

# Will you be ready when it matters?

# ALL-HAZARD

## **An All-Hazard Approach**

In the face of emergencies, every second counts. The challenges are immense: limited time to act, an overwhelming influx of information, logistics, and resources to manage, and the critical need for clear communication within teams and with the public.

From natural disasters like wildfires and floods to man-made threats like terrorism and war, these challenges remain as the primary obstacles to deploying successful responses. Effective decision-making and communication are the difference between chaos and control, giving rise to solutions that go beyond simple mass alerting.





## Protective Communications: The New Wave of Emergency Communications

Protective Communications is the logical evolution and modernization of mass notification. Protective Communications solutions allow you to plan before incidents occur, refine decisions with situational intelligence, collaborate across agencies or across private/public alignment, and communicate effectively to people that need to know important information.



The Protect Platform presents a holistic approach that not only enhances the speed and efficiency of responses but also empowers decision-making and collaboration. Composed of four distinct solutions, the Protect Platform provides powerful tools to enable more effective and coordinated response to all hazard incidents.

**REQUEST A  
DEMO**





0 min

Emergency Detected



1 min

Dispatch with CAD



3 mins

Public Safety Arrives

## The Assessment

- Genasys Protect's AI-powered models quickly identify:
  - Affected zones
  - Shelters, schools, hospitals, and more
  - Inaccessible roads, closures, evacuation choke points
- Maintain alignment with a Common Operating Picture

## Collaboration & Communication

- Instantly share assessment with all participants
- Create separate response team chats for precise coordination
- Utilize data from existing GIS sources to enhance a common operating picture
- Collaboratively manage traffic & shelters, evacuate schools & hospitals, and mitigate disaster spread



4 mins

Public safety team communication and mobilization



5 mins

Emergency Response Message Decided



7 mins

Zones notified for action through multiple channels

## Decision-Making

- Model traffic behavior
- Select zones & zone-based actions
- Use templates to quickly and easily finalize messaging & channel selection
- Time evacuations, alerts, information updates, lockdowns, and more

## Notification & Alerting

- Broadcast multi-channel alerts via SMS, email, social media, voice calls, IPAWS, and more
- Broadcast clear long range voice messages with ACOUSTICS: always-on warning speakers
- Responders are on-route to aid in evacuation efforts and disaster mitigation
- React quickly to changes with real-time communication & updates



## GENASYS PROTECT COMMUNICATION ZONES

### Zone-Based Planning and Evacuation Management

#### PLAN

1. Fine-tune AI-generated intelligent zones
2. Simulate disaster and traffic behavior to test scenarios
3. Keep people informed with a dedicated app

#### COLLABORATE

1. Use a Common Operating Picture to:
  - a. Facilitate communication with common map
  - b. Maintain alignment with all participating agencies
  - c. Accelerate collaborative decision-making

#### ACT

1. TRAFFIC AI models aid in evacuation decision-making
2. Select, cut, and edit zones for sequential evacuations
3. Select message templates to broadcast critical alerts
4. Inform the public with vetted map-based evacuation updates



## ACOUSTICS

### Always On Clear Voice Commands & Instructions

#### ACT

1. Broadcast clear audible alerts at long distances, above loud background noise, and inside vehicles and buildings
2. Reduce panic and confusion with pre-recorded or live voice commands
3. Continue operating during power and network connectivity failures





## GENASYS PROTECT ALERTING

### Geo-Targeted Multi-Channel Mass Notification

#### PLAN

1. Set up Quick Launch templates for fast messaging
2. Integrate sensors and panic buttons to automate alerts
3. Connect databases to ensure contacts stay updated

#### COLLABORATE

1. Group contacts based on dynamic roles
2. Ensure all stakeholders receive critical updates

#### ACT

1. Send critical information through multiple channels
2. Quickly activate and disperse click and play templates
3. Send alerts to everyone in targeted geographic areas



## EVERTEL

### Compliant, secure cross-agency communication

#### PLAN

1. Form key working groups for essential operations.
2. Upload important resources to protected messaging platform
3. Distribute Incident Action Plans and other vital documents

#### COLLABORATE

1. Maintain contact between command and the field
2. Direct communication with across agencies in seconds
3. Collaborate with multimedia, text, audio, videos, web-links, and documents
4. Create and share real-time collaborative forms

#### ACT

1. Real-time communication during emergency
2. Work together during daily engagements

# Versatile Impact Across Industries

Genasys Protect is flexible enough to improve safety standards and day-to-day operations.



**Emergency Management**



**Fire Service**



**Law Enforcement**



**SLED**



**Federal Government**



**Military**



**Higher Education**



**Industrial Facilities**



**Oil & Gas**



**Utilities**



**Stadiums & Events**

## Multi-Channel Communication

Genasys Protect's ability to broadcast clear, targeted messages enables quick dissemination of critical information to employees, responders, and the public. Genasys Protect ensures that the right message reaches the right people at the right time.

**Reduce downtime and protect sta<sup>o</sup> with timely warnings during critical failures or environmental incidents or use it to manage large crowds and prevent chaos during emergencies.**

## Situational Awareness & Intelligent Zoning

Genasys Protect integrates situational awareness allowing access to real-time information to make informed decisions fast. Intelligent zoning allows organizations to fine-tune messages ensuring relevant and actionable communication.

**Fire services excel at incident management during unfolding fire hazards with optimizing response, while schools target specific zones during campus-wide crises.**

## Emergency Evacuations

Fast, coordinated evacuations are critical in emergencies. Genasys Protect reduces evacuation times from hours to minutes with streamlined communication between agencies and broadcasting evacuation instructions across multiple channels.

## Cross-Agency Collaboration

Genasys Protect supports collaboration between agencies, enabling them to share data and coordinate responses. With a common operating picture, responders work together seamlessly during emergencies.

**Law enforcement benefits from real-time coordination during large-scale operations and crimes such as abductions.**

# Genasys Protect Partner Network

Our strong partner network delivers the most effective public safety solutions. By collaborating with industry leaders like Esri, Intterra, Ladris, Tablet Command, and First Due, we combine our communication technologies with their specialized expertise, ensuring you receive the most advanced tools for your community's safety.

Each partner strengthens our capabilities in unique ways:

- **Esri** enhances precision with cutting-edge geographic data
- **Intterra** integrates multiple agencies' data, creating a unified picture
- **Ladris** boosts evacuation strategies with AI-driven traffic modeling
- **FloodMapp** Street-level flood intelligence delivered as a live mapping feed before, during, and after a flood.
- **First Due** brings swift coordination in multi-channel communication



*View an expansive list of our partners  
on [genasys.com](https://www.genasys.com)*



## Genasys Protect Solutions:



Covers Over **150M+** People



Are Deployed in **105+** Countries

## Events Drive Change:

- Genasys deployed the first national location-based SMS alerting system in the world in Australia after the tragic Black Friday Fire
- Genasys developed the world-renowned Long Range Acoustic Device (LRAD) after the USS Cole terrorist bombing

*Don't wait until tragedy strikes. Upgrade and modernize your emergency management capabilities today to protect your community tomorrow.*