

The Transmitter

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Reno Follows Trend to Adopt Enhanced Call Verification Policy to Minimize False Alarms

The City of Reno, like dozens of other municipalities, as well as the states of Florida and Tennessee, has adopted a policy of Enhanced Call Verification (ECV) to help the community minimize false dispatch of police responding to alarm systems.

On October 10, 2007, Reno's city council voted to approve a new ordinance that requires two calls to be made to check the validity of an alarm signal before requesting police dispatch. Also included in the alarm ordinance is language that requires all alarm-system owners to register with the city after paying a \$25 annual permitting fee. For residents 60-years-old and beyond, the permitting fee is \$10. The ordinance goes into effect on February 1, 2008.

The final language in the approved law reflects closely to the Security Industry Alarm Coalition's (SIAC) model ordinance. "We worked very closely with SIAC and the local alarm industry. We tailored their input to our jurisdiction," said Commander Doug McPartland of the Reno Police Department.

Reno city attorney Karen Fraley said the alarm ordinance was one of the easiest she's put together and credited Commander McPartland as being a "champion of enhanced call verification and alarm registration."

Registering alarms, McPartland says, will help the city collect data on false alarms. "I can't tell you how many alarm systems we have in Reno, but I will be able to a year after the ordinance goes into effect. The permitting process will give us the names and contact information for system owners, as well as the alarm company. It gives us someone to call to correct problems within a system.

"In addition to the revenue it will generate, registration of alarms will help us track trends. If we see a company is building systems that repeatedly produce false alarms, we can address that with them," said McPartland.

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It's Official - AMPS Advisory Issued by FCC

The Federal Communications Commission (FCC) issued the long-awaited advisory alerting consumers about the advanced mobile phone service (AMPS) "Sunset" date. The FCC reiterated Feb. 18, 2008, as the date cellular carriers no longer have to operate analog wireless networks.

With the official document in hand, security dealers have additional information to share with their customers when explaining why their equipment will no longer work early next year.

FCC Advisory

"Some alarm systems use analog radio equipment and send a wireless signal - provided by a wireless telephone company - using the 800 MHz spectrum. These systems are affected by the transition. Wireless alarm systems installed before Spring 2006 generally used analog equipment.

"There are several ways to tell if your alarm system will be affected by the analog-to-digital transition. Most alarm companies are contacting their affected customers by letter, bill inserts and/or telephone to arrange for replacement installation of a digital alarm radio. In many cases, if you have an analog alarm radio that has not been replaced and the analog wireless network stops operating, the radio will emit a "beep" or warning tone."

EMERgency24 suggests that dealers immediately identify systems that use devices affected by the AMPS Sunset Clause.

Affected Hardware & Solutions

AlarmNet-C 7845-C, 7845-CF, 7845-CV2, 7845-CZ and 7845-CZF models. These may be replaced by AlarmNet-GSM 7845-GSM, 7845-GSMCN and 7845-GSMR models. **AlarmNet-A** and **AlarmNet-M** are *NOT* affected by the Sunset Clause, thus giving multiple retrofit options.

UpLink - Each analog device has a digital replacement.

Telular/Telgard - Each analog device has a digital replacement.

SkyRoute/DSC - Any analog cellular devices may be replaced by GS3050A or GS3055-I models.

In addition to these replacement devices, some installations may be able to use EMERgency24's **Internet Monitoring** services. For accounts needing a backup to a standard digital line, Internet Monitoring is an excellent option and most devices offer UL High-Line Security (ULAA) capabilities. For customers using VoIP technology, Internet Monitoring can provide stand-alone functionality as the primary means of communication.

Chicago-area dealers also have the option of using EMERgency24's **AES-IntelliNet Network**.

Should you have any questions about the impact the AMPS Sunset Clause will have on your customers' systems, please contact the EMERgency24 Sales Department at (800) 827-3624.

Industry Involvement Urged

Security Dealers Should Unite and Join Industry Associations

A united front of many is stronger than several independent companies with their own agenda. This is true in most aspects of life, especially when trying to influence legislation.

That's why security dealers should involve themselves in the local and national associations organized to look out for their business interests. Without cohesiveness, the security industry risks that subgroups with special interests may push their agenda to the detriment of the whole. "The importance of being involved in local, state or national associations is that laws are being passed without full input of the industry," said Edward Williams, attorney at law and counsel to the Illinois Electronic Security Association. "That results in errors and misunderstandings between the government and private industry."

Mr. Williams says it is not uncommon for regulations to be passed by lawmakers without a full understanding of the impact the laws have on small-to-medium sized businesses. "In 2004, there was a re-write

of the Illinois Private Detective, Private Alarm, and Private Security and Locksmith Act. This law is updated every 10 years," Mr. Williams explained. "Each of the four affected groups banded together and hired a lobbyist to act as liaison with Department of Financial & Professional Regulation and Illinois legislature."

Previous to the re-write, legislators wanted a "no PERC, no work scenario," that refers to the wording that would have required all security dealer employees to have a Permanent Employee Registration Card before being hired.

"This would have knocked the security guard industry out of existence," Mr. Williams said. "We were able to develop a compromise that allowed people to go to work while being PERC-pending, provided that the person's finger prints come back clear. Our lobbyist convinced the legislature that there are other ways to accomplish their needs and protect the public at the same time."

Even with this battle won, more loom on the horizon. "The system is still flawed and more work is needed to get the department to listen to industry concerns. This cannot be done without a strong industry association. A stronger association means an industry will have a greater voice to the state regulators writing laws," said Mr. Williams.

As proof that there is a need of constant representation to safeguard the industry's needs, in August, 2007, Illinois Governor Rod Blagojevich signed a bill that added a new provision requiring security dealers to obtain continuing education. "That provision alone gives dealers reason to join their state's association. Fortunately, in Illinois, dealers can get this training as a member of Illinois Electrical Security Association," Mr. Williams said. "To have input to the legislative process, an industry association needs involved members and resources to hire a qualified lobbyist. This is absolutely essential be a player on the legislative front."

Auto-Generated E-Mail Alerts from Data Entry Explained

Most EMERgency24 dealers have received e-mail alerts from our Data Entry department concerning a subscriber's account. These e-mails are automatically generated to help keep dealers informed about their customers' alarm systems.

Often, these e-mails require no action by dealers, such as when Party Lists, Passcodes or Conditions have been changed. Other FYI e-mails advise dealers that a request for account suspension has been processed, open/close supervision schedules have been altered or that accounts have been put in test mode and test signals have been received.

However, some e-mails do require immediate dealer attention (see below) to ensure a customer's alarm system remains operational. That's why it is important dealers read each communication, address the issue and file the e-mail appropriately for accurate customer records.

Temporary Data Changes Made For More Than 28 Days

When you receive an e-mail with this subject line, it is to inform that temporary

changes have been made to a subscriber's monitoring instructions. The e-mail will identify the account number and subscriber's name.

Even though these changes may have been initiated by the subscriber or an EMERgency24 dispatcher who corrected an address or authority telephone number, it is the dealer's responsibility to verify the information. If the information is correct, dealers may authorize the changes to be made permanent on our Dealer Secured Internet Services site. However, if dealers do not authorize the changes, after 28 days, the data reverts back to previously entered information.

Party Phone is Marked for Removal

E-mails with this subject line advise that a phone number on a subscriber's party list is marked for removal from the account. The account number, subscriber's name and the telephone number in question are listed so dealers may check the history for the account via the Dealer Secure Internet Service site, where dealers can re-enter the party to the call list if it is still current;

remove the party from the call list if it is no longer valid; add a new party name and phone number to the call list as a replacement; and add a new call list to the account.

Data Entry Ticket Alert

This e-mail lets dealers know of accounts that have recently been updated by EMERgency24 dispatchers and require authorization to have the changes take effect. To view the details of a specific data entry ticket, dealers should log into the Secure Internet Service homepage, click on "Alerts," then "Data Entry Tickets" and finally "View/Edit Data Entry Ticket." A follow up to this e-mail will have the subject line of Unprocessed Data Entry Tickets and identify the changes that will soon be deleted. Dealers are asked to make corrections if needed, initial the changes to approve and then promptly fax the form back to EMERgency24.

AlarmNet FAQs

In which cities does EMERgency 24 monitor AlarmNet-A radio accounts?

EMERgency 24 offers monitoring of AlarmNet-A radio accounts in Atlanta, Boston, Chicago, Detroit, Los Angeles, Miami, Minneapolis, New York, Phoenix, San Francisco, Tampa and Washington D.C.

SafetyNet (aka AlarmNet-M/Mobitex) and AlarmNet-GSM are available nationwide.

What is the difference between an AlarmNet-A radio account and a SafetyNet radio account?

Both types of accounts are controlled and supervised by AlarmNet. The difference is the communication method these radios use to transmit the radio signal to the central station.

AlarmNet-A accounts use AlarmNet radio towers in a specific city to transmit the radio signal to the correct central-station receiver. These radio towers are strategically located in metropolitan areas to provide the best possible coverage. SafetyNet accounts use Ram Link's nationwide radio towers to route the radio signal to the central-station receiver.

Is there a price difference between AlarmNet-A and SafetyNet radio accounts?

Yes, there is a price difference between the two systems. Because SafetyNet radios transmit radio signals via Ram Link's network, there is a higher price for these accounts.

How do I obtain a radio account number?

To obtain a radio account number, please call the Sales Department at (773) 725-0222 or (800) 827-3624. Be prepared to give the technician your dealer number, type of radio (AlarmNet-A or SafetyNet), whether it's a one-way or two-way system, and the subscriber's city.

Is there any special paperwork needed for AlarmNet-A accounts?

Yes, in addition to a subscriber monitoring agreement, AlarmNet MUST have the original "AlarmNet Agreement" signed by the subscriber. AlarmNet cannot assign any radio account to its radio towers for proper signal supervision until this agreement is received. Failure to provide this form immediately after installation may result in a monthly surcharge for each missing contract. Contact the Sales Department if you need these documents.

Save Time Setting Up New Accounts

Dealers can streamline the process of setting up new accounts by using the time-saving techniques that have been built into the EMERgency24 online data-entry system.

Account Information

Click on **Accounts, Add New Subscriber** then **Copy Existing Account**. This will allow you to copy account information from a current account to a reserved account.

Conditions for an Account

Click on **Accounts, Add New Subscriber** then **Copy Condition List**. This will allow you to copy account conditions from a current account to a newly created account.

Customized Condition Template

Click on **Accounts** then **Condition Templates** and **Create/Edit Customized Template** to choose the format of the template by clicking on the text link labeled "**here**." A standard list of conditions will be displayed. Check the boxes on the left-hand side of each condition you would like to have added to the template. You may also edit the **Authority Name/Sensor Location** at this time. When complete, click **Create Template** at the bottom of the page. This template can now be added to any account of the same format by going to **Accounts, Condition Templates** then **Add Customized Template**. Select the

template and enter the proper authority phone numbers and then hit "**Submit**."

User-Defined Conditions

Click on **Accounts, Condition Templates** then **Create/Edit User-Defined Template**. At the bottom of this page you can enter the name of a new **User-Defined Template**. To do so, choose the format and the number of conditions to add by clicking on the text link labeled "**here**."

An empty template appears that has appropriate fields for the format. Enter the condition information, call-back data and description. You would then click the text link labeled "**continue**." This data can now be added to any account of the same format by navigating to **Accounts, Condition Templates** and then **Add User-defined Template** where you would choose the template and enter the proper authority phone numbers. When this is complete, click "**Submit**."

Party List Information Only

Click on **Accounts, View/Edit Account** and then **Synchronize Party List**. You will see the party list for the account you chose. Enter the account numbers you would like to receive this party list and click on the text link labeled **Synchronize Party**. The party list entities chosen are then copied to the accounts you have listed.

Reno Enhanced Call Verification (from page 1)

"But enhanced call verification is the piece of our alarm ordinance that will reduce alarms."

McPartland says the goal of the ordinance is to reduce false-alarm response by 60 percent. "We looked at all of the different options and talked to other communities that faced the same issues. We realize this is a partnership between the Reno Police Department, the alarm industry and alarm owners, who will have the biggest impact on our success," he said. "We recognize that the number one cause of false alarms is improper use. We'll have to work to educate alarm owners. The alarm industry will play a big part in that. Installers need to show their customers how to use the equipment. That is a key to this program." In addition to Reno, many communities across the U.S. are turning to ECV to help minimize false dispatches. Some of these

cities include the states of Tennessee and Florida, Boulder, CO, St. Louis, MO, Montclair, NJ, Appleton, WI, Boise, ID, Spokane, WA and Phoenix, AZ.

Security dealers should be aware that this trend is rapidly spreading and provides opportunity to expand your offering to current customers before it is required.

New Subscriber Agreements

EMERgency24 has updated the language in its new Subscriber Agreements.

Call Collyns Cage at (773) 725-0222 x 6069 or e-mail ccage@emergency24.com when you deplete your current stock.

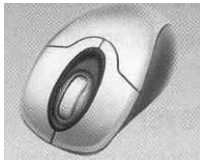


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