



Global Leader in Protective Communications

September 2026 Newsletter

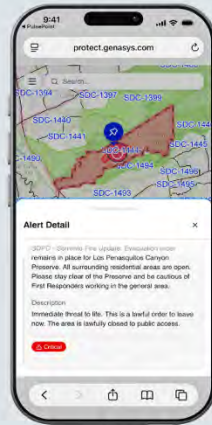


Genasys Milestone - Protect Platform Now Covers More than 50M U.S. Residents

Genasys Protect® and Genasys Evertel® now cover 15% of the U.S. population and 20% of the country by area, making Protect the nation's leading platform for zone-based emergency alerting, evacuation management, and secure, real-time communication.

"Covering more than 50 million people is an important milestone that reflects the growing trust communities and public safety agencies place in Genasys life safety solutions," said Richard Danforth, CEO of Genasys Inc. "Last summer's deadly flooding in Texas and several recent tragedies illustrate the ineffectiveness of single channel, general warnings. Genasys Protect delivers multi-channel emergency notifications up to 90% faster than other warning systems using data-driven decisions, precise zone targeting, and clear messaging."

[Read More](#)



Genasys and PulsePoint Team to Build More Informed Communities

Genasys Protect has been integrated with PulsePoint Foundation's Respond app. PulsePoint Foundation develops technology to help public safety agencies create lifesaving partnerships with their communities. The integration embeds Genasys Protect alerts and advisories directly within the PulsePoint Respond app, reaching users in 5,775 communities at launch.

Genasys Protect empowers emergency managers to target specific geographic zones with timely, actionable information and guidance during wildfires, flooding, hazardous material incidents, and other public safety threats. When a Genasys zone overlaps the jurisdictional boundaries of one or more PulsePoint-connected communities, messages are also sent to PulsePoint followers in those communities.

Richard Price, Founder and President, PulsePoint Foundation, said, "Delivered in partnership with public safety agencies and connected in real time to local 911 systems, PulsePoint Respond is the situational awareness tool millions of community members rely on every day to stay informed about emergencies happening around them. I can't imagine a more perfect audience for the critical messaging offered by the Genasys Protect Platform."

Tynan Heller, Director of Product, Genasys Inc., said, "At Genasys, we believe critical information is most effective if it reaches people quickly, clearly, and through channels they trust. PulsePoint has built an extraordinary connection with communities through its real-time public safety awareness platform, making it an ideal partner for extending the reach of Genasys Protect. Together, we're helping public safety agencies deliver actionable information that keeps residents informed, prepared, and safer during emergencies."

[Read More](#)



Emergency Alerts and Preparedness are Critical for Evacuations

Knowing your evacuation zone and signing up for emergency alerts can make the difference between getting out safely or being caught off guard when a wildfire threatens your home.

Aaron Lewis, public information officer for the Jackson County Sheriff's Office, said many residents don't know basic information that could save their lives. "One of the most important things to know is your zone. A lot of people around this county don't know which zone they live in, which zone their school is in, their child's school's in, or their work is in," Lewis said. "It's really important to at least have that basic knowledge."

Websites like **Genasys Protect** show fire maps and evacuation zones. Familiarizing yourself with your zone is the most accurate and most efficient way to ensure that you know if and when you need to get out.

Delaney Richmond, Jackson County emergency manager, explained how officials use the system to issue evacuations. "When we issue the evacuation alert, we then log into Genasys and we're able to change the zone evacuation level," Richmond said.

"This system also tells us approximately how many people live in the zone, and how many acres, and also how many structures and vehicles that we could plan for when it comes to issuing evacuations."

Jackson is Oregon's 6th most populous county, with more than 220,000 residents and 5.5 million annual visitors.

[Read More](#)

Courtesy of KDRV



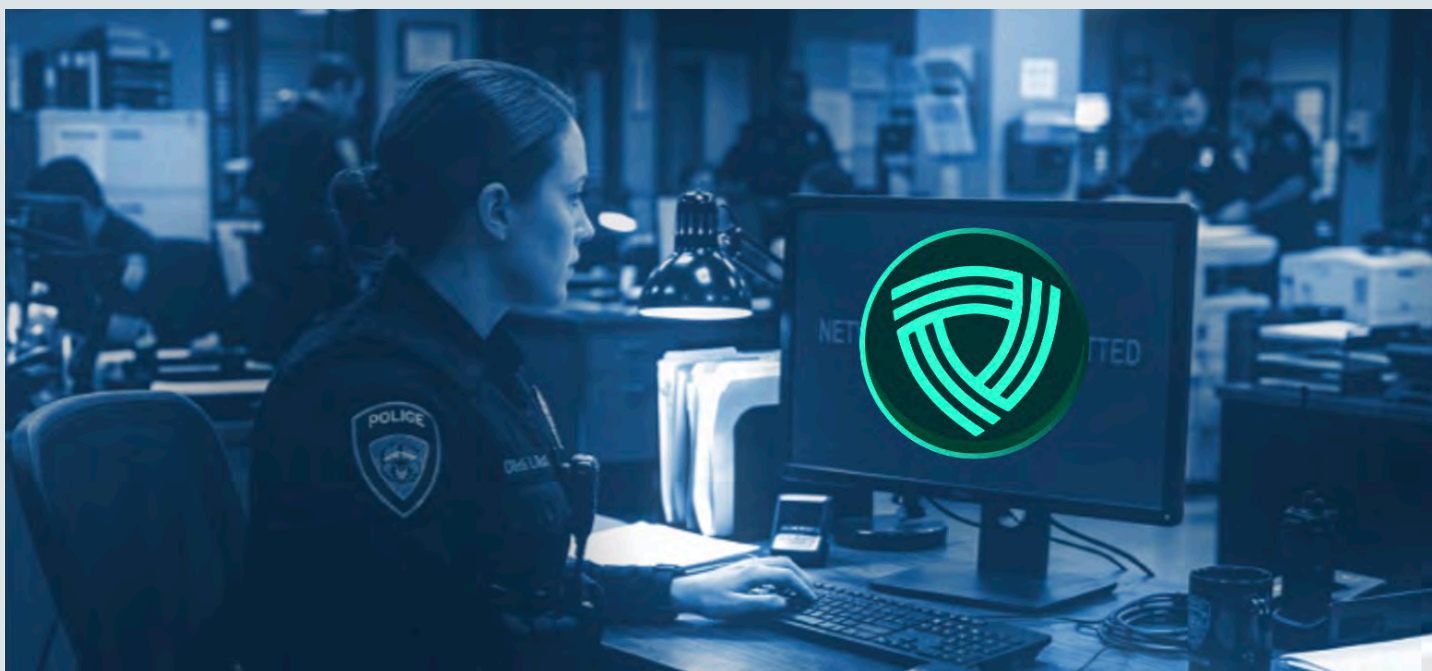
\$1.4M in LRAD® Orders from Asia-Pacific and European Countries

The Long Range Acoustic Devices® in these orders will be deployed for Navy, Coast Guard, Police, and Security applications.

"New and follow-on orders have been received from Australia, Japan, Thailand, Vietnam, Papua New Guinea, Lithuania, and Latvia," said Richard Danforth, Chief Executive Officer of Genasys. LRADs provide Navy, Coast Guard, and Police essential long-range communication and escalation of force resources to secure territorial waters, borders, islands, critical infrastructure, and public safety. Escalating regional tensions have many APAC countries investing in LRAD systems to enhance communication, safety, and security. Momentum in our international markets remains strong, and we expect it to carry into 2027."

Public safety and defense agencies in more than 100 countries deploy LRAD systems to hail and warn, alert and notify, determine intent, establish large standoff zones, deescalate dangerous situations, and save lives.

[**Read More**](#)



Public Safety Technology Is Under Scrutiny: Why Transparency and Accountability Matter More Than Ever

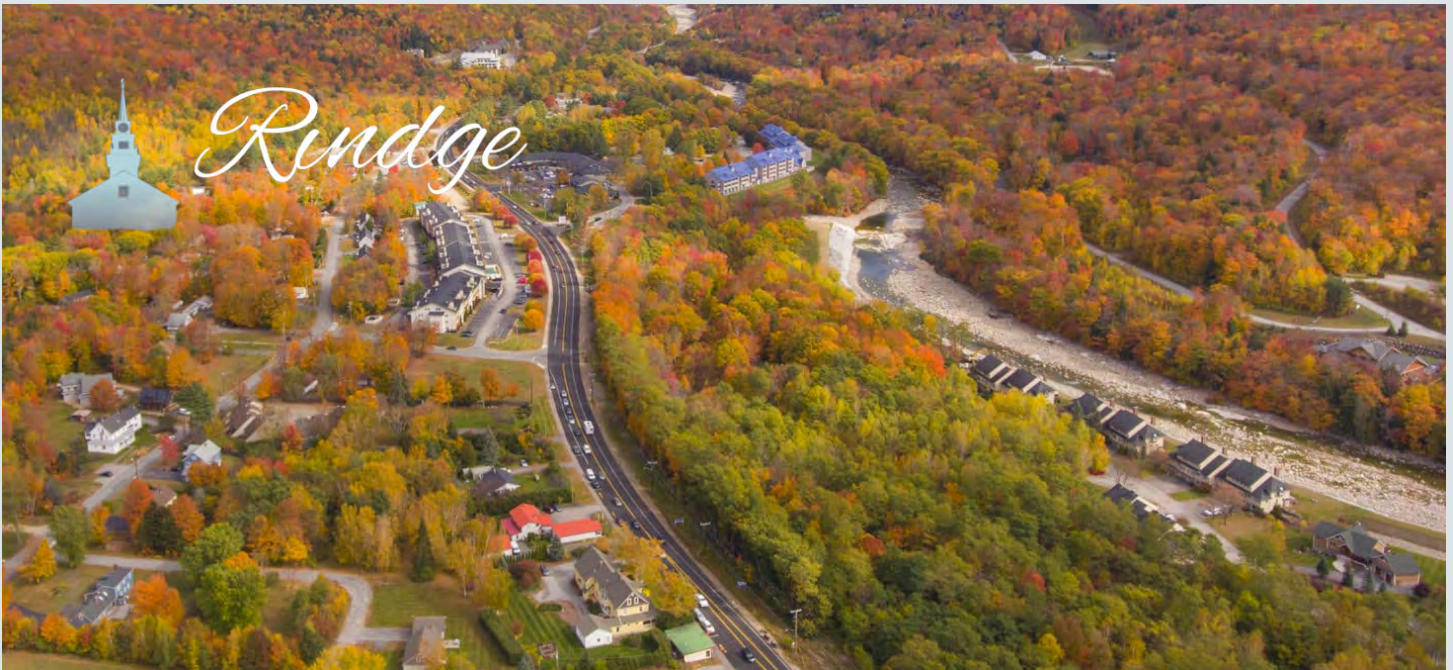
Across the country, public safety agencies operate in an environment where every keystroke carries consequences. It's a sobering reality; a single unauthorized search can quickly escalate from an internal policy violation to a scathing headline in a news cycle. The consequences are significant: investigations, arrests, legal action, and a loss of public trust that can take years for agencies to rebuild.

The challenge is not whether agencies should use technology. Modern public safety relies on technology every day. The challenge is the governance, oversight, and accountability that is employed with it. Technology should help agencies solve problems, not create new ones.

Evertel was built around a simple idea: Public safety organizations need communication tools that are accountable, yet still easy to use for all operational needs.

As a secure communication platform designed specifically for public safety, Evertel not only empowers agencies to collaborate quickly while maintaining the security, transparency, and oversight required in today's environment, it also provides secure, encrypted communication; unified interagency coordination; comprehensive audit visibility; agency control over data and records; and compliance-focused design

[Read More](#)



Rindge, NH Launches Genasys-Powered NH Alerts for Emergency and Community Updates

The town of Rindge has a new alert system to give residents information during emergencies and community updates.

The new system, N.H. Alerts, is the State of New Hampshire's official emergency and public notification system **powered by Genasys Protect**. The system allows public safety officials to share information with residents by phone call, text message, email, and app-based notifications.

The system allows for both emergency and non-emergency alerting. Emergency alerts include weather impacts, evacuations, AMBER Alerts, missing people, hazardous materials incidents or severe traffic situations on major routes. Non-emergency situations can include community notifications or public service information relevant to a specific area.

[Read More](#)

Courtesy of The Keene Sentinel



How Zone-Based Alerting Expands the Reach of Reverse 911

For decades, Reverse 911 systems have been a valuable tool for emergency notifications. They enabled public safety agencies to contact residents using phone numbers stored in local databases or voluntarily submitted by community members.

While these systems remain useful, emergency communications have evolved significantly.

Today, zone-based alerting is changing how agencies reach people during emergencies. Zone-based alerting allows agencies to organize communications around the geographic area affected by an incident, assign relevant protective actions, and target messages accordingly. The people ultimately reached depend on the delivery channels used, which may include Wireless Emergency Alerts (WEA), SMS, voice calls, email, mobile applications, and other public communication methods.

Genasys Protect provides comprehensive zone-based alerting through a unified protective communications platform that helps emergency managers communicate before, during, and after critical incidents.

Rather than replacing existing communication methods, Genasys Protect enables agencies to build a layered communications strategy that combines geographic precision with multiple delivery channels, improving reach while supporting operational efficiency.

[Read More](#)



Malibu, CA City Council Member Reminds Residents – “Know Your Evacuation Zone”

In an opinion article last month, Haylynn Conrad addressed Malibu residents.

“As we talk about making Malibu more resilient, I want to remind everyone about something equally important: Know your evacuation zone.

Every Malibu resident should know their zone, and everyone who regularly comes into your home should know it too. That means your children, housekeepers, caregivers, babysitters, dog walkers, contractors, and anyone else who could be at your home when an emergency happens.

Do not wait until there is smoke in the air to figure it out. Save your zone in your phone. Put it on your refrigerator. Talk about it with your family. Make knowing your zone part of living in Malibu.

Know your zone. Have **Genasys Protect**. Teach your children. Tell the people who work in your home. Make it second nature.”

[Read More](#)

Courtesy of The Malibu Times

Genasys Team Member Spotlight

Álvaro Rojo

Álvaro's love of rugby has influenced both his personal and professional life. While finishing his final year at the Universidad Complutense in Madrid in 1997, he met Genasys Spain founder, Pablo Colom, and long-time Genasys team member, Carlos Escarpa, in a rugby league. Their mutual interests in rugby and computer software created a bond that resulted in Álvaro joining Genasys Spain in 2000, after graduating with both engineering and master's degrees in computer engineering from the Universidad de Granada.



After a working on several projects, Álvaro was promoted to product & project manager from 2004 – 2009 and Chief of Operations over location-based services from 2009 – 2013. From 2013 – 2017, he served as Project Leader and Development Unit Manager for Genasys' emergency warning system project in Australia. Genasys Spain teamed with Australian mobile telecom providers to create the first national location-based SMS network capable of sending geo-specific alerts to people in crisis-affected areas. Álvaro currently serves as Genasys' SaaS Chief Technology Officer where he has been instrumental in developing and growing Genasys Protect and enhancing Evertel.

"I was fortunate to meet Pablo and Carlos in my formative years. They instilled a team culture of creation and innovation; a culture that continues in the Company today."