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Attn: Mr Nate Campbell – Victorian Sales Manager.

**VIDEO ALARM TECHNOLOGIES PTY LTD**

Dear Nate,

Thank you for the opportunity to express my opinion on the **Videofied** security system or as I know it **iPatrol**. I have been in the security industry for over 30 years in a number of different capacities including both technical and sales functions. I joined the team at Securecorp Security in March 2012 which is when I was first introduced to the **Videofied** product. Over the years I have seen immense technological change in the industry in terms of improvements in electronic security and CCTV equipment but conceptually there have been only limited fundamental changes in security systems in that, an alarm system is still an alarm system and a CCTV system is still a CCTV system. There has been a lot of discussion over recent years throughout the industry in regard to CCTV becoming the dominant technology looking toward the future because of the significant advances in CCTV product development but this comes with a significant price tag for the end user and a lot of the time is cost prohibitive. It is this factor alone that has really slowed security system conceptual change along with security industry resistance to integrate CCTV monitoring on mass into monitoring facilities because of the demands on supervisory resources and general operational requirements.

The innovative technology of the **iPatrol** system really offers a multitude of benefits for both the security company and the end user. The security company can readily integrate the technology into their existing operational system software platform with little or no additional burden on resources with incoming alarms that are verified by 'snapshot' video. The client has a cost effective solution to their security requirements that gives them the confidence that in the event of a verified alarm that their security company will report the matter to the police and that there is a high likelihood of a prioritised response and the possibility of an arrest. All in all it really is a win! win! situation.

In terms of the equipment I have found the **iPatrol** fully supervised wireless performance to be outstanding even in the most unforgiving of site / building construction characteristic environments. With both internal and external motion viewers available in the product range **iPatrol** has unmatched product versatility when it comes to applications. A large portion of our business is construction sites and as you are aware we have customised our '**Sentinel**' product around a configuration of external motion viewers in a prefabricated, fully portable, standalone tower for use in these situations. However the product is equally at home in small business and residential situations. The ability to be able to run suitability diagnostic tests at sites prior to installation coupled with comprehensive technical support from the staff at **Videofied** enable us to supply a product to the end user with total confidence.

In conclusion I would like to spend a moment to mention **iPatrol** from a sales perspective. Selling (anything!) is all about overcoming objections from the customer and convincing them as to why they should buy your product. Prospective customers will raise quite legitimate concerns when it comes to a security system purchase as per the following common questions and answers:

Q - "Will I need to install a PSTN telephone line and a power point?"

**A – You will not need a PSTN phone line because the system communicates over a GPRS cellular network and in a lot of cases neither is a power outlet because the system can be fully operated by battery.**

Q – "How invasive will the installation be?"

**A – The installation is completely non-invasive. Because the system is wireless there is no need to disturb roof space or lifting flat roofs to gain access for cabling purposes. We can place equipment devices where they will be most effective not simply where we can get cable access.**

Q – "If the alarm goes off will the police attend?"

**A – Because the alarm that the control room receives is verified by video there is a high likelihood that when we report the matter to the police that you will get a police response as there is a realistic chance of offender apprehension. This would not be the case if it was a traditional 'blind system' where alarms have no verification as to being genuine or false.**

Q – "How expensive will the system be for all of this innovative technology?"

**A – The cost of the system and ongoing monitoring is comparable to that of traditional 'blind' security systems.**

From the sales persons perspective **iPatrol** overcomes a lot of these common concerns from the client and enables them to truly focus on the best system configuration and selling process. Also the wireless nature of the product removes the concerns as to how the system will be installed in terms of equipment placement, access and cabling etc.

I look forward to a continued relationship with your company and it's highly innovative and versatile products.

Phil Carrington

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