

False Alarm Service Call

Recommendation: When receiving a false alarm service call, it provides you chances to promote eFAR/EE668DVC. eFAR/EE668DVC is a best solution to solve false alarm headaches. Installing eFAR/EE668DVC should be mandatory for all false alarms calls. Security companies could charge the installation for (\$95 *), or extend 2 to 5 more years contract (depending on how many eFARs used and jobsite size) with customers without any charge on installation. eFAR/EE668DVC is easy to install. The installation takes less than 30 minutes. The attachment below could be printed on the back of your service ticket.

* The price can be adjusted according to how many eFARs used and system size etc.

Attachment of sample notices:

EMERGENCY NOTICE!!

1. SERIOUS PROBLEM

Our records from central station show the _____ detector/sensor (PIR etc.) in your security alarm system has generated false alarms. If this problem is not corrected immediately, it could cost you heavy penalties and possibly loose police response services.

2. HIGH EFFECIENCY

Using eFAR/EE668DVC can increases police efficiency and performance in fighting crime.

3. ADVANCED SYSTEM PLUS TECHNOLOGY

The unique eFAR/EE668DVC False Alarm Reduction module can help you reduce false alarms by 98% or more

4. AFFORDABLE

The cost to install the eFAR/EE668DVC is (*), which is equal to or less than one false alarm penalty charged by the local police department. The other option is that (**)
will install the eFAR/EE668DVC at no charge if you choose to extend your 24-hour monitoring contract (***) .

* Recommended prices

** The name of your security company

*** 2-5 years depending on how many motions used

WHAT YOU SHOULD KNOW AS AN ALARM SUBSCRIBER

You will incur a fine if your alarm system generates more than three police responses in a consecutive 365-day period. For this reason, the following suggestions will help you to keep false alarms to a minimum:

Before you activate your alarm system:

1. Be sure you know how to use your system. Your alarm company should demonstrate this after installation. Make sure to ask lots of questions.
2. Secure all doors and windows.
3. All pets should be properly contained.
4. Turn off any unnecessary electrical appliances, heaters, air conditioners, or fans.
5. Provide responsible parties' contact information therefore the monitoring station knows how to reach you or other responsible persons in case of emergency. Whenever the responsible parties' contact information is changed, must contact the alarm company or central station.
6. Verify that your system is ready to activate. Most systems have an indicator light.
7. After activating the system, leave within the specified time period.
8. If you must return to the alarmed location, turn the system off immediately even if you just activated the system.

What to do if you accidentally activate the alarm:

1. Immediately turn the system off.
2. Use your abort code if you have one.
3. If your central station verifies alarms, wait for the call. Do not attempt to call them (unless your alarm company specifically instructs you to do so).
4. Know your password-the central station will need it to verify the alarm.
5. Make sure anyone with access to your home or business knows the system code and password and is instructed in operating the alarm.
6. Have the telephone number of your central station or alarm company handy.

If you have any questions about your alarm system, please contact your alarm company.

We strongly recommend you to install eFAR/EE668DVC in your system.

IMPORTANT NOTICE TO OUR VALUED CUSTOMERS

Many security subscribers have experienced false alarms. False alarms could be caused by several reasons. Moving insects, mice, a current of air, and many other environmental conditions can cause PIR false alarms. Unfortunately, the current PIR technology has not yet been so advanced as to discern the real intruders from those false alarms causing conditions.

False alarms have become a big concern among users in terms of annoyance, penalty, and reliability. They have adversely affected effectiveness of the operation of police departments in fighting real crimes. Police departments spend 40 percent of tax revenues in handling the false alarms. Data from the Justice Department shows that the false alarm rate has reached 94% to 98% nation wide. False alarms have caused an incredible waste of police resources and increased the cost of operation. To offset the cost, cities have started to charge a heavy penalty fee of \$30 to \$300 to the alarm system users for each false alarm call. The security industry's report indicates that the following results could happen if the false alarm problem could not be improved or controlled:

- 1) Greatly increase the penalty;
- 2) Penalize both the security company and the alarm user;
- 3) List the penalty as taxable;
- 4) Adopt non-response policy*
- 5) Users will be forced to hire costly private patrol and guard service.

Any of these results will negatively affect both the users and alarm companies, and benefits the criminals.

In order to prevent false alarm and penalty, we have the following suggestions:

1. Follow the suggestions by security professionals. See the attachment.
2. A low cost and effective false alarm reduction product has been introduced to the security market recently. This product, eFAR/EE668DVC was designed with the built-in Digital Verification Control processing. It can reduce the false alarms generated by most PIR detectors up to 98%, without sacrificing the original system functions. eFAR/EE668DVC has acquired three US patents.

Our company will provide special programs to prevent false alarms, including the inspection service and eFAR module adding-on installation. For more information about the program, please contact us at (your marketing number) during our office hours.

* The non-response policy was adopted first by Las Vegas (NV), Salt Lake City (UT), Eugene (OR) and Tacoma (WA) in 2000. Until recently more and more states and cities have adopted the policy.