

## Get more value from your emergency communications system every day

Emergency communications systems are built for rare, high-impact events - and often used infrequently. That brings reduced familiarity, slower execution, and hesitation during critical moments. At the same time, agencies rely on multiple tools and social media platforms for routine and regular community updates, fragmenting workflows for different situations.

**Genasys Protect manages both emergencies and daily operations**, delivering consistent value, simplifying operations, and improving readiness when emergencies occur.

## Why Genasys Protect

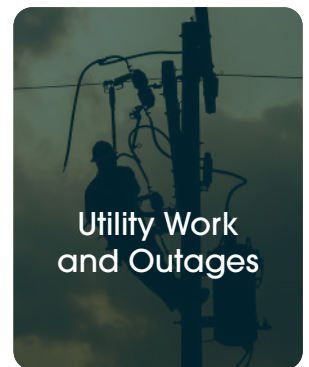
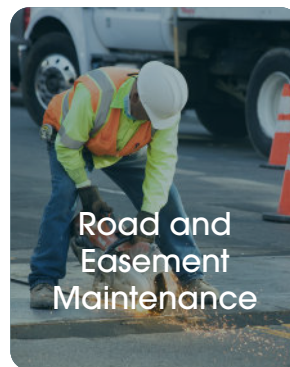
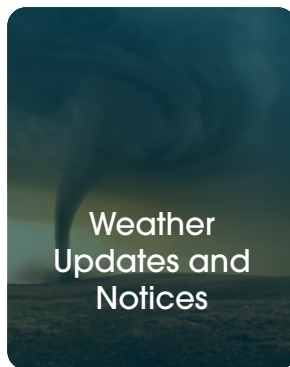
Manage emergencies and daily operations including:

- ✓ **Environmental alerts:** Air quality, algae bloom, severe weather, pesticide spraying, heatwave and cold snap, water contamination
- ✓ **Routine updates:** Construction notices, road closures, utility line clearing, maintenance alerts, traffic delays
- ✓ **Internal coordination:** Power outages, traffic accidents, medical incidents, downed trees, criminal activity, downed power lines
- ✓ **Planned events:** Parades, fairs, festivals, election day logistics, sports events, town halls, public demonstrations

## How Genasys Protect Enables Daily Use

- ✓ Precise zones that deliver relevant, targeted messages, enabling more frequent alerts and updates without creating alert fatigue
- ✓ Map-based situational awareness, including population data, infrastructure, road closures, resource locations, zone status, and response instructions to support faster, more informed decision-making
- ✓ A common operating picture that keeps agencies aligned, with the option to share verified updates publicly through a shared map
- ✓ A single hub for community communication, keeping the public informed of area news and updates through a free website and app

## Routine Operation Use Cases





## Benefits

### Become more efficient and effective

- Get more work done using fewer systems. Reduce duplicate work, simplify workflows, and lower administrative overhead
- Improve emergency preparedness by building familiarity with Genasys Protect. Routine use acts as training leading to faster, more confident responses

### Stronger public trust

- Provide consistent, useful updates that increase sign ups and avoid alert fatigue
- Deliver relevant information that improves daily awareness and quality of life

### Increased public preparedness

- Increase signups with regular communication to reach more people during emergencies
- Provide a go-to public communications hub for everyday updates, ensuring communities know where to find trusted information during emergencies and reducing 911 calls through the public map and effective alerting



## Built for Public Safety Agencies

Genasys Protect reduces complexity by consolidating communication, mapping, and coordination into one system. It supports existing workflows, so teams can do more with existing resources, keeping the public updated with any situation.