



# Public Safety Solutions for Civil Unrest

## *Maintaining the Peace and Enhancing Safety During Civil Unrest with Genasys*

Civil unrest profoundly impacts society, causing disruptions, fear, and potential harm to both protesters, bystanders, and first responders. Law enforcement faces significant challenges in addressing these situations, including ensuring clear communication, maintaining public order, and protecting lives. Keeping everyone safe during these events is paramount, as miscommunication can escalate tensions and lead to violence.

Having reliable and effective communications solutions is vital. Genasys provides such solutions with Genasys Evertel and LRAD, which respectively enable secure, cross-agency collaboration and clear, audible communication to the public. These tools ensure that law enforcement can respond swiftly and effectively, promoting safety and order during civil unrest.

## Communication is Essential During Protests & Civil Unrest

Communication is crucial during civil unrest. Secure, internal communications keep law enforcement coordinated and informed. With Evertel, agencies can collaborate securely across all jurisdictions. This cross-agency platform enhances emergency management, speeding up and improving responses to evolving situations.

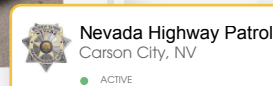
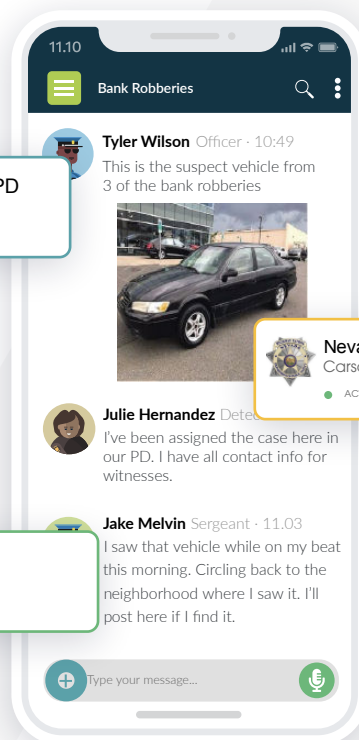
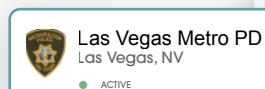
Real-time, external communication is equally important. Miscommunication can lead to violence and chaos. LRAD systems provide clear, audible notifications, warnings and commands, ensuring protesters understand law enforcement instructions. These clear messages help prevent misunderstandings and reduce the potential for violence. Together, Evertel and LRAD empower law enforcement to maintain order and keep everyone safe during civil unrest.

## Evertel: Enhancing Coordination & Internal Communication

Evertel strengthens cross-agency collaboration by providing a secure, real-time communication platform. It allows public safety personnel to exchange information rapidly. With real-time messaging, Evertel ensures all agencies have access to the same critical data, which improves situational awareness and decision-making during civil unrest.

Evertel also addresses the challenge of protest organizers monitoring police radio bands. By offering encrypted communication channels, it keeps law enforcement communications secure and ahead of evolving situations. This secure platform ensures that strategic decisions and actions remain confidential, reducing the risk of miscommunication or information leaks.

Additionally, Evertel streamlines incident reporting and documentation. It complies with FOIA, HIPAA, CJIS, and record retention requirements, ensuring that all communications are securely stored and retrievable. This comprehensive compliance framework allows agencies to maintain accurate records of civil unrest incidents, facilitating transparency and accountability. Through its secure, intuitive interface, Evertel simplifies the management of civil unrest responses, enhancing overall efficiency and effectiveness.



## **LRAD: Clear Communication in Civil Unrest**

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LRAD communication systems broadcast live or recorded voice messages over loud crowds and background noise from close range out to several hundred meters. This extended range increases the standoff distance between protesters and police, reducing physical altercations. These extended standoff distances improve safety levels for both protestors and law enforcement personnel.

In many civil unrest situations, protesters claim they do not hear law enforcement's warnings, commands, or instructions. LRAD addresses this with voice broadcasts up to ten times louder than bullhorns and vehicle P.A. systems and ensuring voice clarity and intelligibility even in noisy environments. By using LRADs, law enforcement personnel know that their instructions and commands are clearly heard and understood by protesters.

LRAD systems can be operated by a single individual or mounted on vehicles and helicopters, delivering clear communication to protesters and civil dissidents. Using LRAD promotes peaceful resolutions, reduces property damage, improves community safety, and safeguards first responders. Its versatility and effectiveness make it an essential tool for managing civil unrest and maintaining order.

**See LRAD in  
action during  
2024 protests**



## **Genasys Protect Keeping the Broader Community Informed**

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Genasys Protect empowers law enforcement to broadcast geographically targeted alerts through multiple channels during civil unrest and other emergency situations. Whether it's SMS, social media, email, or acoustic devices, this software ensures that affected areas receive crucial information about protest start times, ongoing developments, and when events conclude. This multi-channel approach ensures that messages reach as many people as possible quickly and effectively.

Genasys Protect enhances coordination by sharing a common operating picture with all responding agencies. This capability allows visualizing asset and personnel deployment in real time, streamlining decision-making and operational efficiency during civil unrest. Responders can see exactly where resources are, enabling swift adjustments and improving overall response times.

Moreover, Genasys Protect makes vital information more accessible to the public. By providing updates and zone-based warnings through a citizens site and mobile app, this tool helps minimize the impact on people living in or near areas affected by civil unrest. Clear communication ensures that bystanders are informed, reducing confusion and enhancing public safety.

## Clear Communication to Keep the Peace

The primary objective during protests and civil unrest is the safety of all involved – protesters, activists, bystanders, and law enforcement officers. Ensuring everyone remains safe requires clear, reliable communication.

Evertel empowers public safety agencies with secure, cross-jurisdictional communication capabilities. This enables agencies to plan and coordinate both personnel and public safety assets to prevent protests from escalating into riots. With Evertel, agencies can share real-time updates, allocate resources efficiently, and maintain a unified response. For example, they can swiftly deploy officers to critical locations, share intelligence on potential threats, and ensure all teams are aligned on their strategies and actions.

In many jurisdictions, law enforcement personnel must provide verbal warnings before initiating crowd control protocols. This requirement highlights the importance of clear communication. LRAD stands as law enforcement's communication system of choice. It ensures that warnings, instructions, and commands are clearly heard and understood, minimizing confusion and helping to de-escalate volatile situations. By delivering clear and intelligible messages, LRAD aids in maintaining order and promoting peaceful resolutions during civil unrest.

## Modes of Alerting Communications

Genasys Protect offers public officials a comprehensive alerting system that operates through common channels, including a community evacuation app exclusive to Genasys.

Recognizing that each opportunity to connect with a citizen could be lifesaving, the multi-channel alerting platform offers a unified multi-channel communication strategy to contact individuals wherever they are, at any time. This includes methods like phone, text, email, social media, digital displays, websites, mobile applications, and others.

When it comes to available communication channels, Genasys stands out from its competitors by providing unique, integrated outdoor acoustic devices that can broadcast alerts even in the absence of cellular and Wi-Fi networks. These advanced, long-range speakers, manufactured in America by Genasys, seamlessly integrate with the Genasys Protect platform. This integration provides at-risk populations a near failsafe way to receive emergency alerts and notifications when power and cellular networks are out or when mobile devices are unavailable or inoperable.





### Open Standards

CAP, RSS, ATOM, XML, SMTP, HTTP, SOAP (IPAWS, NOAA, Alert Ready, Sensors)



### Access Control

Events, Sensors



### Fire Systems

Alarms, Troubles



### Gunshot Detection

Gunshot, Tracking



### CCTV

Motion, Troubles



### Process Control

Sensors, States



### Building Automation

Sensors, Troubles



### Panic Buttons

Mobile, Desktop, Hardwired



Events Feedback  
(Lockdown, Supervision, etc.)

States, Detections, Readings,  
Alarms, Events, Troubles, etc

Input Channels

**DIRECT ALERT**



EOC

genasys



AUTO-DISCOVERY OF NEW USERS

Alerting Channels



### Data Integration & Analysis

API, GIS, Enterprise Data Import & Migration, Auto-discovery,  
External System Lookup

### Standard Features



#### SMS

Address Based, Cell Broadcast



#### Voice Calls

Cellular, Landline, Satellite, VoIP



#### E-Mail

Customizable Email



#### Mobile APP

Apple iOS, Android



#### Desktop Alerts

Windows, Mac, Linux



#### Fax



#### Paging

### Unified Integrations



#### Audible

LRAD Speaker, Audible Speaker



#### Land Mobile Radio

VHF, UHF



#### Strobes



#### Social Media

Twitter, Facebook, WhatsApp, Web Portal



#### CAP / RSS / XML

TV, Radio, Digital Signage & other



#### Displays

Digital Displays, Billboards, LED Signs



#### IPAWS

EAS, WEA, NOAA, COG-to-COG



#### Fire Panels

Audio, Tone, Strobes

## Multi-Faceted Benefits of Genasys Protect

**Multi-Channel Alerting:** Genasys Protect offers a user-friendly interface enabling operators to swiftly and efficiently set up alerting campaigns for mass notifications by selecting various notification channels and opting for appropriate delivery methods.

## Alerting Channels

» **SMS** – As a text messaging service component of most telephone, internet, and mobile-device systems, SMS uses standardized communication protocols to enable mobile devices to exchange short text messages. SMS is crucial for sending out emergency alerts and warnings that reach large numbers of people quickly and does not depend on internet connectivity. With Genasys Protect, you can send geo-targeted messages at scale to reach those who need to know what's happening immediately regardless of opt-in status.

Because SMS doesn't require a smartphone or high-speed internet, it's accessible to a vast majority of the population. This is particularly important in areas with limited access to advanced technology or where data connectivity is unreliable. Our alert messages are delivered within seconds, making them a reliable form of communication for time-sensitive information during emergencies or evacuations.





- » **Voice Calls** - In emergencies, voice calls using a standard landline provide a means of communication for those who don't have access to electronic devices or may have difficulties with other forms of communication, such as seniors, the visually impaired, non-English speakers, or those who struggle with reading and writing.

With Genasys Protect, high-capacity messaging with detailed accuracy won't overload local networks and can send voicemails, provide call back numbers, and make calls from your chosen phone number at scale.

- » **Email** - As a versatile and essential communication tool, email is relied upon for its ability to facilitate asynchronous, recordable, and accessible communication. Using Genasys Protect, email becomes a powerful tool when providing emergency notifications and follow-up, making it a widely accessible emergency communication tool. During emergency events, Genasys Protect's email functionality benefits individuals and organizations with its global reach and accessibility that removes geographical barriers.

- » **Mobile Apps** - Mobile apps provide users with easy access to a wide array of services and information. They are designed for handheld devices, making them accessible anytime and anywhere. Benefitting law enforcement, first responders, government agencies, and the public, the Genasys Protect Suite provides information dissemination that facilitates multi-agency collaboration.

Citizens who use the Genasys Protect mobile app will receive alerts through Genasys Protect based on their current location and locations they choose to follow. Aside from serving as an additional customizable channel for citizens, our mobile app provides information such as shelter and safe space locations to keep them informed and enhance their decision making.

- » **Citizen's Site** - Genasys Protect connects directly to an intuitive self-service portal that shares high value map-based information with the public, empowering them to always stay informed throughout an emergency.

This map-based information is commonly controlled by GIS experts as a separate component of their emergency management software solution and often provides very basic information through a non-intuitive platform. Genasys Protect's public website takes selective information directly from emergency managers' and first responders' EOC providing citizens with real-time access to vetted information. It provides access to zone evacuation status and orders, as well as situational awareness information like road closures, traffic control points, shelter location, and sandbag locations.

- » **Desktop Alerts** - With Genasys Protect, you can disperse notifications that appear on the screen of a computer desktop to inform the user about various events, emergencies, or updates. By offering quick glimpses of important information, these alerts save users from having to open multiple applications to check for updates.

In a corporate setting, desktop alerts can be used for internal communications, ensuring employees receive important announcements or updates instantly. Genasys desktop alerts play a crucial role in security, promptly alerting users about potential threats or security breaches, as well as supporting a panic button solution that allows for follow-up action.



## Unified Integrations

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- » **IPAWS** – IPAWS enables the dissemination of emergency alerts and warnings through multiple channels, such as radio, television, cell phones, and social media platforms. This broad reach ensures that as many people as possible receive timely and potentially life-saving information. Genasys Protect integrates with IPAWS for both local and national emergencies allowing for targeted alerts relevant to specific communities, as well as broader alerts for nationwide emergencies. Additionally, you can configure the software to redirect IPAWS alerts based on meeting specific criteria so that alerts sent out by other organizations, such as FEMA, reach everyone.

By providing timely and accurate information, IPAWS plays a critical role in public safety and disaster preparedness. With Genasys, your emergency team is empowered through IPAWS to respond appropriately to various emergencies, from natural disasters to weather emergencies to terrorist attacks.

- » **Social Media Networks** – Social media exists on a variety of online platforms and technologies that enable users to create, share, and exchange content such as text, images, videos, and audio in virtual communities and networks. It encompasses a wide range of websites and apps, including social networking sites like Facebook and X, formerly Twitter.

Social media networks allow rapid dissemination of information, ranging from breaking news to emergency notifications, making it a significant source of information for many people. The ability to integrate video and images provides visual means to give deeper insights into the severity of an incident. Genasys integrates seamlessly with your social media accounts, ensuring that when you activate these channels for sending alerts, the messages appear as genuine posts from the account owner.

- » **CAP** – Common Alerting Protocol, or CAP, allows for consistent alert messages to be disseminated simultaneously over many different communication systems, ensuring that a wide audience can be reached quickly and efficiently during emergencies.

Genasys Protect, using CAP protocol, overrides broadcasts and messaging to digital displays to disseminate critical emergency and evacuation information. Benefitting emergency management agencies, government authorities, broadcasters, and the public. CAP enhances public safety by ensuring timely and effective delivery of emergency information.

- » **Audible Alerting** – While sirens can broadcast alert tones to the local area when there is an emergency, they lack the ability to give instructions or context. High-fidelity acoustic devices, like Genasys ACOUSTICS, provide clear instructions and information when infrastructure is severely impacted, phone lines are jammed, or cell coverage is disrupted. You can always rely on ACOUSTICS speakers to deliver alerts to your community or workforce with clear, voice messaging in multiple languages.



» Audible messages capture immediate attention, which is crucial in life-threatening situations, and provide effective communication in situations where other forms of communication might fail (like during power outages). Genasys ACOUSTICS devices are crucial for people who might not have access to or be able to use other forms of communication, such as the elderly, unhoused, or those with disabilities.

» **Strobe Lighting Systems** - Strobes are flashing light devices that are highly visible, even in poor visibility conditions such as fog, smoke, or heavy rain. This makes them effective for alerting people to emergency situations, like fires, natural disasters, or accidents. They are critical in evacuations, providing guidance and leading people towards exits or safe areas.

With Genasys Protect, strobes can be integrated to provide visual cues for the hearing impaired and can be highly effective in remote areas or for search and rescue activities.

» **Fire Panels Displays** - Fire panels can be configured to activate various response mechanisms, such as sounding alarms, shutting down HVAC systems to prevent smoke spread, and unlocking doors for evacuation. Genasys Protect delivers an integrated and coordinated response to a fire emergency using building fire panel systems

Fire panels integrate with other building management systems and emergency services, ensuring a rapid and coordinated response. This integration can include direct communication with local fire departments and linking with security systems to facilitate first responders during an emergency.

## Additional Benefits

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**Permission Controls:** The Genasys Protect system features robust permission controls based on a role-based model, guaranteeing that only approved users have data access and ensuring administrative control. Authorized administrators can establish various user roles, assigning specific powers and restrictions to each. Administrators also have the ability to handle contact details, groups, alert templates, voice files, and more.

**Two-Way Communications:** Each alert dispatched through the system can be set up to solicit a reply from the recipient across various channels, such as email, SMS, text-to-speech voice messages to both mobile and landline phones, and mobile applications.

Recipients have the option to choose from several tailored responses predetermined by operators in a template or during the broadcast. These responses or confirmations are then logged in the Genasys administrative dashboard. Administrators can utilize these replies to start a two-way dialogue with end-users if required.





**Panic Buttons:** Genasys desktop alerts support desktop panic buttons that enable individuals/employees to send emergency notifications to those issuing the alerts. Press a combination of hot keys and an alert goes out to a preconfigured group with full details about where and who initiated it for follow-up action. Genasys panic buttons also work through the mobile app and share the sender's location with those responsible for immediate action. This can be especially effective for lone employees working remotely or people with mobility issues when there is an emergency. During large scale evacuations, panic buttons ensure that pre-determined populations don't need additional assistance, e.g., senior living, schools, and hospitals.

With Genasys Protect QR codes can be set up around buildings to trigger alerts when scanned to work similarly to a fire alarm or panic button. These alerts are configured ahead of time with specific messaging, channels, and targets. This allows citizens in danger to trigger alerts themselves or send alerts to the authorities for them to investigate and take matters into their own hands.

**Alert Publishing:** An accredited Alert Publisher (Operator) has the flexibility to issue notifications through their Genasys Protect Web Console, Alert Publishing Dashboard, or the Genasys Protect Alert Publishing Mobile App including the option to use pre-scripted Quick Launch Alerts. Regardless of the chosen interface, the Alert Publisher can adjust the alert's message, as necessary, allowing operators to broadcast emergency notifications from anywhere.

**Language Support:** Genasys is a multi-language platform, providing support for more than 17 languages through Text-to-Speech (TTS) and automated translation. Recipients receive alerts in their preferred language registered on their phone to ensure both residents and visitors from abroad understand instructions and information. This is achieved via integrated Google Translate, encompassing all the languages available in Google Translate for text alerts. Notably, English and Spanish are comprehensively supported right from the start.

## Conclusion

LRAD and Genasys Evertel play a pivotal role in addressing civil unrest by enhancing communication and coordination. These leading solutions ensure the safety of both civilians and law enforcement. LRAD's ability to deliver clear, intelligible instructions over long distances helps prevent misunderstandings and diffuse potentially volatile situations. Targeted voice messages are heard even in noisy environments, crucial for maintaining order during disruptive situations and protests.

Evertel supports real-time communication and strategic decision-making among police forces. This integration allows for rapid distribution of vital information, enabling swift and appropriate responses to threats, bad actors, and tense situations. Together, these technologies provide effective crowd control, minimizing the risk of harm and reducing unnecessary confrontations. By prioritizing clear communication and coordinated action, LRAD and Evertel promote a safer and more controlled environment, serving as essential tools for modern public safety and civil unrest management.

