

CASE STUDY

Houston Livestock Show & Rodeo

Severe Weather Warnings



Situation

The Houston Livestock Show & Rodeo (HLS&R) is one of the largest live entertainment and livestock exhibitions in the U.S. with nearly 2.5 million annual attendees. Held in March, severe weather is always a concern for the multi-week event. When heavy rain, high wind, and lightning approach the grounds, thousands of people must be alerted and warned to find shelter indoors.



LRAD 100X

Problem

Bullhorns were used by the HLS&R staff to clear the outside grounds. Due to the poor voice quality and limited broadcast range inherent in bullhorns, several staff members were required to circulate among the crowds and repeat 'clear the grounds' warnings numerous times.

Solution

The HLS&R procured a **Genasys ACOUSTICS 360XT** mobile mass notification system and an **LRAD 100X** acoustic hailing device. The ACOUSTICS 360XT provides instantaneous mass notification and public address over large areas from a single location. The LRAD 100X delivers exceptionally clear on-scene voice broadcasts.

The **LRAD 100X** delivers voice messages that are clearly heard and understood over crowd and background noise. In addition to being up to 6X louder than bullhorns and vehicle PA systems, LRAD's proprietary technology focuses its audible broadcasts in a 30° beam in front of the LRAD 100X, while significantly reducing audio levels behind the device and in surrounding areas.



ACOUSTICS 360XT

The ACOUSTICS 360XT mobile mass notification system includes securely mounted, lockable electronics, amplifier modules, a battery pneumatic system, and a rapidly deployable, telescoping 30 ft. mast.

Featuring Genasys' advanced driver and waveguide technology, the 360XT is fully operational in extreme temperatures, driving rain, and high winds. On-board batteries are charged using the built-in AC-powered charger or optional solar panel, allowing continuous operation independent of external power and communication infrastructure.

Broadcasting audible, ultra-intelligible voice messages and alert tones with uniform 360° coverage over local or large areas, the rapidly deployable 360XT provides instant mass notification, anytime, anywhere.

"We're in Houston, Texas, so we expect rain and winds occasionally. We use these communication systems to warn people should we have an emergency or extreme weather event."

Don Cheney, HLS&R Vice President & COO



Genasys Protect ALERT

When emergencies arise, it's critical to notify fans and large event attendees quickly. ALERT redefines mass notification to keep people aware, informed, and safe during emergencies and severe weather events. ALERT combines real-time and modeled data, integrated intelligent zones, multi-channel alerting, sensor integration, and ACOUSTICS systems for outdoor warning. ALERT augments emergency communications with automated alerts to the Genasys mobile app, web interface, or any registered device.

Genasys Protect CONNECT

Genasys Protect CONNECT provides secure, real-time communication and collaboration, addressing the strictest requirements of public safety agencies, stadiums, and large event centers. With security at its core, CONNECT ensures the integrity and reliability of every message, offering a robust platform for both internal and external communication and collaboration.

CONNECT facilitates smooth collaboration with external organizations through real-time communication and drives compliance, including CJIS, FOIA and HIPAA, with record retention policies so public safety agencies and security personnel can communicate in confidence.

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