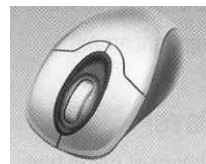## Your FREE Industry Resource

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The Transmitter

EM24 to Offer Personal Emergency Response Service

EMERgency24 will roll out an enhanced service to help senior citizens live independently in their homes.

As the perfect complement to the company's LIFECard offering, EM24's new Personal Emergency Response Service (PERS) will provide the reassurance that senior citizens can call for help at any time with the press of a button on a waterproof device worn as a necklace, bracelet or on a belt clip.

The Need for PERS

With constant access to medical attention, local police and/or the fire department, PERS from EMERgency24 is just what older Americans need to maintain their independence and remain in their homes, thus preserving their financial well being.

This is a real concern for millions of older Americans at a time when the average annual U.S. cost of assisted living is $35,616 and nursing home care can be more than $75,000. As the U.S. population ages, PERS presents significant growth opportunities for EMERgency24 dealers in years to come.

The PERS Waterproof Necklace Pendant
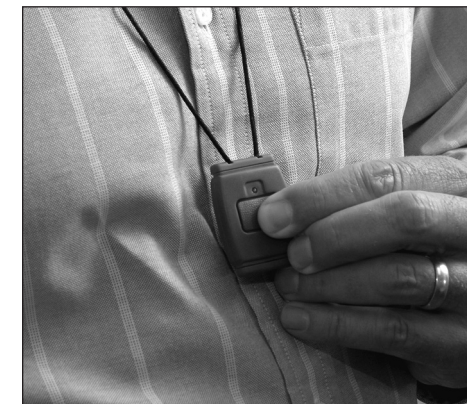
Verified Response Does Not Work

This dangerous policy has been tested in a variety of market sizes and has failed each time

Dallas, Texas, and Madison, Wisconsin, have abandoned the dangerous policy of Verified Response due to the rightful concern of citizens and documented increases in crime.

During the first month of Verified Response for business burglar alarms in Dallas, a key statistic showed the failure of the policy. Business burglaries in March 2006 shot up 17.9 percent compared to March of 2005.

This increase in crime is typical for cities that have experimented with or currently follow Verified Response. In Fremont, California, police reported a 14.4 percent increase in burglaries following the first year of Verified Response. Similar increases in crime were also seen in Salt Lake City after it adopted a Verified Response program.

Chris Russell, president of the North Texas Alarm Association, which fought Dallas' Verified Response policy said, "Since it was enacted, the policy has pretty much failed. You have private citizens responding to their own alarms, and that's a dangerous situation."

Store Owner Scuffles with Burglar

Late one evening, the owner of a Dallas convenience store fought with a burglar who he caught in the act when he arrived to verify an alarm.

When Mohammed Sharif opened his store's iron gate and front door, he ended up face-to-face with the crook. Sharif recalled the encounter. "I opened the door and I go inside. Somebody jumped at me."

Luckily, police arrived on the scene quickly, although Sharif had suffered minor injuries to his arm. Ironically, patrolmen had seen Sharif near the store at the early hour and stopped to investigate, thinking that he was a burglar.

Another business owner believes the policy actually encourages crime. "For 17 years we've had no break-ins and then the Verified Response went into effect and all of a sudden the chains came off of everybody," said Harry Demarco, whose store was robbed three times in six months after the policy went into effect. "This policy is a joke."

Madison Drops Policy – Quietly

In October of 2007, Madison quietly dropped the 10-month-old policy of Verified Response after the number of burglaries skyrocketed compared to crime during the same months in 2006.

While the policy was in place, burglaries in Madison jumped from 522 in 2006 to 716 in 2007, police Spokesman Joel Despain said.

Madison Mayor Dave Cieslewicz denied the verified response policy, which went into effect Jan. 1, 2007, was part of the reason the burglary numbers soared. However, Despain confirmed in March 2008 that police have been responding to all burglar alarms at city businesses, but did not make that public. He also said police reported a significant number of affected companies didn't have alarm systems. "Whether perpetrators consciously are looking for businesses without alarms, I don 't know, " DeSpain said.

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Total Connect Gives End-Users Control, Information
Online System Enables Remote Services to Support GSMR, iGSM and AlarmNet-i Devices

With the release of a new line of communicators, the Total Connect account management system now allows alarm dealers and subscribers to have remote control and remote messaging capabilities on AlarmNet-i, iGSM and GSMR products.

Standard GSM devices cannot be accessed by Total Connect.

The AlarmNet Total Connect service is a big step toward home automation and allows dealers to offer customers the ability to control and glean information from their alarm system while away from the premises.

As technology brings the world closer together, Total Connect from Honeywell is the perfect solution for end-users who want to have "real-time" interaction with their alarm system via the Internet, Personal Digital Assistants, cell phones or other web-enabled devices. Plus, the Total Connect Video Services option allows subscribers to keep an eye on their businesses, assets and employees from any remote location with Internet access.

With all of these functions available to your subscribers, Total Connect has revolutionized the way end-users interact with alarms systems, helping them improve safety by utilizing advanced technology.

How to Enable Total Connect
To facilitate the use of Total Connect, EMERgency24 allows dealers access to enable remote services for subscribers.

To enable end-user access, dealers can create an AlarmNet login account at https://services.alarmnet.com/AlarmNetDirectp_signup/Submission_Agree.aspx.

Once logged in to AlarmNet Direct, all that's needed to apply Total Connect to an account is the City Code, Central Station ID (CSID), Subscriber ID (last four digits of the AlarmNet account number assigned by EM24), the MAC Address and the MAC CRC number.

All dealers who have used their AlarmNet Direct login to activate or enroll the SIMS card will automatically have the ability to add the Total Connect service to those accounts.

There are varying levels of Total Connect service and dealers will be able to manage each account individually, even the ability to allow or restrict overages. Each of the service levels incurs differing costs and overage charges may also apply if traffic exceeds the service level guideline. Please contact the Sales Department for pricing.

Total Connect Uses
Please note that some functions are restricted to certain service plans.

Arm System: In the event that the alarm owner has left the premises and is unsure if they armed their system, they can verify system status and, if necessary, arm it by using Total Connect.

Arm/Disarm Notification: This function allows the alarm owner to be notified when their system has been armed or disarmed outside of stated hours.

Disarm System: An alarm owner may need to provide access to a person who has a key to the premise without giving them a code. The system can be disarmed remotely with Total Connect.

Manage User Codes: If the alarm owner is away and needs to add or delete a user code, they can do so remotely with Total Connect.

Device Activation: Alarm owners often need to activate systems or devices within the protected property without having to return to the premises. This function can be used for an array of devices, including garage doors and thermostats.

Access to Dangerous Area Notification: To ensure safety and privacy, alarm owners can receive notification when a specified zone within their system has been breached.

Notification of Power Failure: Power loss can be more than inconvenient – it can be costly and dangerous at some locations if the situation is not addressed immediately.

Notification of Abnormal Temperatures: Alarm owners can receive alerts when there are dramatic temperature swings that can be detrimental to occupants, equipment or stored materials.

Hold-up/Medical Alerts: Alarm owners can be kept apprised of medical or intruder emergency situations and dispatches as soon as incidents happen.

Notification of Moisture/Leaks: Water damage is responsible for 60 percent of all insurance property claims. By knowing when there is water detected, alarm owners can minimize the damage.

Notification of Opened Pool Door: Alarm owners can help avoid tragedy and in some cases, comply with ordinances that require a notification device be installed on pool entrance doors.

Notification of Unintended Departure of Elderly or Infirmed Parent/Patient: Notification can be sent to alarm owners when certain zones/doors are accessed to help protect people who should not be leaving an area by themselves.

Business Only Uses
Vending Machine Trouble Notification: Ensure that vending machines remain stocked and the change makers are functional with notification to alarm owners that helps prevent lost revenue.

Notification of HVAC Water Trouble: Water can cause serious damage and interrupt business operations. Installing water sensors in drain pans and notifying the appropriate person can save thousands of dollars.

Banking or ATM Machine Notification: Ensure that ATM machines remain stocked and be notified when service is required to prevent lost revenue.

Safe/Audit Trail Notification: Alarm owners can be informed immediately and have automated ledgers track the times, dates and duration of safe openings and closings.

Sewer Pressure Switch Notification: Pressurized sewer systems use lift pumps to remove the waste product. Notification of pump failure can minimize damage and prevent potential health hazards.

Boiler Preheat Failure Notification: To ensure a building is properly heated for occupancy, boilers can have a contact installed to notify of faulty conditions

Grill Hood Suppression Trouble/Discharge Notification: Alarm owners can learn of a grill hood discharge when it happens so to alert of emergency situations.

Fire Doors Shrinkage Notification: To help minimize theft, AKA shrinkage, a notification can be sent every time emergency exit doors are accessed to ensure these are used only for testing or evacuation.

Chemical Storage Security Notification: Notification of entry into volatile-material storage areas can help avert environmental damage, reduce opportunity for theft and protect the well being of building occupants.

EM24 No Longer Supports G.E./Osborne-Hoffman Receivers

EMERgency24 will no longer support the Osborne-Hoffman TCP/IP Receiver (OH2000-E) for IP alarm communications via General Electric Internet devices.

After issues with the receiver – there have been two recalls by General Electric for its TCP/IP card – EMERgency24 determined that this IP alarm solution is no longer a viable option. General Electric has elected to not to redesign or remanufacture the card, at this time.

General Electric does have a software version for this receiver that runs on a personal computer, however, it has not been listed by Underwriters Laboratories and no timeframe has been set to achieve this designation. As an U.L.-listed central station, EMERgency24 chose to back away from this technology immediately.

Solutions for Dealers
Dealers who want to send signals via TCP/IP using a General Electric panel may still use other "universal" IP devices (see below) supported by EMERgency24.

3055-GSM & 3060 (D.S.C.): These products use dialer capture modules (Contact ID format) and send the signal via cellular communication (requires additional charge for Connect24 service) to our TCP/IP card in a Sur-Gard System III receiver. This has become one of the most popular IP solutions, but it is not rated for UL High Line Security-ULAA.

T-LINK 300 (D.S.C.): This dialer capture module supports any panel that can send the Contact ID format. The signal is received by a Sur-Gard System III receiver. Dependent on programming of the device, this configuration can be rated for UL High Line Security-ULAA.

7845-iGSM (AlarmNet): AlarmNet has created a version of the 7845-iGSM with a dialer capture module that will support any panel capable of sending Contact ID format. The dialer capture module sends the signal via Internet or cellular communication (requires additional charge for Connect24 service) to our Ademco 685 receiver via the AlarmNet wireless network. This configuration is not rated for UL High Line Security-ULAA.

c900 v.2 (Bosch): This dialer capture module works with the Radionics D6600 receiver and supports the largest number of individual formats. It can work with any panel that supports Contact ID, Modem IIe & IIIa2, 3+1, 4+2 and SIA. Dependent on programming of the device, this configuration can be rated for UL High Line Security-ULAA.

mIP (Teldat): This dialer capture module (supporting Contact ID) captures the signals and sends them to EM24's Teldat VisorALARM PLUS receiver via the Internet. This offering should be available during the summer of 2008.

Other Options
It is unfortunate that we can no longer support General Electric Internet devices. However, there are still many options for dealers to consider as EMERgency24 supports one of the industry's widest range of U.L. IP platforms.

Should you have any questions about working with IP devices, please contact our Sales Department to find a solution that will enable communication with us using almost any panel on the market today.

EM24 Now a DSC Master Reseller
EM24 has signed an agreement making it a Master Reseller of the DSC service. Dealers will benefit from this arrangement for two main reasons:
▌ EM24 will eliminate account activation fees, saving dealers $5 for each new DSC account they activate. Over the first year of service, this decreases cost per subscriber by seven percent!
▌ EM24 will make billing easier so dealers have to send only one check per month instead of two.
Contact our Sales Department to set up new or existing DSC wireless accounts.

Responder Reward Program Recognizes Successful Dispatches

EMERgency24 will launch a program to recognize police and fire departments that were dispatched to subscribers' premises for emergency situations by the company's monitoring staff.

The purpose of the Responder Reward Program is to highlight criminal apprehension when police officers respond to dispatches triggered by a monitored burglar alarm system. The program also is geared to recognize firefighters who put out blazes after being dispatched by EMERgency24 monitors.

"The EMERgency24 Responder Reward Program is being developed to thank police officers and firefighters for the invaluable services they provide in communities across America," said Patrick Devereaux, Senior Vice President of EMERgency24. "Police officers and firefighters responding to alarms is a vital function that makes all of our communities safer. This is a way to say, 'thank you for what you do.'"

The EMERgency24 Responder Reward Program was designed to help publicize successful dispatches and foster goodwill from responding agencies. In some cases, EM24 will make a contribution to a charity of the department chiefs' choosing when responders are dispatched to an emergency situation.

Share Your Success Stories
EMERgency24 dealers interested in saluting their local emergency responders for successful dispatches should e-mail a summary description of the event to k.lehan@emergency24.com. Be sure to identify the subscriber account number, as well as the time and date of the dispatch.

Access Code Standards for URsecure in Place by October 1, 2008
Recently, restrictions were placed on the format of Access Codes for subscribers to login to the URsecure website.

EMERgency24 has changed the restrictions to generate a warning that advises dealers that Access Codes are most secure when there are at least six alpha and numeric characters.

If a subscriber's Access Code does not comply with these best practices by October 1, 2008, access to the URsecure website will be denied.

As the date for this change in procedure nears, EMERgency24 will continue to send advisories via e-mail and other vehicles that further explain the reasons for this policy change.

When signing up new accounts, please be sure to follow the Access Code standards going forward to minimize account maintenance when the restrictions go into effect later this fall.