

## Fashion Show Mall



### **The Customer**

The Fashion Show Mall is a shopping, dining, and entertainment destination on the Las Vegas Strip. It spans nearly two million square feet and has over 250 stores and several restaurants and department stores.

### **The Situation**

On January 21, 2020, an assailant opened fire in the Fashion Show Mall, wounding his target and two innocent bystanders. The shots reverberated throughout the mall, sending shoppers and mall employees running for cover. Some found exits, while others sheltered in place and hid in stores. By all accounts, chaos and confusion reigned.

### **The Solution**

The mall operator, Brookfield Properties, is a longtime LiveSafe client and has experience using the platform during major safety and security incidents. At 6:26 PM PST, Brookfield Properties used LiveSafe to alert mall employees of the status of the police investigation and instruct them to secure their store “and stay in place until cleared” by police or security personnel. Employees were also able to use LiveSafe to indicate whether they were safe and to send real-time information to mall security.

### **The Result**

LiveSafe’s Broadcast and Check In Messages features enabled security departments to provide timely and geographically-relevant emergency information to mall employees during this incident. While the ultimate goal of LiveSafe is to surface early-warning insights that can help security personnel detect and prevent incidents, in cases like this, when there is no warning, LiveSafe’s timely and reliable two-way communications, broadcast alerts, and geo-fencing features provide critical mass communications capabilities that can help prevent injuries or loss of life.