

# SECURITYFACTS

June 6, 2009

## CLICK CLICK.

Online access. Mobile control. Custom iPhone and Blackberry Apps. Real-time e-mail and SMS alerts. Video clips.

No, it's not the Jetsons. It's what you should expect from any alarm company today.



## Can your alarm system do that?

“Old school” alarm systems aren’t much more than bells & whistles...

FIFTEEN YEARS AGO, if an alarm system had a loud siren, then that was about all you could expect. Thankfully, alarm technology has caught up with the times - and now, your alarm system can do a whole lot more than just sound a siren during a break-in.

Interactive features are the future of the alarm industry. They let you stay more connected to what’s going on at home while you’re away. Imagine knowing, within seconds, when a kid gets home from school. Or, when there’s a power failure when you’re away for a long weekend. Or, perhaps a water leak or

potential flood at a vacation home in the mountains. The future of security is about keeping you connected to what’s going on at home while you’re away. And, of course, about keeping you more protected than ever before.

### Always In Touch.

Any decent alarm system these days should be like a good house sitter. With today’s technology, it’s easy for an alarm system to send you an e-mail or text message whenever something important happens. And, since you’re definition of “important” is different than anyone else’s, you should expect to be able to

customize the things you want to know about.

### Honey, Did We Set the Alarm?

Alarm systems today can be armed and disarmed from anywhere. A good alarm company will offer you the ability to login and arm or disarm your system. Plus, you should be able to check out recent activity, change your settings, and customize every little thing about your system.

Finally, alarm systems don’t begin & end with a boring keypad or keychain remote. Online access lets you take everything to the

next level. Some systems even include video services that allow you to get motion activate (or alarm activated) video clips whenever certain activity occurs. And, don't forget to have fun. Some people love to get clips of Fido whenever he strolls over to the water bowl each day.

**There's an App for That.**

Of course, it wouldn't be fair if you could only access all these great features while you were near a traditional computer. But don't worry. Any good alarm company will be able to offer you free tools to let you stay connected wherever life takes you. Using your iPhone or Blackberry, you should expect to have access to custom applications that let you access and control your system from anywhere.

But, if you don't have a PDA, you can still access everything from Mobile Web. So, wherever you are, you can be connected to what's going on at home.

**Why Doesn't Everyone Offer This?**

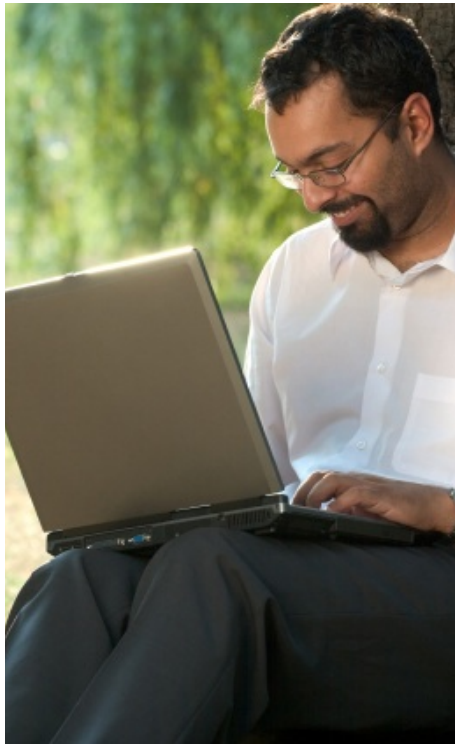
Welcome to the Alarm Industry. For too long, the alarm industry has charged consumers expensive monthly fees without evolving the services that are being offered. In fact, if you look at most alarm systems that were installed ten or even fifteen years ago, they'll look strikingly similar to the ones that are being installed today.

Think about that for a minute. Ten years ago, cell phones were about the size of a briefcase. And most people didn't have their own email addresses. So it's pretty



**MOBILE APPS.**

Stay connected with an iPhone, Blackberry, or regular cell phone. With interactive services, you're always informed about what's going on at home while you're away.



**"If the most advanced thing on your alarm system is a keychain remote, you're missing out on the next generation of home security."**

**STEVE TRUNDLE**  
CEO, Alarm.com

scary to think that the latest and greatest alarm systems being installed by "old school" alarm companies today date back to a time when "e-mail" was a hip new buzz word.

Demand more from your alarm company. Don't settle for a traditional system that's really nothing more than a glorified noise maker (and an expensive one at that). The information coming out of a reliable alarm system today is truly remarkable - and will allow you to stay more connected than ever before.

**Picking an Alarm Company.**

Before buying an alarm system, ask: "Can you provide me with an ability to access & my system online, get e-mail and SMS alerts about activity I care about, control things using an iPhone or Blackberry application, and get wireless video clips - and do all that without an extra monthly fee?". If you ask that question, 99 out of 100 alarm companies will have the same response:

"Um, what did you just say?"

If that's what you get from your alarm company, then that's a good clue that they're using outdated, unreliable, and unsophisticated technology. Demand an alarm company that can offer you more.

Even if you decide not to use 100% of the available features today, you'll be glad that you have a system built for growth (especially since most alarm companies will require a 3 to 7-year monitoring agreement).

**What's Next?**

Home security has gotten a lot smarter in the past few years. And the best companies out there provide you with next generation feature, reliable technology, and an affordable price. It's hard to believe that there are some companies out there who have just started using wireless sensors - for them, interactive services will probably start getting rolled out in, well, 2025?

But, for companies committed to bringing the best technology to their customers, it won't be long before home automation, energy monitoring, and enhanced video services make security even more fun than it can be today.

**FRONTPOINT SECURITY** IS THE LEADING PROVIDER OF INTERACTIVE SECURITY IN NORTH AMERICA. WITH CUSTOMERS THROUGHOUT THE UNITED STATES AND CANADA, FRONTPOINT IS THE ONLY ALARM COMPANY INCLUDING "INTERACTIVE READY" SERVICES IN 100% OF ITS SYSTEMS - AT NO ADDITIONAL CHARGE.