



## Spring 2009 Newsletter

PHOTOS:  
Left: The ELK-M1KP2 addressable LCD keypad.

Above: GE's keychain remote alarm controller. Call us to add one to your system.

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Phone 770-998-1713 FAX 678-213-2234

### REGISTERING YOUR ALARM

Some cities/municipalities such as Cobb County are now requiring registration of alarm systems in your home and/or business. You may need to obtain a permit number for each alarm system that you have. There may be a fine if this is not completed. Some authorities have ordinances which would allow a designated number of false alarms per year before fining the recipient.

If you live in Cobb County, the main registration website is <https://www.crywolf.us/cobbcountycrywolf>. By law, Cobb County customers who have registered must give Advance Warning Security the permit number(s) and must maintain accurate contact information. Permit number(s) can be emailed to [office@advwarn.com](mailto:office@advwarn.com), or mailed or faxed to us using the info at the top of this newsletter.

### FALSE ALARMS

There are several reasons why an alarm may be false. If it's a door or window sensor and the door or window is securely shut, the sensor most likely is bad. If it's a motion sensor, it's likely something environmental that triggered the false alarm. We find that false alarms from motion sensors usually are caused by small animals such as lizards or mice moving in close proximity to the sensor. The next most prevalent cause of false alarms by motion sensor is by something that moves in front of the sensor itself, such as a plant being moved by air, or by rapid thermal changes such as an HVAC register blowing on an object in view of the motion sensor and dramatically chang-

ing its thermal signature. Sunlight directly striking a motion sensor lens can also trigger a false alarm. We can help you. Please call us if you are experiencing false alarms.

### INSURANCE DISCOUNTS

Monitored security systems mean up to **20% discounts** on homeowners insurance premiums. We issue the certificate. Call us for more information.

Smoke sensors and radio backup allow the full discount allowed by insurance companies. Call us to add one.

### WHAT YOU NEED TO KNOW

Studies conducted by the FBI indicate that burglaries occur once every 15 seconds in the United States. As the economy is worsening, it is inevitable that crime is on the rise. The good news is that with the proper measures taken, you can ensure the best security possible for you and your family. Burglars will generally choose the weakest looking homes since there is a less chance of detection. Begin with solid door locks and good exterior lighting. Completely secure your home with one of our custom, professionally installed security systems and/or recorded surveillance equipment. One article suggests that 65% of criminals that were interviewed said that they would steer clear from a house with a home security deterrent system. This should not be surprising because it is obvious that a burglar will be more hesitant as a greater risk of being caught is presented. Keep this in mind during these tough economic times and ensure that your home is as secure as possible.

### DID YOU KNOW?

- 60% of residential burglaries occur during the daytime. Most criminals are never caught because of lack of good video security equipment.
- Homes on a corner lot are more likely to be burglarized.
- Homes that have already been burglarized are at greater risk of getting burglarized again because the stolen goods have been replaced.
- Most burglars do not plan their break-ins. They are crimes of opportunity. Security starts at the yard line.

Keep these facts in mind within the upcoming year. Call us at any time if you wish to extend your security system or add new components.

### WANT FREE MONITORING?

Know someone who needs an alarm system or monitoring? Mail, email, or fax us a referral for a new customer who buys at least 24 months monitoring from us, and **we will give you 3 months free monitoring.**

Be sure to get the prospective customer's name, address, and telephone number. Call for more details.

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### STEPS TO TEST YOUR SYSTEM

Steps to conduct a test:

1. Call our Central Station at 770-478-1513 and dial the operator;
2. Tell them you want to test your system and give them your account number (call 770-998-1713 if you don't know it);
3. Set your alarm, and trip each sensor in each zone;
4. Call Central Station to confirm that they received a code for each zone and tell them to take your system off of test.

To test your smoke sensors, call us to order a special aerosol can of "smoke-in-a-can". This is the only way to truly test the smoke sensor. Call us for pricing.

If your test results reveal problems, call us to schedule repair.

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### "Video Analytics Helping Delaware Capitol Police Identify Security Threats"

"To say the Delaware Capitol Police has a daunting job is an understatement. In charge of protecting 100 state-owned buildings, including the governor's mansion and residence, the law enforcement agency is always looking for ways to more effectively identify security threats. Police officials have turned to Honeywell's Active Alert suite of intelligent video analytics technology to help patrol facilities with an extra set of digital eyes. Like most agencies, deciding to most effectively deploy manpower can be an issue. But Capitol Police officials said the analytics technology has helped to ease that burden."

Advance Warning Security is here to help you with your video surveillance needs. Whether you own a home or a business, we can provide custom recorded video security to fit your exact needs. Call us for more information or to schedule an appointment to come out to your home or business.

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### BATTERY & SYSTEM POLICY

Power for your alarm system is backed up by a special battery. This battery may last up to five years after which it will need replacement. **IT IS IMPERATIVE THAT THE BATTERY BE REPLACED BY ADVANCE WARNING SECURITY ONLY** to ensure that it possesses the proper connectors, voltage, capacity, and conductance. Improper battery characteristics may reduce backup time or cause damage to either the control panel or to the battery itself.

Alarm components are sensitive electronic devices and as such, are fragile and susceptible to static electricity and can be damaged if touched.

For these reasons, the warranty of the alarm system will be voided if the panel or any components are opened or if the battery is replaced by anyone other than Advance Warning Security.

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### YOUR PHONE LINE & MONITORING

If you're looking to save a little bit of cash, and are thinking of eliminating your phone line, be sure you have considered all the facts. Did you know that a traditional phone line is far more reliable than new digital phone lines? Did you know that you can keep your phone and ask for a "stripped down" phone line with no features for as little as \$17/month.

If your alarm system is monitored, eliminating your traditional telephone line will cause your monitored alarm system to lose ability to communicate to central station monitoring. This means that police, fire, medical, and other dispatch will NOT occur through central station monitoring if the alarm system cannot properly transmit its signals. Additionally, some Voice-Over-IP (VOIP) telephone lines, such as Vonage, are not compatible with alarm systems. A digital wireless cellular radio transmitter is available should you wish to use Vonage. We install these devices routinely and can perform the installation normally within 1 hour. Please contact our office for pricing and scheduling.

If you plan to install Comcast digital phone service, please call us to schedule a technician to be there at the same time the Comcast technician will be there.

We have made a conscious decision not to setup monitoring over public broadband data networks (such as high-speed DSL or Cable). This is because public data networks have very poor reliability in comparison to traditional phone networks and cellular networks. In fact, most data network providers will not give ANY kind of uptime guarantee. Even assuming an uptime of 99%, that translates to 87.66 hours of downtime per year.

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### WHO YA GONNA CALL?

We find that people are sometimes confused as to what telephone number to call at various times. Here's some help:

### For sales, service and billing:

**770-998-1713**

**To cancel alarm dispatch:  
770-478-1513**

**To fax updated call list:  
770-478-8903**

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### WE NEED YOUR EMAIL ADDRESS

Let us know your email address if you wish to hear from us more frequently. Please send it to:  
**service@advwarn.com**

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### LOST YOUR SYSTEM MANUAL?

You can download a new one from our website under "Support".

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### AND REMEMBER...

Advance Warning Security is here to assist you 24/7, 365 days out of the year. We are always here for you if needed. Feel free to contact us if you have any questions or concerns. On behalf of the staff at Advance Warning Security, we wish you a happy, safe, and secure 2009.

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