

The goal of end user manuals is to provide easy to use information as well as answer the most frequently-asked questions.



DIRECT MAIL, TARGET OR MASS MARKET SUPPORT: Zero-In Direct Marketing and Monitronics International Inc., **SDM Securing America Award winners.** Circle 221 for information on Zero-In and 222 for Monitronics.



point-of-sale display that can be customized with the identity of an authorized Monitronics dealer. This unique concept allows a dealer to have a presence in a variety of retail environments and receive leads back directly from interested consumers without the need for assistance from store staff.

Merit Awards went to **Ultrak**, for a mailer fully customized for its distributor network and **Security Alarm Financing Enterprises Inc. (SAFE)** for a promotional post card with a detachable Rolodex card perforation.

Best Direct Mail, Target or Mass Market Support

The wide range of innovative and creative submissions in this category lead the judges to select two entries to share the top award for this category.

Zero-In Direct Marketing won for introducing a new direct marketing program to the industry that any security dealer can purchase and customize using a standard laser or ink-jet printer. **Monitronics International Inc.** shares the top honor for a lead generating

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Most Effective False Alarm Reduction Action or Program Supporting Dealers

Winning this new category and responding to a top industry priority, **E&E Electronic Engineering Research Inc.** has provided dealers with a new weapon designed to combat false alarms. The firm's new false alarm reduction module can accommodate up to six hardwired PIR detectors or zones. The module can fully analyze the alarm information received from them and then pass along verified alarm signals to any manufacturer's hardwired control panel. The module features a patented microprocessor based logic algorithm process and installers have the ability to select a number of predetermined alarm-processing thresholds through the use of a jumper switch.

An additional module can be purchased that will report a history of all PIR alarm signals over the course of time. No merit awards were presented in this category.



MOST EFFECTIVE FALSE ALARM REDUCTION ACTION OR PROGRAM SUPPORTING DEALERS: **E&E Electronic Engineering Research Inc.**, **SDM Securing America Award winner.** Circle 225 for information.