

Decrease the likelihood of business losses with the power of audio & video technology that may help:



Improve Police
Response Time



Reduce False
Alarms & Fees



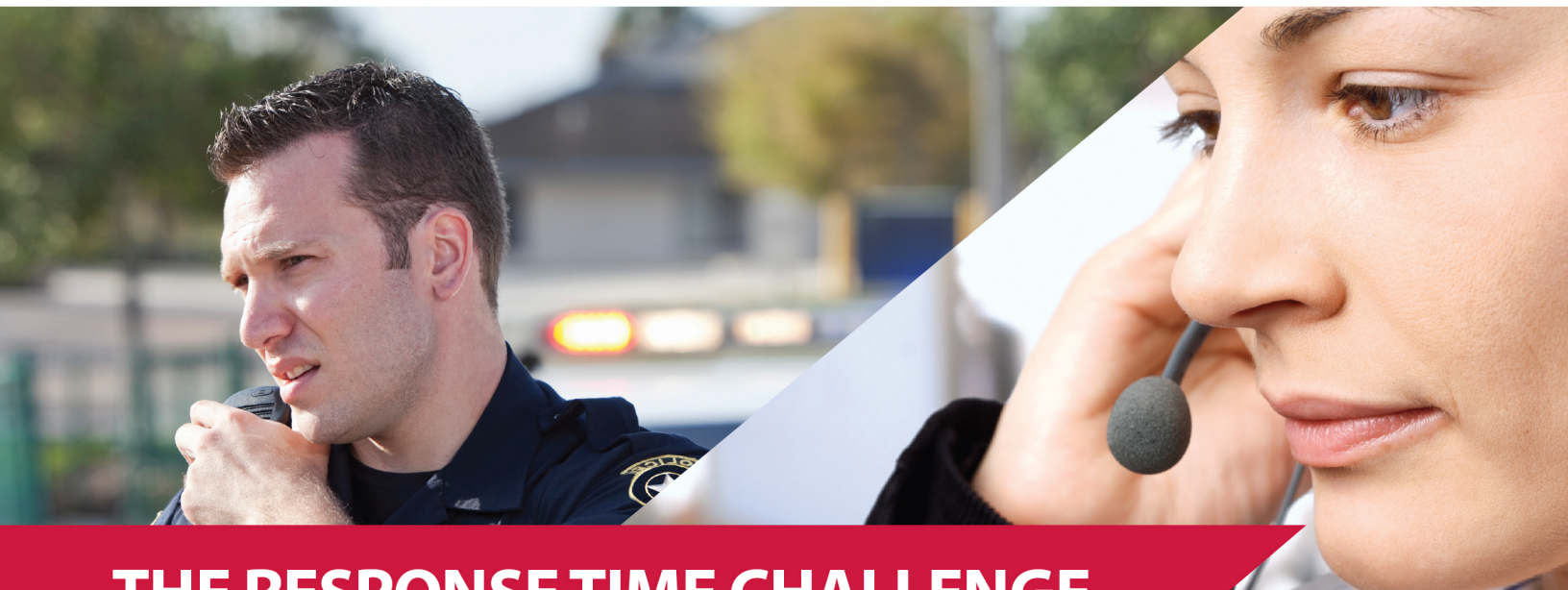
Increase
Apprehensions

Over 98% of alarms are false.¹ Responding to these “non-events” puts a tremendous financial and man-power burden on law enforcement...while distracting from more important public safety needs. With the trend towards fewer police resources, tighter budgets and more calls per shift, law enforcement often simply cannot give high-priority response to traditional alarms.

The need to use limited law enforcement resources in the most effective manner possible often forces police to respond to traditional alarms only after other higher-priority calls have been cleared, leading to the Response Time Challenge.

Burglar alarms are typically given low priority by responding officers when up to 98% of them are not real crimes.

Past President, National Sheriff's Association



THE RESPONSE TIME CHALLENGE

- ▼ Police arrive on scene of a traditional alarm within an average of 45 minutes²
- ▼ Often the intruder has already caused significant damage and left the scene with your valuables
- ▼ Apprehension rates for traditional alarms are so low (less than 1%)³ that there is typically a low probability of you recovering your business losses

A growing trend is for jurisdictions around the country to require verification of an actual intruder prior to police dispatch. There are currently 6 states and over 150 cities and counties that require enhanced call alarm verification...numbers that will likely continue to grow as budgets tighten. Many jurisdictions are also increasing **false alarm fees** in an attempt to push business owners towards alarm verification.



¹ U.S. Department of Justice – Office of Community Oriented Policing Services

² Salt Lake City Police Department

³ National Academy Associate Magazine of the FBI

Sonitrol Audio & Video Alarm Verification

Sonitrol Audio & Video Alarm Verification combines the power of Sonitrol's Audio Verification with the latest video technology which may increase the likelihood of:

- ▼ Priority Police Response
- ▼ Decreased Business Losses and Increased Apprehension Rates
- ▼ Reduced Disruption to Your Business
- ▼ Improved Usage of Limited Local Police Resources
- ▼ All backed by Sonitrol's \$15,000 Performance Warranty*



*See warranty description for details.



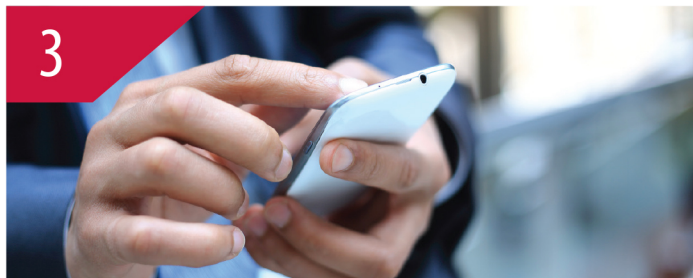
1 WHEN YOUR ALARM IS ACTIVATED

An alarm signal with a video clip is transmitted to one of our monitoring centers



2 OUR SECURITY PROFESSIONALS

Review alarm information and video to verify an intrusion, and if so, will contact law enforcement for police dispatch and you to give a situation update



3 YOU

You can use the Sonitrol Mobile App to view both live and recorded video of the incident which provides you "eyes" into your facility.



4 THE RESULT

Police may respond with higher priority and arrive on-scene quicker - potentially enhancing the probability of an apprehension and reducing business losses from theft and damage.

// Instead of 'investigating after the fact', video gives us the means to catch criminals in the act and actually prevent crime and reduce cost. //

Past Chair, Texas Police Chief's Association