LRAD: ONE VOICE FOR EMERGENCY CAMPUS SECURITY SITUATIONS

Campus shootings, bomb threats, natural disasters and other severe situations have highlighted the need for effective emergency/ warning mass notification (EWMN) systems on school, college and business campuses. The growing threat of campus gun violence adds to the challenges of maintaining security and keeping the peace on campus grounds.

EWMN systems currently in use on most campuses have critical gaps in coverage, particularly the absence of highly intelligible sound systems that can broadcast potentially lifesaving voice messages and instructions to students, faculty and employees campus wide during an emergency event. These same sound systems could also be used to distract and deter an armed gunman, proving critical time for law enforcement to arrive and stop the threat.

The LRAD (Long Range Acoustic Device) line of acoustic hailing device (AHD) products have proven highly effective for area mass notification, crowd control, incident response and other situations that require immediate and authoritative communication over small or large areas.

LRAD is a highly intelligible, long-range communications device used to clearly broadcast multi-language instructions, critical information and warnings through buildings, over distances of several hundred yards up to 5.3sq km.

LRAD helps resolve uncertain situations by ensuring students, faculty and employees in an incident area hear and understand warnings and instructions instantly and simultaneously.

WITH LRAD SYSTEMS, CAMPUS SECURITY CAN:

› Issue warnings and instructions when an incident, threat or approaching severe weather requires students, faculty and employees to evacuate

› Calm a barricaded subject or talk down a potential suicide

› Disperse student/fan gatherings that have the potential to become violent

› Communicate to crowds in support of traffic control for athletic events and other large gatherings

› Create large standoff/safety zones that support peaceful outcomes to volatile situations

The LRAD line of acoustic hailing devices have set a new standard for outdoor mass notification voice intelligibility that is unmatched by any other EWMN system. LRAD systems have proven highly effective for area wide and localized mass notification.

FOR ARMED GUN THREATS, LRAD SYSTEMS CAN:

> Be used to initiate the notification process from entry control points. After a threat is detected, campus security and law enforcement can use LRAD systems to broadcast messages and instructions campus wide or only to those within a threat area.

> Distract the armed threat. LRAD's warning tone can be used to draw the threat's attention and possible gunfire away from students, faculty and employees.

> Act as a force multiplier by providing instructions over a wide area or communicating from multiple sites simultaneously

> Be integrated into gunfire alert systems to automatically initiate pre-recorded LRAD broadcasts

> Provide critical time for campus security and law enforcement personnel to respond – Officer response times are typically between 4 - 6 minutes. A shooter with a semi-automatic weapon can fire every 6 seconds.

> Be used in the aftermath of an incident to calm students, faculty and employees while providing information and instructions to concerned parents, friends and emergency responders rushing into an incident area

In an emergency situation, panic-fueled actions can lead to chaos. Broadcasting clear messages and instructions containing specific information on the nature of the crisis can lead to safer, more orderly responses to reduce panic and save lives.

SUCCESSFUL DEPLOYMENTS

> Seattle PD talked down a potential suicide from the Weller Bridge

> University of Florida PD for post-game crowd control and traffic direction

> Columbia, S.C. PD crowd control after fans celebrated in the streets in the Five Points district

> Chattanooga, TN PD for crowd control during annual nine-day music festival

> Several police departments for hostage negotiations and serving high risk warrants

> San Diego County Sheriff Department for festival communications and search and rescue operations

> Pittsburgh PD to get a barricaded gunman to surrender peacefully

> Detroit PD broadcasting critical safety information to festival crowds over significant background noise

LRAD's multi-language voice broadcasts and emergency warning tone can be clearly heard and understood inside building and vehicles and over crowd and traffic noise, providing campus security a powerful voice to defuse potentially dangerous situations.

LRAD broadcasts are safe and have been optimized to the 1 - 5 kHz range where human hearing is most sensitive. LRAD systems maintain a smooth frequency response with an intensity variation of less than 5dB over in the range between 300Hz and 6.5 kHz. This avoids audio fading and ensures clear communications across all frequencies.

LRAD broadcasts can be focused in a 30° - 60° pattern for specific locations or issued omni-directionally in a 360° pattern for uniform broadcast message coverage. LRAD systems range from hand portable units to permanent installations.

All LRAD systems include an all-weather microphone, rugged MP3 player and feature a variety of handheld, ground and vehicle mounting options. A prominently positioned volume control knob allows campus security personnel to quickly adjust the loudness and distance of each LRAD broadcast based on the situation. LRAD systems can be easily integrated into existing EWMN installations or installed as the primary EWMN system.