genasys

Genasys Protect
Building a Resilient Community

Genasys Protect drastically improves public officials' ability to manage critical events and evacuations. Working with emergency managers and first responders who handled some of the most devastating crises in the US attunes Genasys solutions with public safety officials' real pain points and priorities. This has led to solutions that accelerate response times by 90%, enhance decision making, improve cross agency collaboration, and keep everyone informed during a crisis.

Genasys recognizes that each opportunity to connect with a citizen in danger could be lifesaving. Recent studies show that one of the leading causes of death during emergencies such as wildfires is a lack of information or late warnings. Effective communication is crucial to public safety.

Challenges

...munication often stem from the rapid, dynamic
...information becomes difficult due to factors like
..., communication silos, and the difficulty of reaching

...s or understanding of the immediate threat. Having
...managers' ability to reach the public with vital
...oadcasts, Genasys has developed a **public website**
...any of the communication challenges public safety

...tal that shares high
...ing them to always

...GIS experts as a
...software solution
...n-intuitive platform.
...ation directly from
...ing citizens with
...etailed information
...afety officials or

...s **misinformation.**
...**communication**

...**encies.**
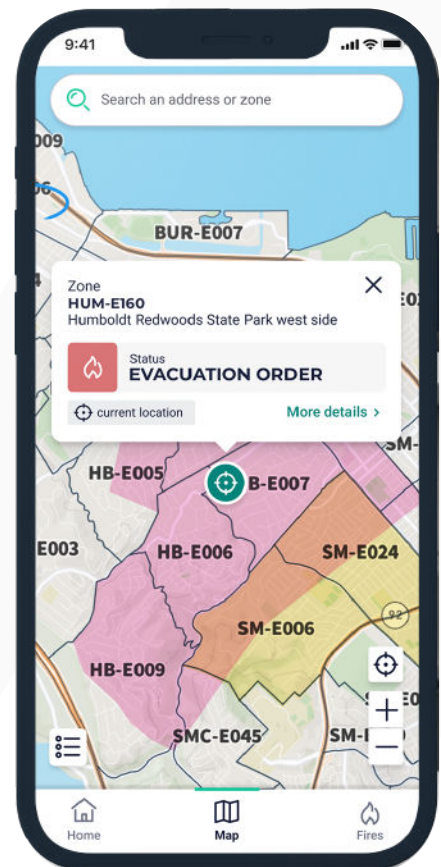
Mobile App

The Genasys Protect Mobile App provides **constant safety updates for the public** and enhances the effectiveness of the public site. Ordinarily the public has to download separate emergency communications apps for each state or county as they move around. Genasys Protect Mobile App users can receive notifications from Genasys Protect from anywhere that has one of the solutions installed. This negates the need to download multiple apps for every state or county, greatly simplifying the process for the public.

Individuals **receive immediate notifications** about nearby dangers and essential safety measures based on their current location and the locations they choose. Multi-location safety allows users to follow multiple geographic points to receive alerts sent to any location they choose.

This mobile app works hand-in-hand with the Community Communications Application, offering live evacuation updates, ensuring privacy protection, and providing point-of-interest notifications. Together, these tools empower users with trusted, timely information, fostering a more resilient and well-connected community in the face of critical events.

d Communications

rce of Truth

erse channels improves the reach of communications targeting residents and visitors. Each channel vides different benefits in terms of reach. Genasys Protect gives residents and visitors easy access o key in ation.

information sharing, it becomes a dynamic platform ensuring residents and visitors stay ed. Most emergency communication channels focus on quick to the point information and a self-service channel like Genasys Protect's public website can go more in-depth, ation such as:

* Zone s updates – Evacuation Order, Evacuation Warning, Normal, Repopulation.
* descriptions such as "Immediate threat to life. This is a lawful order to leave now." Or "Potential and/or property. Those who require additional time to evacuate should leave now."
* ts.
* ness information including road closures, traffic control points, shelter location, and ions.

he mobile pp combines both alert broadcasting and self-service functionality. All information found on the e is accessible from the mobile app, with the added ability for users to receive push updates tus changes happen in zones they follow. This facilitates their ability to stay informed while on the move without any delays.

This enhances public safety by empowering individuals to make **quick and informed decisions** during emergencies. By enhancing information accessibility, these tools play a crucial role in fostering a resilient and well-informed community that reacts quickly and effectively during critical situations.

Vetted Information and Reduced Misinformation

Genasys Protect's public website and mobile app significantly contribute to spreading vetted information and minimizing misinformation by offering direct access to trustworthy, real-time information from public safety officials. Beyond ensuring citizens access this information, the platform extends this benefit to news agencies, providing them with a reliable source, reducing reliance on potentially inaccurate or outdated information. The real-time updates eliminate the risk of spreading outdated information, a common challenge faced by news agencies, reinforcing Genasys Protect's role in promoting the dissemination of current and trustworthy information during critical events.

911 - Improved Emergency Call Center Effectiveness

Genasys Protect significantly reduces inbound 911 emergency calls by keeping residents and visitors in the incident area informed by eliminating the need for information-seeking calls. This extends to family members or curious members of the public who call asking for information, which takes precious time away from people who are in real danger.

During a crisis **speed and timing makes the difference** between life and death. Call operators can work faster and reach more people by redirecting non-urgent calls to the self-service public site and recommending downloading the mobile app for further updates. Additionally, 911 call center operators can use address-based searches on the public site to retrieve information for callers far faster than through previous methods. This all leads to swift and accurate assistance during emergencies, ultimately improving overall emergency response efficiency and saving lives.

Critical Events - Before and After

Beyond keeping citizens informed and improving 911 call center effectiveness during emergencies, Genasys Protect provides value across all stages of an emergency. Before evacuation orders, it informs citizens of their safety status and provides warning statuses for potential threats, allowing for proactive preparations and reducing panic. Citizens can also use it to learn about the location of nearby shelters or other key information at any time to be ready when an emergency strikes.

Post-evacuation, the platform remains accessible, offering information on when it is safe to return home. This is particularly useful for citizens who were forced to evacuate outside emergency managers' jurisdictions since they would no longer be reachable through commonly used emergency communication channels such as SMS. The public website ensures they always have access to crucial repopulation information.

Beyond Emergencies

Beyond emergencies, Genasys Protect functions as a **valuable public safety education tool**, enabling public officials to use it during community events when teaching about safety protocols and staying informed. The mobile app can send optional safety information and tips outside of emergencies to extend valuable insights to the public. Both tools enhance the public's situational awareness by offering insights into essential resources like shelter locations, including details such as pet-friendly options or whether evacuees are required to bring resources such as bedding and blankets.

Additionally, the platform serves the broader public by providing useful information on road closures, traffic control points, and local events. This dual functionality not only keeps the public well-informed but also increases their engagement with community events, fostering a more connected and informed local population.

The Whole Picture

In conclusion, Genasys Protect emerges as a transformative solution for building resilient communities and enhancing public safety. The challenges of dynamic crisis situations, from information gaps to evacuation complexities, find solutions in the Genasys public website and mobile app. This intuitive self-service portal extends communication reach, shares real-time information, enhances 911 call center effectiveness, and offers comprehensive support before, during, and after emergencies. Beyond crises, Genasys Protect remains a versatile tool, promoting public safety education and community engagement for a resilient future.

The Global Leader in Protective Communications Solutions

Genasys Inc. is the global leader in Protective Communications Solutions that ensure private organizations and public safety agencies are "Ready when it matters." Genasys solutions reduce reflex time for emergency situations and drastically improve collaboration and communication with employees and the public.

Genasys protects over 150 million people globally and is used in more than 100 countries.

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