



October 2025 Update



\$9.0M LRAD-RT CROWS Order Received from U.S. Army

LRAD-RT systems will be added to existing Common Remotely Operated Weapon Stations under the CROWS II Technical Refresh program managed by the U.S. Army. This award is the first Acoustic Hailing Device (AHD) production order for CROWS following the successful completion of the design, test, and qualification of the LRAD 450XL-RT in 2024. Genasys expects revenue from supporting the CROWS program for years to come.

“Integrating the highly intelligible, long-range communication and proven scalable escalation of force (EOF) capabilities of LRAD 450XL-RTs into CROWS II is a natural extension of our successful collaboration under the U.S. Army AHD Program of Record,” said Richard Danforth, Chief Executive Officer of Genasys Inc. “By providing CROWS operators with the ability to communicate to threats prior to engaging with lethal force, LRAD 450XL-RTs can be used to deescalate dangerous situations, reduce non-combatant casualties and collateral damage, enhance operator safety, and increase combat effectiveness.”

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Genasys Acoustics Installation & Commissioning Completed in Texas

In addition to Genasys Acoustics installations, the Alabama-Coushatta Tribe of Texas recently added Genasys Protect software that includes autonomous weather activation under a follow-on order. The Genasys Protect / National Weather Service (NWS) integration automatically activates the Acoustics systems when a specific NWS weather alert polygon includes the reservation.

Strategically located throughout the 11,000-acre reservation, all 10 Acoustics sites feature solar power, battery backup, and satellite and 4G cellular connectivity to ensure redundancy and resiliency in a variety of terrains and weather conditions.

“The unprecedented flooding and loss of life that devastated the Texas Hill Country in July underscored the importance of jurisdictions investing in advanced technology, multi-channel emergency warning systems,” said Richard Danforth, Chief Executive Officer of Genasys. “We commend the Alabama-Coushatta Tribe of Texas tribal leaders for their investment in Genasys Acoustics voice broadcast systems and Genasys Protect software to further enhance the safety of tribal members, visitors, and tourists.

“Genasys Protect provides geo-targeted evacuation management and multi-channel all hazard notifications (cell, social media, mobile app notifications, TV, radio, and more),” added Mr. Danforth. “Our communication solutions are used by emergency managers and first responders to quickly and successfully evacuate people from danger. These solutions worked in tandem to help save countless lives during the January 2025 Los Angeles fires and helped certain jurisdictions and counties in the Southeast respond effectively last year during the floods and devastation of Hurricane Helene.”

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First AWARE EU Project Demonstration to Feature Genasys Acoustics

The first AWARE demonstration in Slovenia will showcase the AWARE module integrated into a long-range **Genasys Acoustics** device. Participants will experience how the system delivers crystal-clear warning messages issued by Galileo satellites directly to the affected population in a defined area.

Inspired by Slovenia's devastating 2023 floods – the country's worst natural disaster in decades – the demonstration scenario will simulate an impending natural hazard. It will highlight the operational capacity and effectiveness of the AWARE module in ensuring fast, reliable public alerts even when telecommunications networks fail

The AWARE module will receive genuine Galileo Emergency Warning Satellite Service alerts broadcast by satellites and transmit them to an equipped **Genasys Acoustics** device. By providing audio messages, it ensures that timely, accurate information reaches citizens when it matters most, helping to reduce exposure to danger.

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Courtesy of AWARE EU Project



LRAD Follow-On Order Received from Asia Pacific Region

The \$1.7M order is part of a multi-year program to equip the Southeast Asia country's military with LRAD's long-range communication and escalation of force (EOF) capabilities.

“Countries in the Asia Pacific (APAC) region are investing in military-tested LRAD systems to enhance communication, safety, and security,” said Chris Roller, Vice President of APAC Business Development for Genasys. “Deploying LRAD systems to Navy, Coast Guard, Army, and Border Guard personnel provides critical long-range communication and EOF resources to secure territorial waters, borders, islands, and critical infrastructure.”

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From Crisis Alerts to Smart Mobility: Rethinking Public Communication

Richard Danforth, CEO, Genasys Inc.

For decades, public alert systems have existed primarily to support emergency response—activated during fires, floods or other crises. They were reactive by design, focused on worst-case scenarios.

Today, however, cities are beginning to explore how these systems can be reimagined for broader, day-to-day use: notifying residents of traffic disruptions, guiding them around planned construction or updating them on real-time transit changes. When used proactively, these platforms have the potential to serve as a backbone for smarter urban mobility.

Across the U.S., communities are already using modern, public communication into practice:

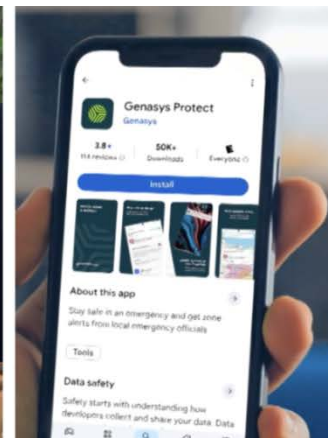
- A Midwest city used targeted alerts during a half-marathon to minimize traffic issues and keep emergency routes clear.
- An East Coast school district kept parents informed during pickup disruptions caused by local construction, avoiding confusion and keeping students safe.
- A Southwestern city shared road closure updates for parades and events, including the city's iconic Christmas Parade and Courthouse Lighting.

Modern urban communication tools offer the potential to create more resilient, responsive cities—but only if they are fully integrated into daily operations. Wide-scale adoption requires not just technology, but also policy changes, cultural shifts and a commitment to cross-functional collaboration.

Smart mobility is not just about sensors and autonomous vehicles—it's also about empowering people with timely, actionable information. Done right, modern communication platforms can reduce daily friction, build public trust and ensure cities are ready—whether facing a parade or a natural disaster.

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Courtesy of Forbes



Hurricane Season – Be Prepared with Genasys Protect

Acting governor, Lt. Gov. Sylvia Luke declared a state of emergency across Hawaii last month due to Hurricane Kiko.

The Maui Emergency Management Agency (MEMA) recommended that people prepare for potential evacuations by downloading the **Genasys Protect app** and viewing live evacuation zones.

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Courtesy of The Maui News

Maui Emergency Management Agency Public Service Announcements

MEMA recently encouraged the public to download or update to the latest version of the **Genasys Protect app**, version 2.3. The update includes key improvements to location tracking, accessibility and user interaction.

Key updates in version 2.3 include:

Save and Name Locations

- Save up to 10 locations: Users can store important places such as home, work, school and more.
- Custom labels: Each location can be given a unique name, such as “Grandma’s House.”

Accessibility Enhancements

- WCAG 2.2 compliance: The app has been redesigned to meet current accessibility standards, improving the experience for all users.

[View Video / Read More](#)

Emergencies can happen without warning. Staying informed can keep you and your family safe.

Download the **Genasys Protect app** for evacuation alerts direct to your phone.

[View Video](#)

Courtesy of Maui Emergency Management Agency



Cal Fire, San Diego County, CA

On January 7, Los Angeles experienced a fire for the ages. Over the next three days the region's emergency systems were tested in every way by a hurricane-force firestorm, claiming the lives of 31 people and destroying an estimated 16,000 structures.

"As we saw earlier this year in January, as well as in years past, we are now in a year-round fire season," said Capt. Robert Johnson from Cal Fire San Diego.

"One thing we want residents to have is the **Genasys Protect app** downloaded on their phone. That's going to provide residents with the most up-to-date current information on evacuation orders, warnings, and road closures," Johnson said.

[View Post](#)

Courtesy of Fox San Diego





Find your zone now at
protect.genasys.com

Santa Clara County, CA Fire Chief Suwanna Kerdkaew

"Applications like **Genasys Protect** can help the community stay informed and aware, and when it's time, they can move quicker because the notification will come to them in a more timely manner."

[View Video](#) (1' 12" – 1' 47 ")

Courtesy of Town of Los Gatos, CA

WILDFIRE & EMERGENCY PREPAREDNESS FAIR

- ✓ How to protect your property
- ✓ Safety plan review
- ✓ Local Resources in an Emergency
- ✓ Evacuation route planning



Crescenta Valley, CA - “Sign Up for Genasys Protect”

Wildfires are something that affects all Californians. Smoke, ash and embers can travel for miles.

In the wake of last January’s deadly wildfires in Southern California and to help their residents get better prepared, the Crescenta Valley Town Council (CVTC) hosted the Wildfire & Emergency Preparedness Fair in late September.

CVTC council member Dede Mueller said, “Be Prepared! The Eaton and Palisades fires should serve as a big wakeup call to all of us. Sign up for **Genasys Protect**. Pay attention to what your local fire and law enforcement agencies are asking you to do. If they are telling you to evacuate ... leave. Know your evacuation route.”

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Courtesy of Crescenta Valley Weekly

Genasys Team Members Spotlight



San Diego, CA Production Floor

September is usually the busiest month of the year for the Production team, and last month was no exception. Several million dollars of Genasys Acoustics systems, cabinets, and accessories for the Puerto Rico Early Warning System project, and LRAD products for defense, law enforcement, and public safety agencies shipped from the San Diego production floor.

“The Puerto Rico project is a dynamic build that requires close collaboration with Engineering and Purchasing to support each of the 37 dam installations,” noted Fervin Callo, Genasys’ Production Manager. “Integrating software, cabinets, Acoustics horn systems, sensors, and accessories, and then, with significant contributions from team members in Canada and Spain, configuring and testing the equipment for each dam build is challenging and rewarding. We’re also ramping up LRAD 450XL-RT production to fulfill large orders.”

“Under the leadership of Vice President of Operations, Austeen Bradley-Schoonderwoerd, many members of the Production team have been with Genasys for many years,” Fervin continued. “Experience, esprit de corps, and dedication to producing the highest quality products make the production floor a great place to work. We take pride in knowing that the products we manufacture are making a difference and saving lives throughout the world.”