



SENTRYNET
America's Leading Monitoring Network

ViewPoint

Vol. 12 No. 2

Serving The Independent Dealer Since 1987

July 2009



We had an awesome Annual Dealer Conference in Greenville this year and would like to take this opportunity to thank all those who attended. Greenville is one of those towns that you have to be 'going there to get there...you don't simply pass thru it.' (You have to be from the deep south to understand this.) But we felt it was important to give those who had never been to the Greenville central station the opportunity to come visit us and enjoy Greenville's hospitality.

I credit Charlotte and Peggy with presenting a very successful conference. We had one of the best attended meetings we've had. Our speakers were phenomenal. I find it interesting that some of the 'movers and shakers' of our industry make appearances at our meetings because they know that this is one of the best attended conferences in the South. They know of the quality attendee (you) who will be there and want to hear first hand what the dealers in the field want and need. They look at this as being a true 'grass roots' event and one that makes their attendance worthwhile. I

congratulate you on providing them with such an audience.

Please mark the last week of April, 2010 on your calendars now to join us for next year's event. We had rave reviews on the Bourbon Mall, which was truly a Mississippi Delta Blues experience. Due to popular demand, we will expand on the Blues theme and have an equally exciting venue next year. Make plans to join us!

With everything we do, we try to keep you in mind. We know our growth and existence centers around your success, so we try to provide you with the tools to help you grow and succeed. Our annual meetings are for this purpose. We want to provide a premier networking experience, a venue to keep you abreast of developments in our ever-changing industry, and provide a fun and entertaining outing. Hey, we want to give you a reason to get out of the office for a couple of days!

We will be exhibiting at CEDIA in Atlanta, September 9-13. This is the
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Upcoming Events

- ALOA
Las Vegas, NV
August 15
- CEDIA
Atlanta, GA
September 9 - 13
- TBFAA Convention
San Antonio, TX
October 9
- TBFAA Convention
Gatlinburg, TN
October 16



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Custom Electronic Design Industry Association show. It has always been held in Indianapolis or Denver, but this year will be in Atlanta for the first time. We would love to give you a tour of the show floor if you have never been before. Call Kurt and make arrangements. We will also have a night out on-the-town. Please join us. Call Kurt for more information. Need tickets to the show? Call Kurt!

Speaking of shows, ISC East is coming up in New York October 28-29. We'll be there. Stop by and see us.

We appreciate your trust that you have placed in us to allow us to be a part of your business. We strive to be successful and know that our success is dependent on your satisfaction, so talk to us! We're only a telephone call away.

Sincerely,

David J. Avritt

The admissions departments at several colleges have compiled a list of bloopers from their admissions essays - here are just a few:

- If there was a single word to describe me, that word would have to be "perfektionist."
- I was abducted into the national honor society.
- I want to be bilingual in three or more languages.
- I have made the horror role every semester.
- Playing the saxophone lets me develop technique and skill which will help me in the future, since I would like to become a doctor.
- Such things as divorces, separations and annulments greatly reduce the need for adultery to be committed.
- He was a modest man with an unbelievable ego.
- The worst experience that I have probably ever had to go through emotionally was when other members of PETA (People for the Ethical Treatment of Animals) and I went to Pennsylvania for their annual pigeon shooting.

May we help you?

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A Solution to False Alarms

Remote video systems transmit pre and post alarm images automatically directly to the central station - in other words, video alarm verification - a perfect solution to the costly false alarm problem.

Video Email

In addition, you can choose to receive images via Email. Just double-click the attachment and the video window pops up on your screen. The average video clip is only 200kb. It can even be sent to a PDA!

Contact Kurt Erdman at 800-289-0913 for more information on how Video can help you grow your business.

Dealer Spotlight

Bill Bregar Loss Prevention Systems, Inc.



Bill started Loss Prevention Systems in 1983 when as the Director of Loss Prevention for another company he realized he could do a better job than what he was paying a vendor to do. With that eureka moment in mind he began providing loss prevention products in the business to business arena. He doesn't do residential, but concentrates on commercial alarms, cameras, internal theft detection and training.

Bill enjoys scuba diving, sky diving and target shooting. He says he loves this industry because it fits his personality and excites him. Most importantly running a security company challenges him daily to meet the demands of the technology and the requirements of managing a constantly growing company.

He laughs as he shares the best advice he ever received. "When I was a police officer I was told, always stand at arms length and a beer bottle away from someone." That advice hasn't failed him yet.

SentryNet was an easy choice for Loss Prevention Systems because of the friendly, professional people who answer the phones. Bill adds that SentryNet is different than other central stations because they provide real service and always follow through with their promises. He is a NetConnect user and suggests that if you haven't logged in you should give it a try.

SentryNet is proud of its more than 600 Independent Dealers across the United States just like Loss Prevention Systems. Our growth is a direct reflection upon theirs and we work hard to ensure their needs and concerns are met and taken care of. If you're not a SentryNet dealer give Kurt Erdman a call at 800-289-0913 today and find out how.





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IP Signaling 101, presented by Emizon

IP Networks: Why the Fuss?

Information is the new currency. Staying ahead rests on using information to serve customers better, creating the ability to access information instantly, as it happens and at the touch of a button.

Satisfying this need for information is driving radical changes in our communications infrastructure. Our legacy public switched telephone network (PSTN) is based on an hierarchical circuit switched structure designed around one service – voice. The advent of the information age has led to the need for more flexibility, to meet the need for data, video and voice applications, perhaps simultaneously, as well as the need to carry these applications over both wired and wireless networks, even while mobile. ‘Triple Play,’ the term used to provide multimedia services in one package, has become the holy grail of the ‘new’ communications industry in which our traditional telephone companies face the danger of being outmaneuvered by companies such as Comcast, Time Warner and Adelphia Cable TV. This threat means many, if not all of the ‘traditional’ telecommunications companies are now also adopting the ‘new’ communications technology.

The Emergence of IP

IP or Internet Protocol is all about flexibility. IP allows data from several applications to share the same broadband pipe facilitating the convergence of data, voice and entertainment services. The main difference from PSTN is that IP is a routed protocol, meaning that there is no requirement for a dedicated or switched (fixed) circuit between the two points that are communicating.

This enhanced flexibility is attributable to packet switching. In this system the data in a message or file is fragmented into smaller packages, each with a wrapper of information about the sender's and receiver's address. Each packet is then sent off to its destination via the best available route as determined by the intelligence in the network at that time. This means each individual packet may take the same or a completely different route to any other packet in the message. While the packet switching system may seem complicated when compared to the telephone

circuit approach, the packet switching plan has two huge advantages: First, they can balance traffic loads millisecond by millisecond; second, they can route traffic around a problem to ensure that the message gets through.

These two advantages mean IP networks are more flexible, more efficient and more cost effective. That's why they represent the networks of the future.

Traditional telephony (voice) traffic can be converted for use with the IP, not switched environment by the use of a technology called Voice over IP or VoIP. This converts the audio (voice) signals into a digital data stream which can then be passed across an IP network, and converted back to audio signals at the other end. This technology means no circuit is dedicated to a voice call, and therefore several simultaneous voice calls can be conducted over an IP connection on the same physical wire which previously only supported a single voice call, in most cases dramatically reducing costs.

The primary attraction for subscribers to convert to VoIP services is the lower cost. However there are other benefits, too, such as the ability to have a phone number outside the area code, and the ability to keep the same telephone number when you move, no matter where in the world you move to! For these reasons, Vonage, the residential and small commercial VoIP provider, is currently adding between 3 and 4 thousand new subscribers each week.

While expert opinion varies over the exact speed of VoIP take-up, (TeleGeography projects that by 2011 VoIP subscribers in the US will reach 23.3 million), there is consensus that IP is here to stay and represents the way forward. The issue is how fast the security industry can embrace this new technology and, in so doing, take advantage of the benefits it offers for both increasing customer security and business revenue.

Next Time

We will be discussing the impact the move to adopt VoIP services is having on our Digital Communicators and what this all means for the future of alarm signaling.



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You were Spotted at the 2009 Annual Dealer Conference



Conference (See additional pictures at www.sentrynet.com)





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Plans for 2010 have begun....

Mark your calendars for April 28th and 29th. We will be hosting our event in the beautiful, Blues and Jazz filled City of Clarksdale, MS. Get to know the real origin of the blues and enjoy a night you'll never forget at Ground Zero.

So, watch you Email and mailbox for more details as we solidify the planning.



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Targeting the PERS Market

Brian Vance of **Linear** produced these great marketing points (adapted in this text) that can help your company generate RMR, diversify and thrive in today's tough market:

·Retirement/ Assisted Living Centers: Present our product as an all-purpose Emergency System. Explain the use of smoke detectors and non-activity devices (motion detectors, door contacts.) They may already have a system in place, and are willing to update it. You will be surprised by how many don't have a system.

·Day Care Centers: Sell it to them as a safety device. Explain the benefit of an emergency button for each day care worker to carry with them in case something happens to a child.

·Cottages, summer homes, vacation homes, etc.: Excellent for temporary living quarters. Provides basic fire protection and personal emergency protection. Many security panels can also provide this as well as burglary protection.

·Private Pay customers: Any individual or family can benefit from a PERS System. One good idea

is to stuff a flyer or brochure in every bill sent out each month for 3 months!

·State Government Business: Many states offer financial assistance to people on state disability, etc. Usually the DHS (Department of Human or Health Services) offers such programs.

·Insurance Companies: Call on Long Term Care Insurance companies. The key here is to sell them on saving money, because fewer claims will be paid and their customers will have a better link with medical help, should they need it.

·Home Health Care Companies: Work in connection with any provider of in-home nursing or health care. Get to know the nurses and the managers of the company. They will refer you business!

The PERS market remains a booming source of potential revenue that may be overlooked by many alarm companies. Call Kurt Erdman at 800-932-3304 to get the complete set of tips as well as to find out more about SentryNet and PERS .