



## Mill Valley, California

### SITUATION

In the City of Mill Valley, located north of San Francisco on the southeastern slopes of Mount Tamalpais, many residents live in narrow, heavily wooded canyons. After the deadly 2018 Camp Fire in Paradise, California, city leaders elected to replace Mill Valley's outdated mechanical air raid sirens with a modern emergency warning system that continues to operate when existing power and communication infrastructure fail.

### EXISTING SOLUTION

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 fail during power outages and wildfires.

### GENASYS SOLUTION

After evaluating several systems and multiple tests, city officials selected the industry-leading area coverage, vocal clarity, and connectivity options of Genasys' LRAD voice broadcast systems. James Wickham, mayor of Mill Valley, commented on social media, "The City of Mill Valley is excited to announce the installation of new and more powerful emergency sirens to replace our aging system. These sirens are known as "LRADs" – Long Range Acoustic Devices – and they project both siren and voice recordings to alert and inform the community."



LRAD VOICE SIREN – CASCADE SPRINGS INSTALLATION



[▶ WATCH VIDEO](#)

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

## ADVANCED TECHNOLOGY

Genasys' proprietary LRAD driver and waveguide technology focuses sound from 60°- 360° to provide customized mass notification area coverage. Optimized to the primary range of human hearing, LRAD broadcasts are clearly heard and understood inside vehicles and buildings, and above background noise. LRAD systems maintain 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.

## SUPERIOR VOICE INTELLIGIBILITY

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.

**LRAD systems feature the highest STI in the mass notification industry at 0.95, substantially exceeding all FEMA and UFC voice intelligibility requirements.**

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



MILL VALLEY CITY HALL INSTALLATION



LRAD TEST - SCOTT VALLEY



### Genasys - A 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 450 U.S. cities, counties and states.**