



ON THE BEAT

NEWS FROM YOUR HOME TOWN CENTRAL STATION

January 2006

A Newsletter
Published for
Alarm Dealers
by C.O.P.S.
Monitoring

From the President

Time is on Your Side

Another new year is upon us and if 2005 is any indication, 2006 is going to be a very busy year for the alarm industry. And while this is good for business, it can often put another burden on our personal lives.



These days, it seems like we all have more to do – and less time to do it. Some days, 24 hours doesn't seem like enough time to get everything accomplished.

And even when we spend more time at work, we still don't have time to get to everything.

While we can't help you save time on every task in your work day, we can help you reduce the amount of time when it comes to dealing with your central station.

We know your time is valuable. That's why COPS will be doing our part in 2006 to give you more time to do the things you want to do. We are focusing a tremendous amount of energy and resources on making things simpler and more convenient for you, our dealers. We're simplifying and streamlining your interface with COPS to make it more convenient – and returning more of your valuable time to you.

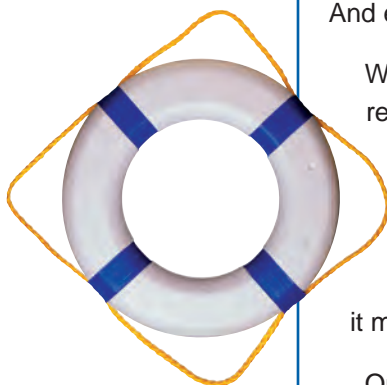
One way we're improving our interactions with you is through our new mobile COP-A-Link access. You can now test a system and view account history on your Blackberry or Smartphone while you're at a customer site, rather than having to get to an Internet-connected PC. We've also instituted automatic number identification (ANI), which works like caller ID for your customers. When we receive an alarm, we will now store this originating number so you can have access to it via Alarm History.

Imagine having the time to finally complete some of those back-burner projects that you've been meaning to get to but haven't yet completed. Better yet, think of having time to go to your kids' soccer games – or getting home at a reasonable hour each night!

Your business is important to us, so we want to give back to you in a way that counts. Even if you save just a half-hour a day, you'll have an extra two and a half hours a week to do the things that are important to you. After all, we know time is precious. With COPS Monitoring behind you, time is truly on your side!

Wishing you a happy and rewarding 2006,

James McMullen



The C.O.P.S. Advantage

We believe in reinvesting in the company and moving forward with our commitment of giving our dealers the best in monitoring services.

Boost RMR With GPS-Based Asset Tracking Service

Looking for new services to boost your RMR? COPS Monitoring's GPS Asset Tracking Service is just the ticket.

When your customers are armed with GPS asset tracking, they will have access to critical information about the assets that are most important to them. They can log in to a secure web-based portal to track assets, set schedules to automatically start to track, or view detailed reports.

Asset tracking is a perfect add-on service, since recent statistics show that theft of equipment and other assets from construction sites, modular buildings and recreational vehicles alone results in more than \$1 billion in personal and business losses annually.

Join COPS at These 2006 Shows

COPS will be on the beat at a number of trade shows in 2006, including:

- ♦ **EHX 2006**, March 28-April 1, Orange County Convention Center in Orlando (Booth #1546)
- ♦ **ISC West**, April 5-7, Las Vegas Convention Center in Las Vegas (Booth #23087)

At both shows, our booth will be abuzz with activity, including contests, updates and even a few surprises. We'll also be demonstrating some of our newest technologies, like GPS-based asset tracking and COP-A-Link mobile access.

Protecting these assets begins with the latest in GPS devices, combined with COPS Monitoring. The GPS-based tracking beacons we use communicate via cellular network, making this a nationwide service.



The tracking beacon measures less than three inches at its widest point, allowing for easy concealment, and is self-contained for easy installation. The beacon is weather-resistant for extreme conditions and comes equipped with battery back-up in case of tampering.

Our GPS Asset Tracking System also allows your customers to receive e-mail or cell phone notification about suspicious activity, including alerts when their asset enters or exits a pre-defined zone and when the GPS beacon's main power supply has been disconnected.

Now, theft detection, notification and recovery are all possible with COPS' asset-tracking services.

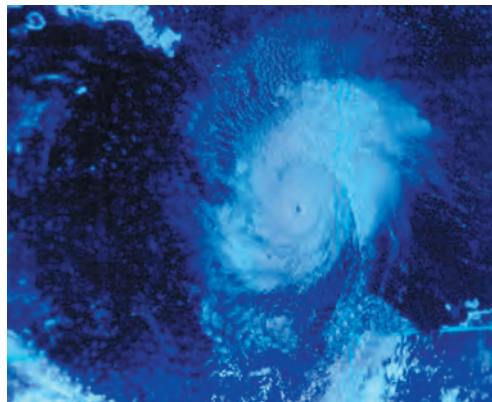
Contact us today to learn how you can increase your RMR with GPS-based asset tracking!

COPS Lends a Helping Hand in Hurricane-Hit Regions

Like most Americans, when we saw the scenes of devastation in the wake of Hurricanes Katrina and Rita earlier this year, we wanted to do what we could to help.

Because of COPS' commitment to helping our dealers succeed, we also wanted to extend a helping hand to our dealers in the hurricane-ravaged regions. After the hurricanes, we absorbed all monitoring costs (as they related to COPS) for accounts of dealers located in federally declared disaster areas. This continued for long enough to allow our dealers to get back on their feet.

Also shortly after Hurricane Katrina struck in September, COPS participated in a luncheon held in Phoenix, Ariz., in



conjunction with Tri-Ed Distribution. All proceeds from this event went to the Salvation Army. In addition to donating food, we offered attending dealers the opportunity to purchase five years of monitoring service for \$100 (or \$1.67 per month), with all proceeds going to the relief fund.

Because of the positive response to this opportunity, we also offered the five years for \$100 deal at the Security & Electronics Systems Association of Arizona's Public Safety Day, held September 21 and 22 in Scottsdale, Ariz.

ANI Keeps Account Information Up-to-Date

Previously, when our operators received an alarm, they also received the customer's account number and the type of code that the system is sending. This is usually enough to handle the alarm, but on occasion, the operator may need additional information, such as the originating telephone number. That's why we've instituted automatic number identification (ANI) in our central stations.

Similar to caller ID, ANI allows COPS to capture that originating phone number. This helps with potential dispatches by immediately identifying the precise location of the alarm, and it also allows us to quickly spot any problems with the customer's account.

For example, an alarm may originate from the same phone number for five years and then that number may suddenly change. It may be a simple case of a customer changing their phone number or a new homeowner



using the existing alarm system. If an account is misprogrammed, it will help speed the troubleshooting process.

ANI is another example of how COPS helps you serve your customers better.

COP-A-Link Access Now Available in the Field

Since we introduced COP-A-Link, it has been a valuable tool, allowing you to access information about your customers directly from the COPS mainframe at any hour of the day or night using your personal computer.



We realize how important it is for you to be able to access information in the field, which is why we've designed a COP-A-Link interface that is optimized for the small screen of your Blackberry or Smartphone.

As with the original COP-A-Link, access is encrypted and passcode-protected, and is provided at no additional cost to you. COP-A-Link is also completely browser-based, so there is no software to download. No longer will you have to wait until you return to the office to access COP-A-Link. Now you can put a system on test, check test results, take the system off test or view alarm history right from the field.

Because this interface is designed specifically for a Blackberry or Smartphone, you will be able link directly to COPS and quickly navigate through the easy-to-read menus.

Contact COPS dealer support for more information on COP-A-Link for Blackberry and Smartphone.

Back-up Radio Becomes Primary

With many monitoring subscribers converting to voice over IP for their telephone service, back-up radio or cellular service has become more important than ever.

Through a program with KP Electronics, COPS is offering radio back-up service. Our exclusive new system is less expensive to dealers, with hardware priced at \$110 and monitoring \$4 a month.

We are currently testing this service in select areas. To see if you are in a current testing area, or to find out when we will be expanding to your area, please contact your account manager or COPS dealer support.

COPS Welcomes Glenn Hann as Our New IT Manager

Please join us in welcoming Glenn Hann to the COPS Monitoring team as our new IT Manager. Glenn has been working in IT for more than 20 years and will oversee the support of our mainframe computers, networking, security, COP-A-Link dealer access, telephone systems and integration for our three nationwide locations. He may be reached at 800-367-2677 ext. 1700 or at gghann@copsmonitoring.com



Our People Make the Difference!

Deanna Blair Joins COPS as West Coast Account Manager

As part of our westward expansion, security industry veteran Deanna Blair has joined COPS Monitoring as our new West Coast Account Manager.

As the newest member of our West Coast team, she will be in charge of promoting COPS services and technologies to dealers, as well as developing new accounts on the West Coast.

Deanna has more than 20 years of experience in high-tech, including six years in the security industry. Prior to joining COPS, she served as Vice President of Sales and Service for Dice Corporation. While at Dice, she created and implemented e-commerce and marketing strategies, managed sales staff and customer relations and developed the company's customer base. She has also been active in a number of industry associations.

Deanna is based in Orange, Calif., and will be working closely with the COPS West facility in Arizona. She may be contacted at 800-367-2677 ext. 1260 or by e-mail at dblair@copsmonitoring.com.



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