

Providing a  
secure environment  
for your business  
...and our community



# We understand your business

Running a business requires a lot of long hours and dedication. At First Alert Professional Security Systems, we realize the demands you face because our authorized dealers own and operate their companies. Hand-picked for their commitment to customer service, each dealer is extremely knowledgeable about the best ways to secure your facility.

## Obstacles to a Profitable Operation

You may think your business won't be touched by crime or fire. According to the U.S. Department of Justice, about 900 work related homicides occur annually. The U.S. Fire Administration reports that fires in non-residential structures cost over 2.3 billion dollars in damages. Even if insurance pays your claim, the fire can eliminate or damage your inventory. This gap in service may be just the avenue your competitors are looking for to win over your customers. If satisfied with the new service, they may never come back.



## Quickly Locating the Point of Trouble



Many of our commercial systems identify the exact point of alarm. For example, in an area with eight doors, the system can identify the precise door that is faulted and notify the alarm monitoring central station. In the event of a burglary, the police are provided with the exact location of the sensor that was tripped. Armed with this information, the police can act swiftly to capture the intruder.



## Restricting Access

If you have vendor deliveries or expensive merchandise in your business, use the partitioning capabilities of some of our systems. Partitioning establishes designated areas to protect without affecting other locations. It's like a system within a system, without the additional cost of a separate set-up. You may have a building with an office/warehouse where your office personnel leave at 5:00, but warehouse workers work late. Partitioning lets you keep the office armed without securing the warehouse.

## Proven Wireless Technology

To make the system even easier to operate, try our proven wireless products. From the wireless key to the two-way keypad, these portable devices let you arm and disarm the system effortlessly. With the wireless key, you don't even have to remember a security code. Just press one button, and the security system is armed. Wireless technology also lets you react to emergencies. By using wireless keys or portable panic buttons, you and your employees can get assistance from the appropriate authorities by pressing a button.



### Cost-Effective Fire Detection & Evacuation Systems

Our fire detection systems allow for affordable and reliable protection for your employees and assets while complying with your local fire regulations. A variety of monitored fire detection and warning systems are available depending upon the size of your facility and your need for life safety and property protection. From waterflow detection and supervisory systems to complex installations that include smoke detectors, heat detectors, and manual pull stations, we can design a system that is right for you that complies with all required local fire codes and national standards.



### The Forces Against You

Through attractive displays you generate interest in your business. However, these efforts also entice shoplifters to select your store for their next shopping spree. Shoplifters are a serious threat to your profit margin. According to the National Retail Federation, about 79% of retailers say their company has been victimized by organized retail theft. Whatever they take, the true loss is probably double since you have to replace the stolen item. For many of you, larger problems may reside within the doors of your operation. The U.S. Chamber of Commerce estimates that about 30-35% of all business failures are traced directly to employee theft. Employee theft costs companies between \$20-\$40 billion a year.



### 24 Hour Coverage

Once your fire and security system is installed, it can be monitored 24 hours a day by security specialists at a central station. In the event of an emergency, these trained professionals may contact you to verify alarms before sending help. They can promptly notify the appropriate authorities. With their quick response skills working for you, losses and damages are minimized to preserve and protect your business.

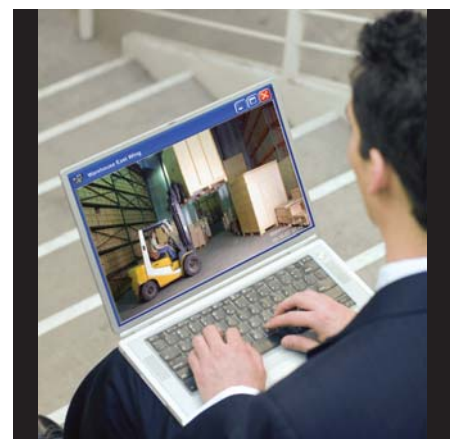
### Protect Your Investment

A First Alert Professional Commercial System assists your company in protecting your business and your employees. From burglar and fire alarms to CCTV, these quality products include the most innovative features in the industry. We have also incorporated sophisticated technology into a system that is very easy to use.

### Total Connect Video Services

The customizable, state-of-the-art solutions let you watch over your business anywhere, anytime—when you're there and when you aren't! You can view cameras remotely over the Internet or around your business with the assurance that your privacy is being protected with the highest level of data security.

- Connect remotely from anywhere in the world—all you need is Internet access
- Highest level of Internet security
- Look in and view MPEG4 format at 15 frames per second
- Store approximately 100 clips of ten frames each of JPEG images (up to 12MB) on our server
- Send images via e-mail from any camera with just one touch



Purchasing a security system for your home or business is an important decision. Start by choosing a First Alert Professional authorized dealer who will provide the best products and services.

First Alert Professional security systems are designed and manufactured by Honeywell, an industry leader in security technology and a name you can trust. Your First Alert Professional authorized dealer will work with you to custom design a security system to meet all your needs.

First Alert Professional authorized dealers are committed to the communities in which they serve and are dedicated to promoting life safety.

Choose the partner that cares about you, your family, your business and your community. Choose a First Alert Professional authorized dealer.

[www.firstalertprofessional.com](http://www.firstalertprofessional.com)

**Honeywell**

