

CASE STUDY JAPAN

*Ministry of Interior Affairs and Communication and ICT
(Information and Communication Technology)*

Situation

After the 2011 Great East Japan Earthquake, the Japan Ministry of Interior Affairs and Communication identified the need for a more effective warning system. The earthquake caused widespread damage, including at the Fukushima Daiichi Nuclear Plant, resulting in evacuations and highlighting the importance of clear communication during emergencies.



Problem

The existing warning systems were deemed ineffective and insufficient to communicate vital instructions to citizens during emergencies. There was a need for a more reliable and comprehensive solution to enhance public safety in Japan's coastal areas.

Solution

Genasys collaborated with Japanese partners such as Marubeni, LR Techno, and Towa Engineering to address this issue. They **installed over 794 speaker towers** strategically placed across more than 12 prefectures along the entire Japanese coast. These speaker towers were **integrated into a single network for efficient monitoring**.

Additionally, Genasys incorporated flood sensors and cameras into existing poles as part of an integrated system designed for scalability. This advanced technology allowed for **comprehensive monitoring** using Information and Communication Technology (ICT) infrastructure.

The collaboration between Genasys and its Japanese partners led to the development of an advanced warning system that significantly improved authorities' ability to communicate vital information during emergencies. This solution greatly enhanced public safety throughout Japan's coastal areas by providing clear and intelligible instructions in times of crisis.

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.



Genasys is the only Protective Communications platform that unifies software and hardware to provide geo-targeted alerts to mobile phones and audible warnings and notifications through indoor and outdoor speakers with industry-leading vocal clarity and broadcast area coverage.

Self-contained or easily integrated with existing infrastructure, and featuring solar power, battery backup and satellite connectivity, Genasys ACOUSTICS systems are highly effective delivering life-safety announcements and emergency notifications during floods, fires, earthquakes and other disasters.

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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