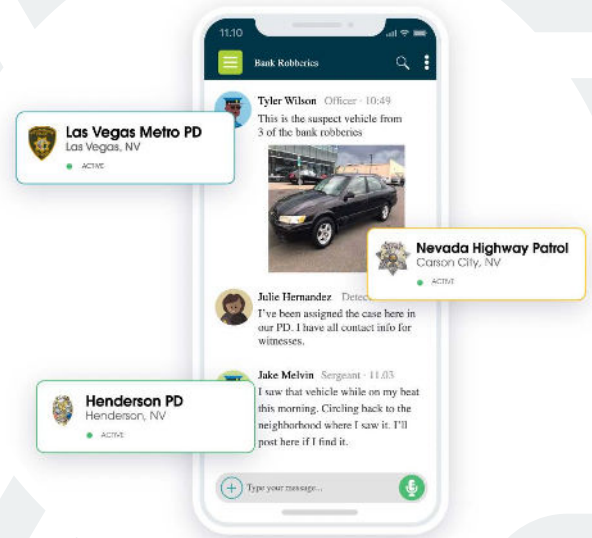
LRAD is the Communication System of Choice for law enforcement, public safety, and defense departments around the world. Unlike bullhorns and vehicle PA systems that disperse sound in all directions, LRAD's proprietary audio technology focuses sound in a 30° beam while substantially reducing sound levels behind the device and in surrounding areas.

Long Range Acoustic Devices are saving lives during everyday duties and escalated risk operations. Offered by Genasys, ensure your department has LRAD's essential clear communication capabilities

EVERTEL

Genasys Evertel provides secure, real-time communication and collaboration, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications. With security at its core, Evertel ensures the integrity and reliability of every message, offering a robust platform for both internal and external communication and collaboration.

Unify your organization and facilitate smooth collaboration with external organizations through real-time communication. Drive compliance, including CJIS, FOIA and HIPAA, with record retention policies so your agencies or personnel can communicate in confidence.



"LRAD is a game changer for communication between the police and the public. If we can effectively communicate, we reduce the chances of anybody getting hurt."

- Sgt. J.E. Armstrong, Greensboro, NC PD

"When you're on Genasys Evertel, you're able to push out updates in real time. To me, that is the value proposition and is worth its weight in gold. It's very cost effective for our team and city."

- Christopher Cook, Police Chief, White Settlement, TX

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