



info:

Will the new Verified Response Laws make your security system obsolete?

There is a new wave in law enforcement sweeping across the country called Verified Response (VR) and 27 cities have already enacted a policy. What is the impact?

FACTS TO CONSIDER:

- 1 out of every 7 businesses has an alarm system*
- 10 - 25% of all calls for police are alarm calls*
- Police respond to 38 million alarm activations per year*
- 94 - 98% of alarm activations are false*
- A false alarm requires 20 minutes and 2 officers to investigate*
- The average police response time is 85% faster when responding to Sonitrol's verified security alarms
- Sonitrol has assisted law enforcement in apprehending 155,000 criminals since 1977

Sources:

* United States Department of Justice
Police Department

Questions to consider:

- Will the police come?
- How long will it take?
- Will your company send you into a potentially dangerous situation?
- Is your company ready?

WHAT is Verified Response?

Each city's policy varies slightly but nearly all of them require the following core components:

- Alarm owners and/or private security companies bear the responsibility of verifying that the alarm is not false and that an intrusion is actually taking place before the police will be dispatched
- Verification is accomplished either through a private security guard or through electronic surveillance (audio and/or video)





SONITROL SERVICES:

Intrusion Alarm

Sonitrol often detects break-ins before entry is gained

Access Control

Stop re-keying locks – take control of who accesses your facility

Video Surveillance

Stop break-ins by leveraging the power of video surveillance to see criminal activities

Fire Detection

Around the clock monitoring of smoke and heat detectors, sprinkler systems, and pull stations

False Alarm Fine Guarantee –

If you receive a false alarm fine, dispatched by Sonitrol and not caused by your personnel, Sonitrol will assist in canceling the fee or credit your account for the fine.



Verified Response: continued

WHY Sonitrol?

Sonitrol's alarm systems are already Verified through electronic surveillance

- Our proprietary, impact activated audio intrusion technology lets us verify the alarm
- Our dispatches are marked "verified" and we dispatch the police with critical information
- Average police response time to Sonitrol's alarms is 7 minutes vs. an average of 45 minutes for non-verified alarms
- We have assisted law enforcement in apprehending over 155,000 criminals, since 1977
- We have saved our customers millions of dollars in false alarm fees
- With conventional systems, the cost of security guard verification services are passed on to you; with Sonitrol the verification is built in so the extra costs are eliminated

Lehman Brothers Names Sonitrol The Leading Alarm Verification Company
 Lehman Brothers Business Services Report, January 26, 2006

WHO has a Verified Response policy?

As of January 2006, 27 cities have adopted Verified Response. This trend began in the West and now is migrating East.

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| Tucson, AZ | Westminster, CO | South Salt Lake, UT |
| Fremont, CA | Henderson, NV | Taylorsville, UT |
| Simi Valley, CA | Las Vegas, NV | West Valley City, UT |
| Arvada, CO | Eugene, OR | Bellingham, WA |
| Aurora, CO | Lane County, OR | Burien, WA |
| Breckenridge, CO | Salem, OR | Yakima, WA |
| Broomfield, CO | Dallas, TX | Milwaukee, WI |
| Lakewood, CO | Murray, UT | Victoria, BC |
| Loveland County, CO | Salt Lake City, UT | Winnipeg, Canada |

Dallas was the most recent city to enact this law effective February 2006.

Contact SONITROL Today

Sonitrol has offered Verified Response for nearly 50 years and continues to be the leader in verified electronic security. Don't get caught off guard. Contact Sonitrol today at

www.sonitrol.com.