



New Tornado Sirens Broadcast Voice Messages with Exceptional Clarity

SITUATION

"I don't think our warning system is what it needs to be. I don't think a siren on top of city hall is sufficient. When it goes off they don't hear it on the west side of town," said Smithville, TN Mayor Josh Miller.

"The siren on city hall is a push button mechanical siren and someone has to be there to push the button when needed. Central dispatch would get the warning from the weather service and have to contact a police officer who would have to get up here to city hall and push the button. It's not the best system," said Charlie Parker, Fire Chief and DeKalb Emergency Management Agency Director.*

PROBLEM

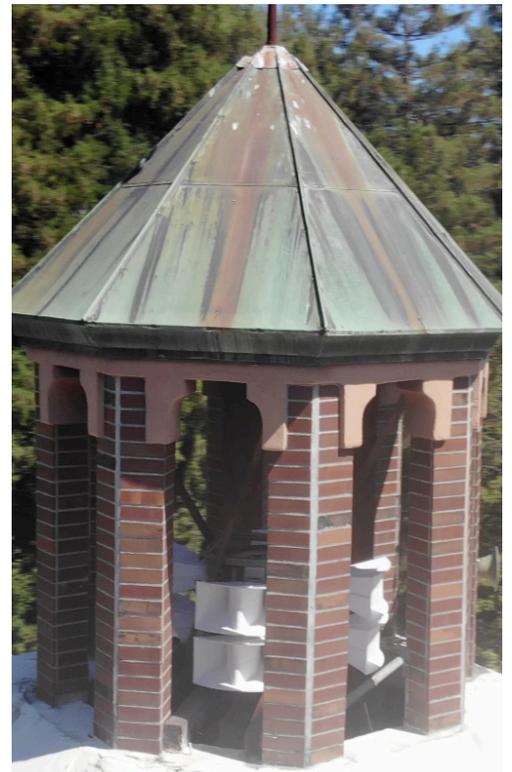
Antiquated tornado sirens are a critical gap in many communities' emergency warning systems. Most of these sirens, if they work, must be operated on site. None of these sirens can emit intelligible voice messages.

"Sirens carry the least specific type of information. Sirens cannot convey clear instructions about the nature of the hazard and what are the appropriate protective action recommendations to a population at risk."

- Michael K. Lindell and Ronald W. Perry

SOLUTION

The Genasys Unified Public Safety Platform fills the critical gap in community emergency warning systems by combining sirens, audible voice notifications and geo-targeted cellphone alerts in a cloud-based unified system. Genasys Tornado Warning Voice Sirens feature solar power, satellite connectivity and battery back-up to ensure system operation when telecom and power grids go down.



GENASYS VOICE SIREN ARRAY - MILL VALLEY, CA CITY HALL



▶ WATCH VIDEO

Mill Valley's New Emergency Alert System
Courtesy of KGO - ABC 7

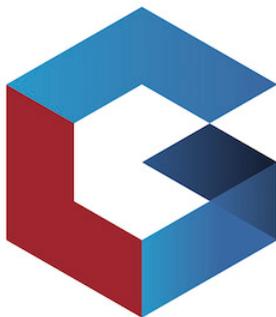
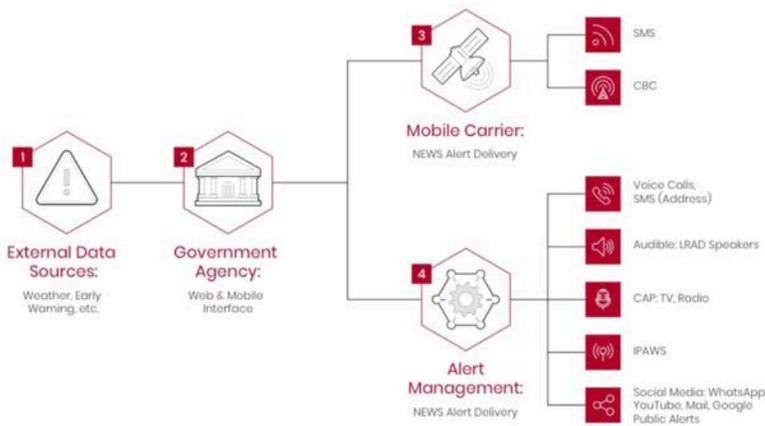
ADVANCED TECHNOLOGY / SUPERIOR VOICE INTELLIGIBILITY

Genasys' proprietary driver and waveguide technology provide a smooth frequency response with an intensity variation of less than 5dB to prevent audio fading and produce clear, unambiguous communication in any language and across all broadcast frequencies. Based on Federal Emergency Management Agency (FEMA) and U.S. Military United Facilities Criteria (UFC) guidelines, the minimum standard for high-powered speaker array mass notification systems is a 0.5 Speech Transmission Index (STI) measurement. Genasys systems feature the highest STI in the mass notification industry at 0.95, substantially exceeding all FEMA and UFC voice intelligibility requirements.

THE GLOBAL LEADER IN UNIFIED MULTI-CHANNEL MASS NOTIFICATION SOLUTIONS

Genasys is the only critical communications platform that unifies hardware and software to provide geo-targeted alerts to mobile phones and audible warnings and notifications through acoustic speaker arrays with industry-leading vocal clarity and area coverage.

The easy to use Genasys software interface and mobile applications manage and deliver critical communications and life-saving notifications to people at risk before, during and after tornadoes, hurricanes, severe weather, flooding, and other disasters and crisis situations.



Genasys - The Critical Communications Company

Genasys is revolutionizing emergency warning and public safety notification with advanced voice siren systems that feature the industry's highest speech intelligibility rating and area coverage, 60° - 360° siren and voice broadcast dispersion, multi-modal activation and control options, satellite connectivity, solar power and battery backup. Genasys geo-targeted SMS mobile safety alert solutions are compatible with local, regional and national emergency warning protocols and systems.

For more information, please visit: genasys.com

Genasys systems are in use in 72 countries and in more than 450 U.S. cities