

**Make no mistake!**  
**In Today's Day & Age**  
**You have to Protect!**  
**Your Most Valuable**  
**Possessions!**  
**Your Loved Ones!**





# Maximum

# Security



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# Why use Us?

- ✓ **Experience**
- ✓ **Industry Leaders**
- ✓ **Affordable**
- ✓ **Local**



# Experience

- **Combined 50+ years in the Alarm Industry**
- **Extensive background checks on all Employees**
- **Licensed & Bonded throughout the Mid-South**



# Industry Leaders

- **Hardwire to Wireless**
- **CCTV & Hi-Def  
Camera Applications**
- **Home Automation**



# Affordable

- **No National Advertising**
- **Referral Driven**
- **Local & National Monitoring Stations**
- **We believe that Everyone deserves Maximum Protection at a Minimum Investment!**



# Local

- **No 1-800 Number to deal with!**
- **Quick & Rapid Response**
- **We Love Memphis & Strive to make it a Safer Place!**



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# Our Clients

Some of our Clients include:





**Maximum Security:  
The Company that  
You Want  
Protecting You!**



# Burglary & Home Invasion



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# **Five Criminal Types**

- **The Professional**
- **The Vandal**
- **The Predator**
- **The Drug Addict**
- **The Juvenile**



# The Professional

- **Plans Burglary**
- **High End (\$\$\$\$)**
- **Targets Specific Victim**
  - **Watches for Patterns**
  - **Sophisticated and Smart**
  - **Succeeds to Steal Again**
  - **Breaks In when your not home**



# **The Vandal**

- **Can be Gang Related**
- **Widespread & Thoughtless Destruction**
- **Victims Report Flashbacks**



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# The Predator

- **Preys on Women & Children**
- **Preys on Senior Citizens**



# The Drug Addict

- **Average Habit between \$300-\$1000 per day**
- **Street Value = .10 Cents on the Dollar**
- **Averages \$1200 stolen = \$120.00**
- **Unstable and Dangerous**



# The Juvenile

- **Burglarizes on a Dare**
- **Dangerous-Has Nothing to Fear**
- **Often used for Gang Initiation**





# Alarming Statistics

- **The median dollar value of items and cash stolen during completed household burglaries increased 54 percent from 1994 to 2011**
- **From 1994 to 2011, the largest percentage of completed burglaries consistently involved the theft of personal items (such as clothing, furs, luggage, briefcases, jewelry, watches and keys) and appliances or electronics (such as TVs, DVD players, and portable electronic devices).**

# The Problem

- **One in three homes will be burglarized over the next 20 years\***
- **A Residential burglary is committed every 15 seconds\***
- **More than 50% of all felony murders occur during a burglary or robbery\***

**What began as a burglary can in end a rape.....when someone is home.**



\*Uniform Crime Report, 2012



# Fire

- **U.S. fire departments responded to an estimated 1,375,000 fires.**
- **These fires resulted in 2,855 civilian fire fatalities, 16,500 civilian fire injuries and an estimated \$12,427,000,000 in direct property loss.**
- **There was a civilian fire death every 3 hours and 4 minutes and a civilian fire injury every 32 minutes in 2012.**

National Fire Protection Association  
Fire Analysis and Research Division



# **Fires Greatest Danger!**

**Fact: You Cannot smell smoke while you are Asleep.**

**Fact: Fumes can send you into a deeper sleep.**

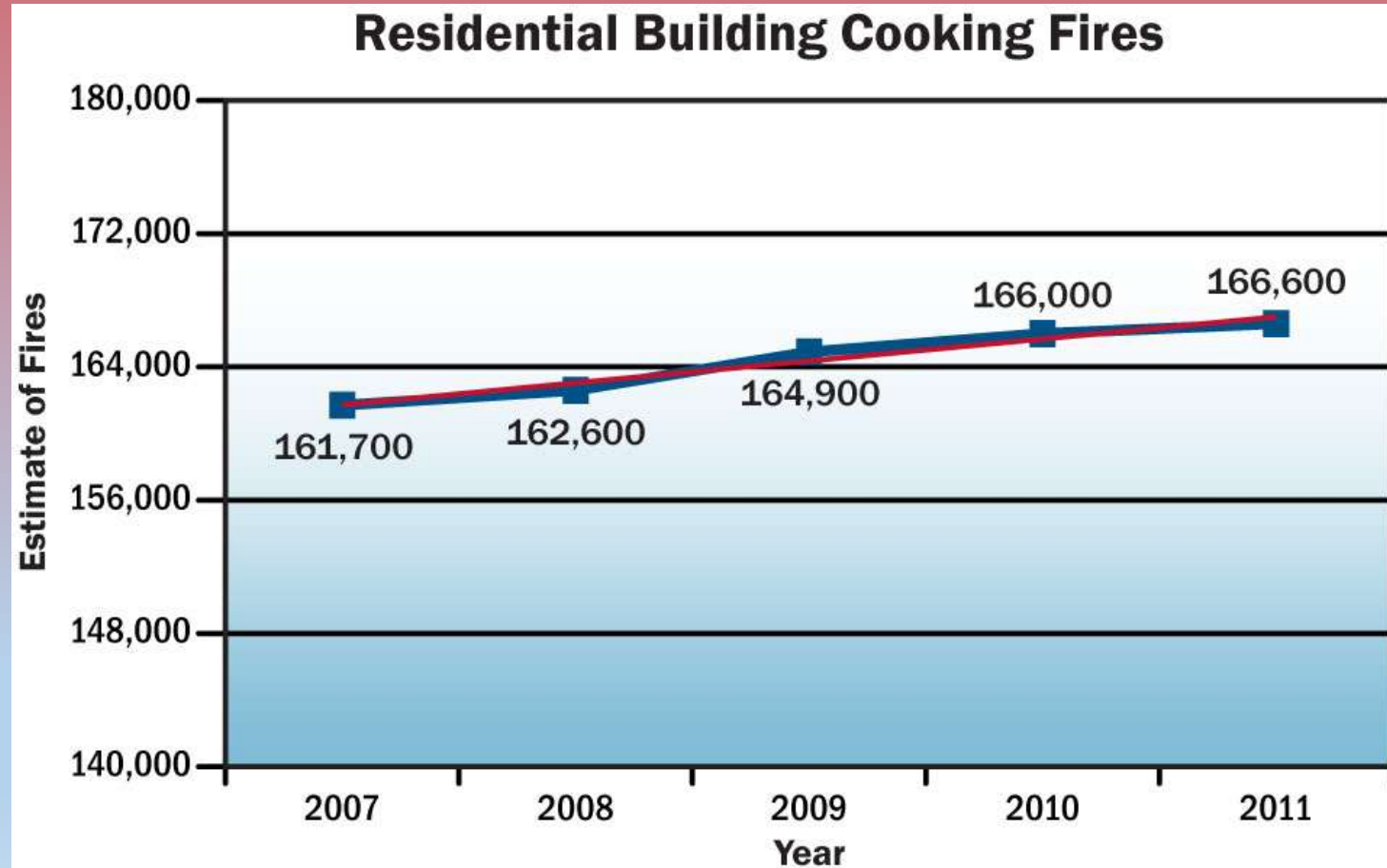
**Fact: Fire's Rapid Growth Doubles every 18 seconds.**

**Fact: Without automatic reporting it takes an average of 27 minutes from the time a fire starts to the time the fire department arrives.**

**Fact: Compare that to 5-6 minutes arrival time made possible by automatic notification.**

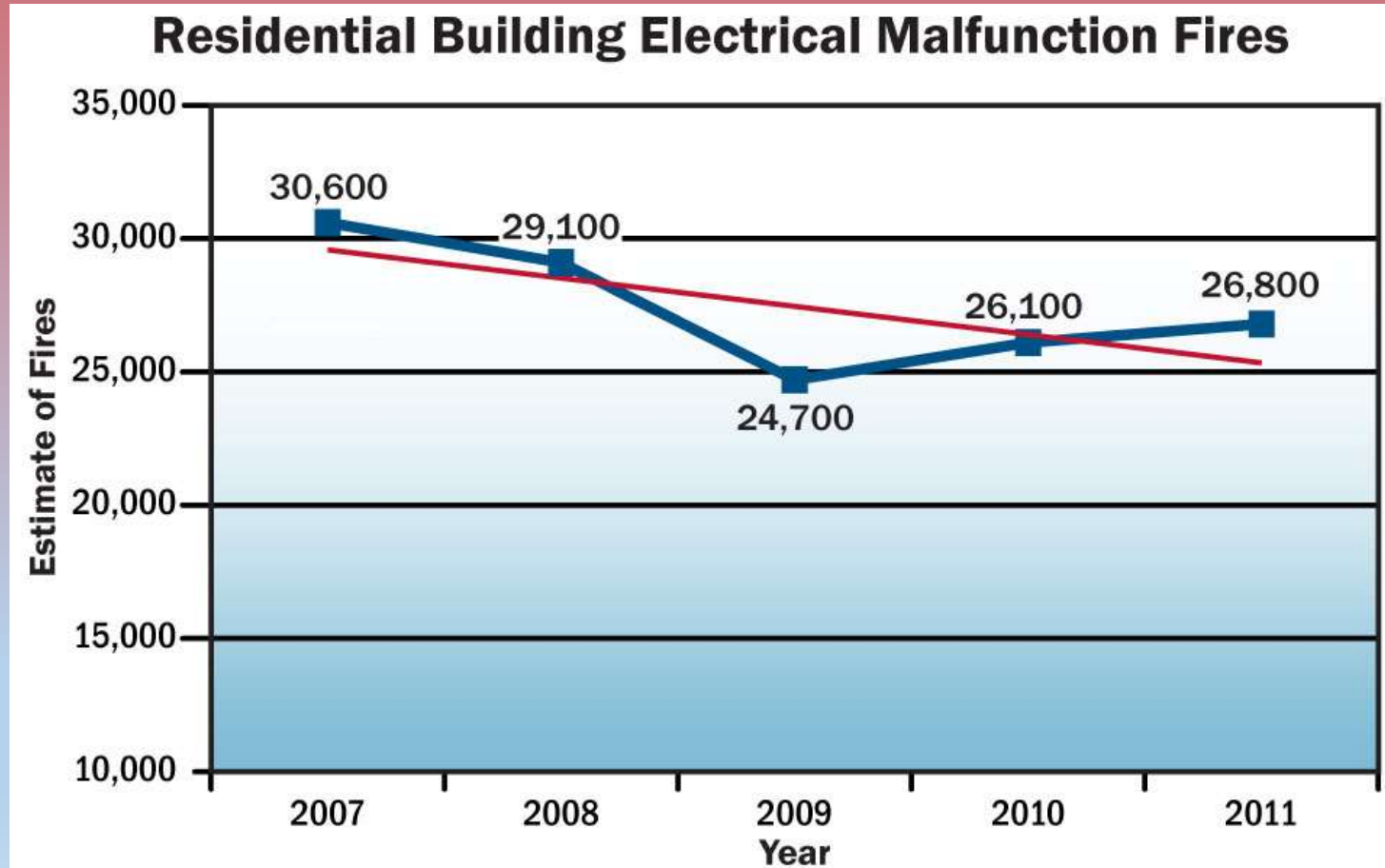


# Fires originating in the Kitchen



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# Electrical Fires



# Medical Emergencies

**The value of installing a 24/7 emergency alert system is readily apparent when you consider just a few medical emergency statistics:**

- **A disabling injury occurs every four seconds<sup>1</sup>**
- **For every minute that goes by during a cardiac arrest, chances of survival decrease by 7% to 10%<sup>2</sup>**
- **3.4 million children require emergency treatment each year for injuries sustained in the home<sup>3</sup>**
- **Falls are the leading cause of home injury death in persons over 65<sup>1</sup>**

<sup>1</sup>**National Safety Council, Data from Injury Facts**

<sup>2</sup>**American Heart Association, Sudden Cardiac Death, 2006**

<sup>3</sup>**SafeKids Worldwide, Facts about Injuries to Children at Home**



# Medical Pendants





# **My Home has a Security System!**

- **Free Complete System Check!**
- **We will adapt your Panel to work with our System!**
- **Free Replacement of Back-Up Battery in Needed!**
- **Add new Devices!**
- **Upgrade your system!**



# Video & Cameras

- **Monitor your home with surveillance cameras. Choose from cameras that see in the dark, large and small cameras, bullet, dome and hooded cameras, and hidden cameras! Some cameras are even wireless!**
- **View your home from any computer over the Internet from any PC or smart phone.**
- **Install a camera at your front door to see who's knocking.**
- **Time lapse and digital video recorded keep a log of what goes on around your home.**
- **Monitors let you watch different areas of the house, like the pool area or nursery. Simple modulators even allow you to watch the video on your TV.**





# Why Automate Your Home?

- **Turn lights on or off and dim or brighten them from anywhere, inside or outside your home, without running any new wires!**
- **Control your lights and appliances with light sensors. If it gets dark, lights turn on and then off again a few hours later. When it gets light, automatically turn on your coffee pot and even your hair curlers.**
- **Sensors turn on outdoor lights when someone approaches. Turn on house lights when you're driving up the driveway with a keychain remote.**
- **Save Money on your Utility Bills!**



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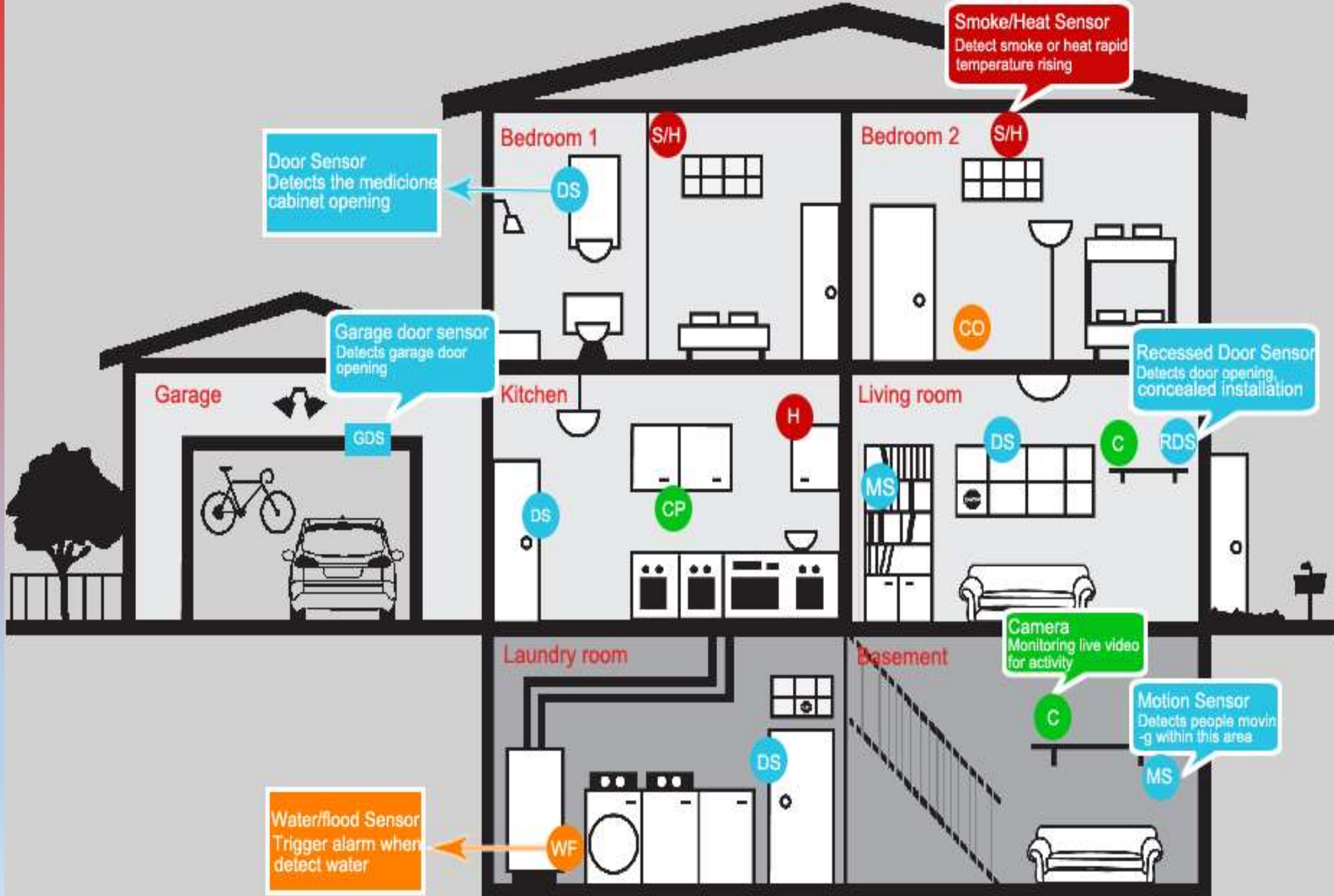
# Upgrade to Home Automation!

- **Control lighting, climate controls, entertainment components!**
- **Manually control your system with user-friendly keypads and touchscreens, and even through a smart phone or the Internet!**



# Free In-Home Security Analysis!





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**No System?  
No Problem!**





# WHAT HOME SECURITY SHOULD BE.



## REMOTE ACCESS

- Check current system and sensor status.
- Arm and disarm the system from anywhere.
- View recent system and sensor activity.
- Customize notification settings and add or delete recipients from your online address book.
- Receive alerts for alarms, power outages/restorals, and other important system events.
- Create customized sensor notifications based on the specific non-alarm activity and threats you want to monitor at your property.
- Find out when the system was armed or disarmed, and by which user.
- Receive an arming reminder alert if the system hasn't been armed by the usual time.

Specifications subject to change without notice.  
Remote features available with activated GSM and Alarm.com services.

## PROTECTION



WIRELESS TOUCH-SCREEN  
SECONDARY KEYPAD



WIRELESS SECONDARY  
KEYPAD



4-BUTTON  
KEYFOB



PANIC  
PENDANT



DOOR/WINDOW  
SENSORS



MOTION  
DETECTOR



GLASSBREAK  
SENSOR



SMOKE & HEAT  
DETECTOR



CARBON MONOXIDE  
DETECTOR

## MANAGEMENT

No longer is home automation only available to the elite. The GoControl system makes it easy to control hundreds of different Z-Wave devices around the home via the control panel or remotely through [www.alarm.com](http://www.alarm.com).



TAKEOVER  
MODULE



WIRELESS GARAGE  
DOOR OPENER



LOCKS



THERMOSTATS



APPLIANCE/LAMP  
MODULES



LIGHTING



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# SIMPLY MORE THAN SECURITY

## Full Voice Response

The panel gives clear notifications that indicate system status, zone descriptions, alarms, and emergencies.

## Date, Time & Weather Display

The panel scrolls through date, time, and real-time weather forecasts and severe weather alerts\*

## Quick Access

One touch access allows the quickest help possible in an emergency. The panel's LED buttons indicate the system's status.

## Convenience

The fully self contained panel contains a snap-in GSM Radio, a 24-hr. backup battery, and allows 8 user codes to monitor up to 48 wireless zones and 2 hardwire zones.

## Over-the-Air Updates

There's no need to worry about your panel's software getting outdated. With our Over-the-Air function, your panel will automatically be updated with the latest software.\*

## User Friendly LCD Touch Screen

The easy-to-use color touch screen puts a wide range of security and home automation controls at your fingertips.

## Multiple Arming Options

Secure your home by arming your system "AWAY" or "STAY." The Quick Arm/Exit and Bypass features offer added convenience.

## Home Automation

The panel's built in Z-Wave radio enables various home automation functions including HVAC, appliances, and lighting control.

## Two-Way Response over Cellular

Two-way voice lets central station operators listen in and talk to you when a signal is received, ensuring that the proper emergency response personnel will be dispatched if necessary.

## Remote Control Options

Always be in control by remotely managing your system from a computer or web-enabled mobile phone (Blackberry, iPhone, and Droid).\*



Specifications subject to change without notice. \* Features available with activated GSM and Alarm.com services



# Maximum Security



# Conclusion

- **In Closing, It is not a question of “IF” you can afford it, You Can’t Afford Not To!**
- **Schedule a *Free Home Security Analysis Today!***

