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FOR IMMEDIATE RELEASE

Turlock Among Early Adopters Bringing New Technology to the Fire Service

Turlock, CA | October 2, 2026 — Turlock's work to bring new technology into the Fire Department took another step forward this week, as City leaders joined approximately 50 public-safety, government, research and industry leaders from across the country at the Oklahoma State Capitol for the Oklahoma Public Safety Innovation Showcase.

Mayor Amy Bublak, City Manager Dr. John J. Murphy and Turlock Fire Division Chief David Mallory represented Turlock at the showcase, where the City was recognized as one of 10 communities nationwide with Qwake Technologies' C-THRU system operationally deployed.

C-THRU is a helmet-mounted system that uses thermal imaging, computer vision and artificial intelligence to help firefighters see their surroundings and navigate in smoke-filled, low-visibility conditions. The system can also provide incident commanders outside with a live view of what firefighters are encountering inside.

Turlock's early adoption of the system has given local firefighters firsthand experience with the technology in real-world conditions.

"We look for cities that punch above their weight and question limitations many have come to accept," said Sam Cossman, co-founder and CEO of Qwake Technologies.

"Mayor Amy Bublak and Turlock Fire's leadership exemplifies what it means to shape what comes next to help make first responders safer rather than waiting for it.

Turlock is leading from the front with C-THRU, and the experience its firefighters are gaining is helping to advance these life saving capabilities for first responders nationwide.”

During the showcase, Murphy put on the C-THRU helmet and entered a live-fire training unit to experience the technology firsthand. The controlled training environment allowed invited leaders to experience the system under simulated emergency conditions rather than simply watch a demonstration.

“I believe leaders need to understand the work we’re asking our employees to do, and that means being willing to get out there and experience it firsthand,” said City Manager Dr. John J. Murphy. “Going through the training unit gave me a small glimpse into the conditions our firefighters face and reinforced the importance of putting the right tools in their hands. We expect our first responders to be ready when our community needs them, and it’s our responsibility as leaders to make sure they have the tools, training and support to do the job safely and effectively.”

Bublak also addressed attendees from the steps of the Oklahoma State Capitol, speaking about Turlock’s experience with C-THRU and the responsibility local leaders have to prepare their communities and first responders before an emergency occurs.

“As a mayor, I know that leadership is measured long before the emergency sirens sound,” said Mayor Amy Bublak. “It is measured by whether we prepared, whether we invested wisely, and whether our first responders have the tools and training they need when the moment comes.”

The showcase also included a closed-door roundtable bringing together federal, state and municipal leaders to discuss emerging challenges in public safety and what it takes to move new technology from development into real-world use.

Turlock Fire Division Chief David Mallory participated in the discussion, bringing the perspective of a department already integrating C-THRU into its operations.

“We took this opportunity to work collaboratively with fire agencies from across the country and help support them as they work to integrate new technology,” said Mallory. “That includes helping agencies communicate their needs to stakeholders and helping those stakeholders understand how they can support the fire service in making new technology a reality.”

Turlock firefighters are already putting that technology to use in the field. In July, crews investigating reports of a burning smell at a Turlock residence used C-THRU to detect a faint heat signature beneath the floor, leading them to an overheated electrical junction box that had been difficult to locate.

Finding the hidden junction box meant crews could identify the problem before leaving the residence. If it had gone undetected, the junction box could have continued to overheat and potentially started a fire later.

The incident provided an early real-world example of how the technology can supplement the training, experience and equipment Turlock firefighters already rely on when responding to emergencies.

Turlock's use of C-THRU is part of the City's broader effort to provide first responders with modern tools and technology that strengthen emergency response and improve safety. By sharing its early experience with the system, Turlock is also helping inform the larger conversation about how emerging technology can be effectively integrated into the fire service.

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