



## Laguna Beach, California

### SITUATION

Faced with wildfire, flooding, earthquake, tsunami, severe weather and other public safety threats, the City of Laguna Beach required a city-wide emergency warning system capable of providing residents and visitors critical notifications and instructions. In addition to covering large areas, the system must be capable of broadcasting voice messages with exceptional vocal clarity, easily integrate with the city's existing police and emergency management software and be visually compliant with the city's strict architectural code.



LAGUNA BEACH - GENASYS EMERGENCY WARNING SYSTEMS

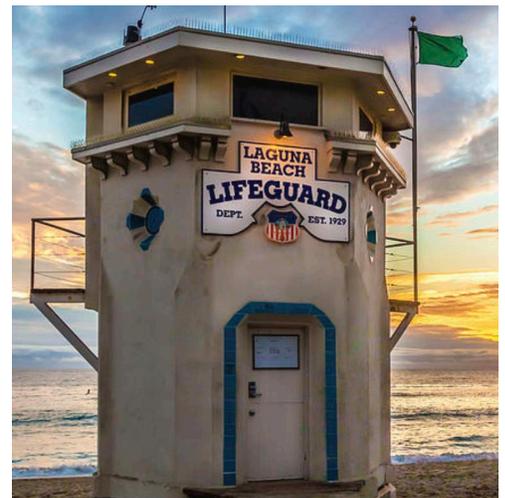
### PROBLEM

Most emergency warning installations sound sirens, but are incapable of broadcasting intelligible voice notifications containing critical information about the nature of the emergency and potentially life-saving instructions. Mobile phone alerts are dependent on cell towers that are prone to failure during power outages and wildfires.

### GENASYS™ SOLUTION

Laguna Beach city officials selected the superior area coverage, vocal clarity, and discreet visual footprint of Genasys DS-60XL systems.

From the City of Laguna Beach Wildfire Mitigation and Fire Safety Report - "Most notification systems rely on electric power, cellular telephone facilities and communication lines that could fail due to fire damage. An additional redundant method to communicate emergency notifications is a city-wide outdoor warning system. The system could be activated locally or remotely by satellite to provide an additional layer of notification, in the absence of functioning cell towers."



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[Laguna Beach Emergency Alert System Test](#)

**ADVANCED TECHNOLOGY / SUPERIOR VOICE INTELLIGIBILITY**

Genasys' proprietary driver and waveguide technology focuses sound from 60° - 360° to provide customized mass notification area coverage. Optimized to the primary range of human hearing, Genasys speaker array broadcasts are clearly heard and understood inside vehicles and buildings, and above background noise. Genasys systems feature the highest Speech Transmission Index in the mass notification industry at 0.95, substantially exceeding all FEMA and UFC voice intelligibility requirements.

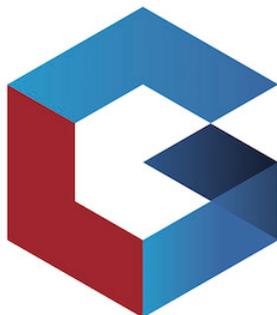
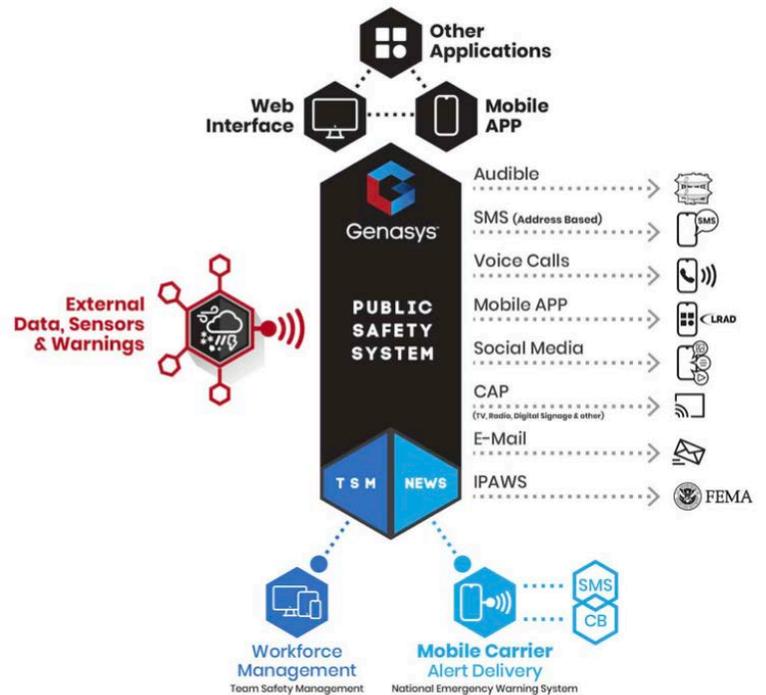
**THE GLOBAL LEADER IN UNIFIED MULTI-CHANNEL MASS NOTIFICATION SOLUTIONS**

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.

Self-contained or easily integrated with existing infrastructure, and featuring solar power, battery backup and satellite connectivity, Genasys systems are highly effective in delivering critical communications and life-saving notifications before, during and after wildfires, floods, tornadoes, hurricanes, earthquakes, tsunamis and other crisis situations.

**“Due to the ongoing hazard risks in Laguna Beach, we need the ability to get accurate and timely alerts and warnings to our residents and visitors.”**

**Brendan Manning**  
Laguna Beach Emergency Operations Coordinator



**Genasys - The Critical Communications Company**

Genasys Inc. is revolutionizing emergency warning and public safety notification with advanced voice broadcast systems that feature the industry's highest speech intelligibility rating and area coverage, 30° - 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](http://genasys.com)

**Genasys systems are in use in 72 countries and in more than 500 U.S. cities**