



## **Genasys Protect**

### *Modes of Alerting Communications*

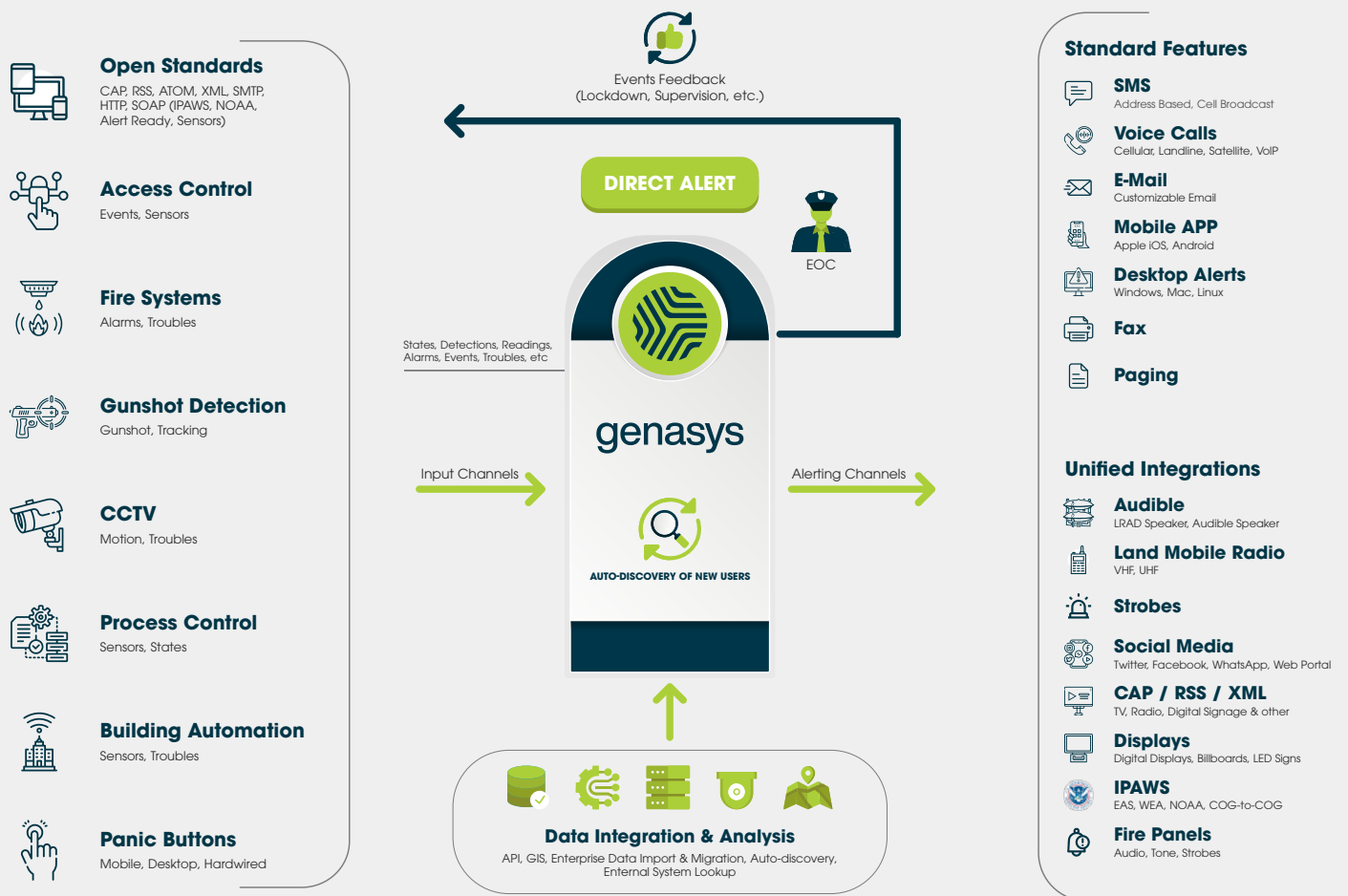
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Genasys Protect offers public officials a comprehensive alerting system that operates through common channels, including a community evacuation app exclusive to Genasys.

The 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 ensures that individuals in remote areas, such as deep in the wilderness or at sea near beaches, can receive alerts even when they are out of cell service range.



## Multi-Faceted Benefits of Genasys Protect

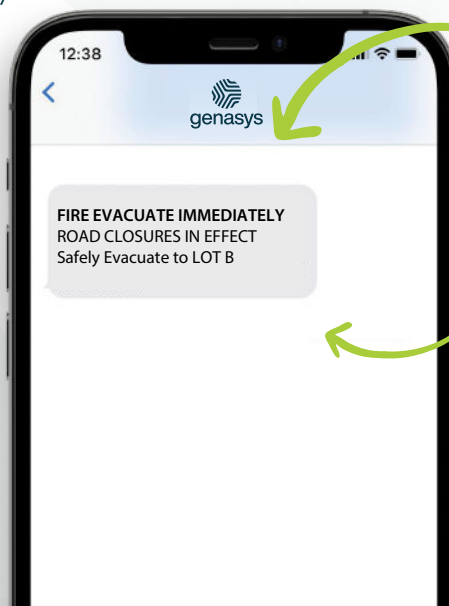
**Multi-Channel Alerting:** Genasys Protect offers a user-friendly interface enabling operators to swiftly and efficiently set up alerting campaigns for mass notifications by selecting various notification channels and opting for appropriate delivery methods.

# Alerting Channels

## Standard Integrations

- **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.



### TO THE POINT

Provide clear and concise subscription details in a customised greeting that explains the alerts users will receive

### FLEXIBLE ALERTS

Deliver critical incident and emergency alerts to the mobile phones of only subscribers in affected areas

- **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.



The public who use the Genasys Protect mobile app will receive alerts through the Genasys Protect platform 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 Citizen Site** 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.



***Visit the Genasys  
Protect Public Website***





- **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

- **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 your 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.

Audibles 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. Using Genasys Protect, you can deliver an integrated and coordinated response to a fire emergency using the building's fire panel system.

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:

- **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. FDEM can establish various user roles, assigning specific powers and restrictions to each. Administrators 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.

## 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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