Genasys™

National Emergency Warning Systems

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National Emergency Warning Systems (NEWS)

Mobile Telecom Carrier Based Mass Notification Solutions

Genasys National Emergency Warning Systems (NEWS) are deployed directly on mobile carrier networks to send critical alerts and life-saving information across SMS and CBC channels to anyone, anywhere with no opt-in required.

Emergency notifications are managed and delivered through the Genasys cloud-based command console or mobile app. Dynamic maps, traffic information, weather forecasts, and sensors for earthquakes, flooding, landslides, fires, and other IoT capabilities are integrated into the app command console.

The powerful geo-location capabilities of NEWS empower emergency management personnel to send hyper-specific instructions to people in multiple areas and monitor evacuation progress.

Reach Everyone

100% of mobile devices receive NEWS alerts and warnings, even the cellphones of tourists and visitors. No downloads, no configurations, no registrations or opt-in necessary.

Geo-Location

Deliver warnings and alerts only to at-risk populations using NEWS geo-location and geo-fencing. This is key to maximizing attention rate, as people tend to ignore notifications that do not immediately affect them.

Maximize Reliability

With direct access to the mobile carriers, NEWS enables government officials and emergency managers to deliver local, regional, or nationwide alerts, warnings, and notifications quickly and reliably.
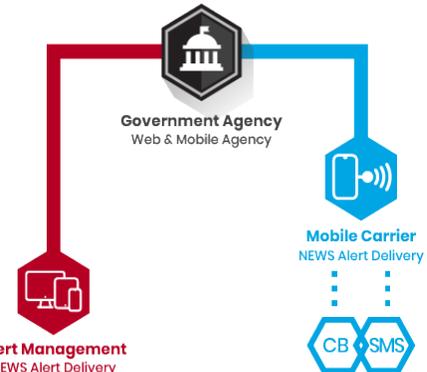
Cross Channel

NEWS delivers notifications via SMS and CBC as well as other communication channels, including social media, radio, TV, mobile apps, and Genasys public safety mass notification speaker arrays.

External Data, Sensors & Warnings

Government Agency
Web & Mobile Agency

Mobile Carrier
NEWS Alert Delivery

Alert Management
NEWS Alert Delivery

CB SMS

Audible
Voice Calls
CAP (TV, Radio, Digital Signage & other)
IPAWS — FEMA
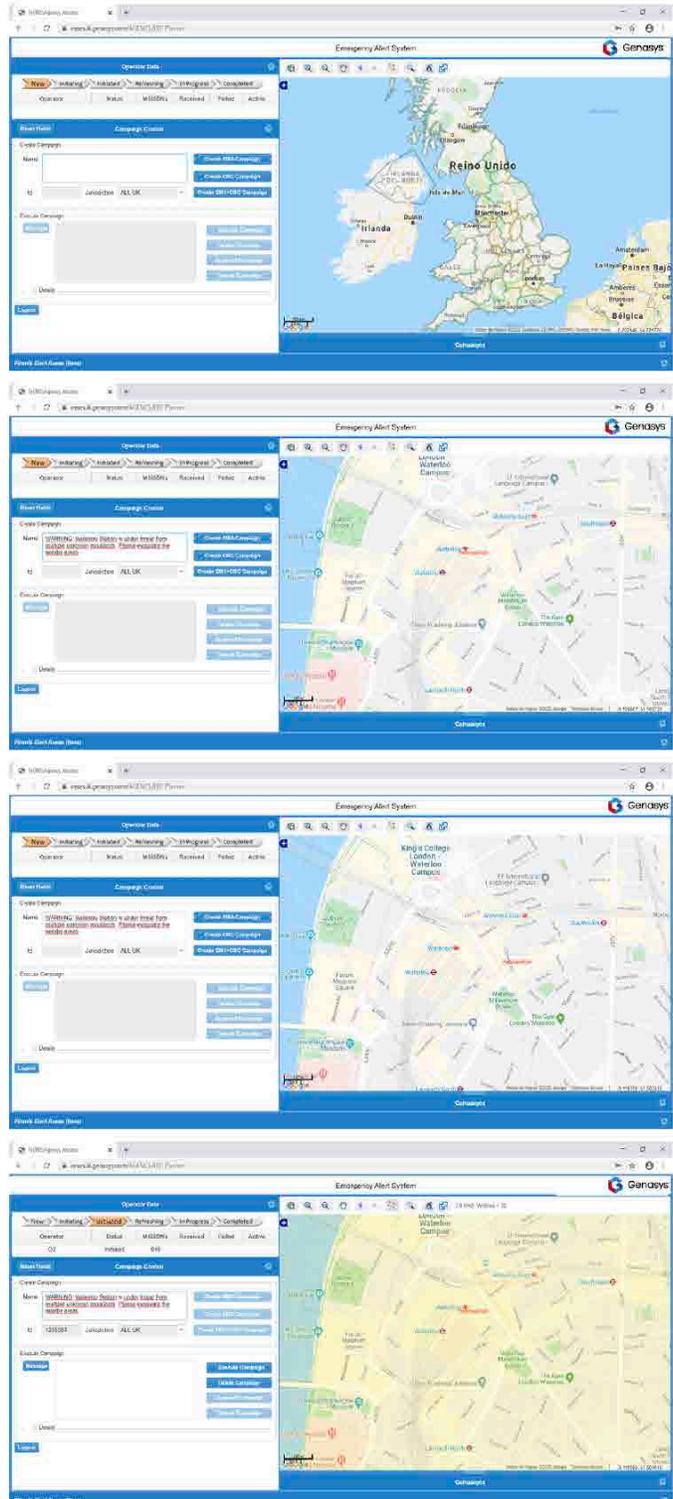Social Media (WhatsApp, YouTube, Mail, Google, Public Alerts)

Genasys provides that fastest location based SMS alert service available. While other SMS alert providers take up to 15 minutes to find the mobile phones of people located in at-risk areas, Genasys finds and sends SMS alerts to thousands of phones in near real time.

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Genasys NEWS: Key Features

Genasys NEWS is the complete solution to implement the EECC Article 110 Public Warning System directive. Be prepared for the June 2022 deadline and for future EECC updates with the sophisticated, proven and comprehensive Genasys NEWS solution. Genasys NEWS meets and exceeds EECC Article 110 technical requirements.

» NEWS Smart Messaging: multichannel notifications, SMS + CB

» Integration of other communication channels, including voice speaker arrays

» Multiple implementation schemas

» Open interface for easy integration with multiple data sources

» Mobile app for field campaign activation

» Population density, number of devices per area, movements

» Inclusion lists / Exclusion lists

» Automatic subscriber nationality detection

» Multi-language for geo-located SMS and CBC

» Geo-fencing: detection of new devices entering emergency areas

» 'All Clear' message capability

» Real time accurate control of devices receiving messages

» Long term storage of campaigns and users interactions

» Complete reporting functionality

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PROVEN PERFORMANCE:

AUSTRALIA

A severe heatwave, drought and wind gusts up to 100 km/h combined to fuel Australia's deadliest bushfires on February 7, 2009. The Black Saturday fires raced across the state of Victoria for several weeks, burning more than 2,000 homes over 450,000 hectares, destroying several communities and leaving thousands homeless. The bushfires injured 414 people and claimed 173 lives.

In the aftermath of the deadly conflagration, there was a national outcry that the government had failed to adequately warn the public of the impending danger. After studying the issue, the Australian government came to the conclusion that reaching most people was far more achievable than reaching everyone with any single solution. The government decided to create a location based public warning system that would reach over 95% of the population affected by bushfires, flooding, severe storms and other critical events.

Beginning in Victoria and then throughout the country, Australian government officials worked with Genasys, the major telecom providers, and other companies to develop a location based SMS public warning system that successfully met the government's duty to warn the public, communities' public safety warning expectations, and authorities' operational and functional system requirements.

Genasys' National Emergency Warning Systems' (NEWS) location based SMS software technology sends geo-specific alerts to all mobile phones in crisis-affected areas. With no opt in or app download required, NEWS delivers emergency alerts to populations at risk to help keep Australia's residents and visitors safe.

KEEPING
EVERYONE SAFE

Since 2013, Genasys has partenered with Nokia to deliver more than **180 million SMS emergency notifications** throughout Australia to help protect and save lives.

Genasys

2013 - Present

**AVERAGE MESSAGES
PER SECOND**

16000*

**SUCCESSFUL
DELIVERY RATE**

96%

TOTAL MESSAGES

DELIVERED

180M

* Demonstrated in Lab

The Only Unified Solution for Critical Communications

Delivering multi-channel public safety warnings, notifications, instructions and information to everyone in, or entering into, a crisis-affected area. Genasys solutions are highly effective in communicating lifesaving information over large areas before, during, and after emergency situations.

ARE YOU PREPARED?

Reliable Emergency Communication

When major disasters strike, existing infrastructure is disrupted and compromised, power and communication systems fail, rural areas can be isolated and urban streets can become impassible and dangerous. Reliable communication for maintaining civil order, conducting search and rescue operations, and providing relief distribution is critical to saving lives.
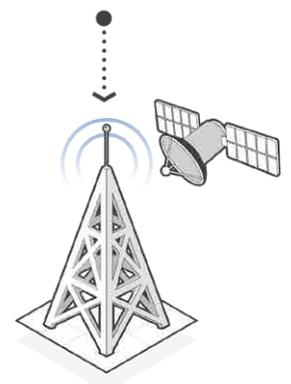
EXTERNAL ALERT
Receives alerts and warnings from multiple sources and activates notifications.

GOVERNMENT AGENCY
Interpret and Broadcast the alerts to the designated Areas, Workforce, Agencies & Residents
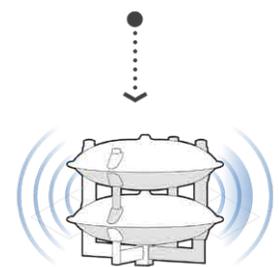
OPERATOR
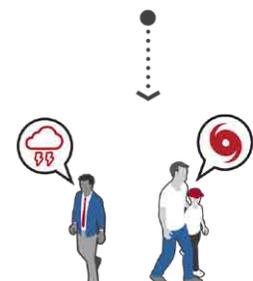Receives alerts and warnings on easy-to-use dashboard and activates notifications.

SIGNAL
Notifications sent through TCP/IP, Satellite, WiFi, GPRS/GSM, Fiber, Radio

MOBILE ALERTS
Send geo-targeted SMS, Text, Cell Broadcast, Email, and Social Media

VOICE NOTIFICATIONS
Broadcast audible sirens and clearly understood voice messages over local or large areas

SITUATION QUICKLIST

ACTIVE SITUATIONS
5

URGENT EVENTS
2

CHECK IN
3

MODERATE EVENTS
4

REACH EVERYONE

Reach
Deliver urgent and lifesaving communications to everyone who needs them

SMS & CBC
SMS and CBC channels include everyone in a crisis affected area, including tourists and visitors

No Opt-In
No opt-in required to receive urgent and lifesaving communications

Prioritization
Maximum performance and prioritization of emergency traffic to prevent system overloads and delays

MULTI-CHANNEL RELIABILITY

Multi-Channels
The more channels used the more likely everyone will receive the critical information they need to stay safe

Digital Channels
SMS, text, email, in-app messaging, and social media

Speaker Arrays
Audible channels, including recorded voice calls and Genasys speaker arrays

Disabilities
Accessible for people with disabilities

TOTAL CONTROL & SPEED

Cloud
Manage messages and campaigns from a cloud-based command center or mobile app

Monitor
Monitor population density and movements in real time

Track
Track delivered and pending messages

System Control
National, regional or municipal system control

OPEN INTEROPERABILITY

All Carriers
Deploy directly on multiple carrier networks

CAP
Support for CAP, WMS, SMPP, SNMP, SMTP, and other protocols

Integration
Integrate across multiple communication channels, emergency agencies, and data sources

APIs
Integrate with proprietary solutions through open APIs

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ABOUT GENASYS

Genasys Inc. is a global provider of critical communications solutions that help keep people safe. The Company has a long history of delivering innovative technology and superior quality to our customers and partners. Genasys created the acoustic hailing device (AHD) market with the introduction of its proprietary LRAD® systems in 2003 followed by the introduction of the Company's revolutionary voice-based mass notification systems in 2012. In 2019, Genasys launched the mass notification industry's first unified multichannel Critical Communications platform.

Genasys provides a multichannel approach to deliver geo-targeted alerts, notifications, instructions and information before, during, and after public safety threats and critical business events. The Company's unified critical communications platform includes Genasys Emergency Management (GEM) applications, National Emergency Warning Systems (NEWS), LRAD long-range voice broadcast systems, and more.

Genasys products are in service in 72 countries around the world in diverse applications, including public safety, national emergency warning systems, mass notification, defense, law enforcement, critical infrastructure protection, and other applications.