

SECURITYFACTS

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THE ALARMING TRUTH.

Ten seconds. Five dollars. That's all it takes to disable a most alarm systems.

Looking for reliable security? We'll explain what to look for - and what to look out for.



Are you really safe?

What the “old school” alarm companies don’t want you to know...

ON THE SURFACE, it might appear that all alarm systems are created equal. They all have some sort of control panel, most have a keypad, and many modern systems use a variety of wireless sensors to protect your doors, windows, and interior spaces.

What you probably don’t know, and what the “old school” alarm companies don’t want you to know, is that more than 97% of all alarm systems out there can be defeated in about ten seconds. It doesn’t require any special training - in fact, it doesn’t require anything more than a five-dollar pair of wire cutters. So if you

think a traditional alarm system is secure, think again.

The “Dirty Little Secret”.

Most alarm companies are quick to tell you about how inexpensive their products are - and how they can throw in great freebies (like a professional installation or an extra keychain remote). What they’re less quick to tell you about, is how easily their systems can be defeated by burglars.

“Old school” alarm systems use a phone line to connect your home to the alarm monitoring center. Whenever the alarm system sends a signal (like an alarm or a

panic signal), it is transmitted to the monitoring center over that phone line. And, if that phone line is ever cut, then the alarm system can’t send any signals - which means the police will never come when you need them most.

Hang On. For Your Life.

Most phone lines are easily accessible outside your home. And they’re just as easy to cut. Simply take any pair of wire cutters or even scissors, snip away, and you’re done. No special tools. No special training. Nothing special about it at all, in fact. So, in every respect, you’re literally hanging by a thread with

an "old school" alarm system. Since alarm systems protect pretty important things - like homes and families - it's scary that so many people put so much trust in an unreliable technology.

Alarms & Seat Belts Have a Lot in Common.

Ask yourself this: how frequently do you get into a car accident? Hopefully, the answer is "not very often". So, why do you wear your seatbelt? You'll probably answer with something like "well, if I ever am in a car accident, the seatbelt may save my life." Even though most people aren't in car accidents regularly, they know reliable seat belts can save lives.

If a car salesman told you that the seatbelt in a new car you were considering wasn't that reliable - but said it didn't really matter because car accidents were pretty rare, you would probably laugh right? Of course you would.

Well, alarm systems aren't any different. You likely won't experience a burglary on a regular basis. But, you purchase an alarm system so if you ever do have a burglary, your alarm system will be there for you -- and you trust it will work. If you're like most people, you take great comfort and peace of mind knowing that the police and emergency services will be sent right away to help.

"FIVE DOLLARS. TEN SECONDS. THAT'S ALL IT TAKES TO DISABLE ANY OF THE MILLIONS OF 'OLD SCHOOL' ALARM SYSTEMS."

STEVE TRUNDLE
PRESIDENT & CEO OF ALARM.COM

But, if you settle for an "old school" alarm system that uses a phone line, then the hundreds (if not thousands) of dollars you'll spend for alarm monitoring may all well be for nothing. And, in that rare moment when you need help - and need it fast - you'll be all alone. Well, you and the burglar.

Don't Be Fooled by Internet Monitoring.

Some alarm companies are making a big fuss about internet monitoring - which they claim is perfect for cell phone only or voice-over-internet (VoIP) homes that don't have a traditional landline. The truth is that internet monitoring is just as easy to disable. After all, DSL works over traditional landline phone service and Cable is just another wire that can be easily cut - it's not any more difficult than cutting a phone line, in fact.

Internet monitoring is yet another example of the alarm industry trying to convince you of something that simply isn't true.

What's the Alternative? It's Cellular.

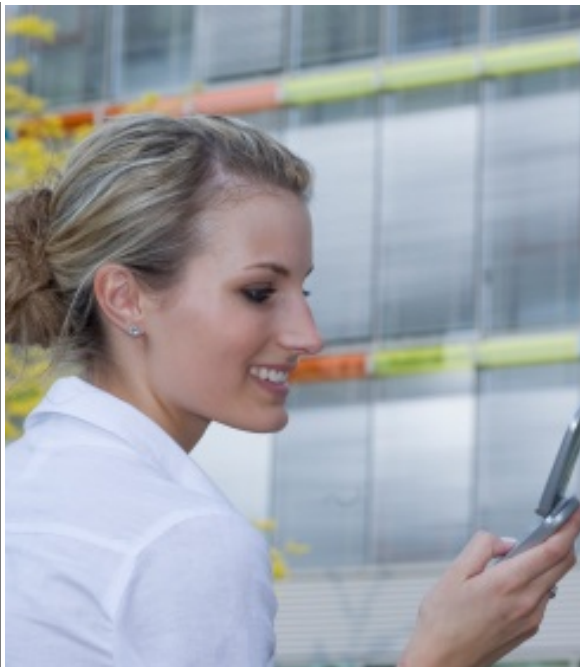
Fortunately, there's a solution. Alarm systems that use a cellular link to connect your home to the alarm monitoring center are virtually impossible to defeat. The cellular technology is built right into the alarm system and included in the monthly monitoring charge. Cellular technology is also a great solution for anyone who doesn't have landline phone service at their home.

Be careful: most alarm companies try to charge you extra for cellular monitoring. Demand more from your alarm company. Demand all-cellular protection and don't pay more for reliable protection that should be included for free.

CELLULAR IS SAFER.

"Old School" alarm systems leave you unprotected when you need them most.

Demand an all-cellular alarm system and have peace of mind knowing that it's virtually impossible for a burglar to defeat.



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