

# VIDEO VERIFIED ALARMS

INCREASED SECURITY AT AN AFFORDABLE PRICE



## Executive Summary:

This eBook will highlight the importance of security for your business. It discusses a new entrant in the security field – the video verified alarm system - and compares this innovative solution to traditional alarm systems. This document details the many benefits inherent in video verified alarms and explains how these solutions provide more security without exceeding the equipment costs of less effective traditional alarms. Finally, the document outlines what makes video verified alarm systems different from other security systems and how video verification can improve security while reducing false alarms and minimizing risk.





## ***The Importance of Security***

There is no denying that security is important for any business or organization. Surveillance and intrusion detection systems can help you uncover instances of theft, damage or vandalism. Security systems make it possible for you to protect your assets, capital, equipment and inventory and also allow you to provide a safe environment for your employees and customers. Having an effective security solution in place benefits your organization significantly by reducing risk while allowing you to go about your regular routine without concern, fear or distractions. Effective security systems provide a safer working environment for you and everyone associated with your organization while mitigating many of the risks that threaten any institution.

***“Security is important because it allows you to protect your assets while allowing you to operate your business without concern, fear or distractions.”***

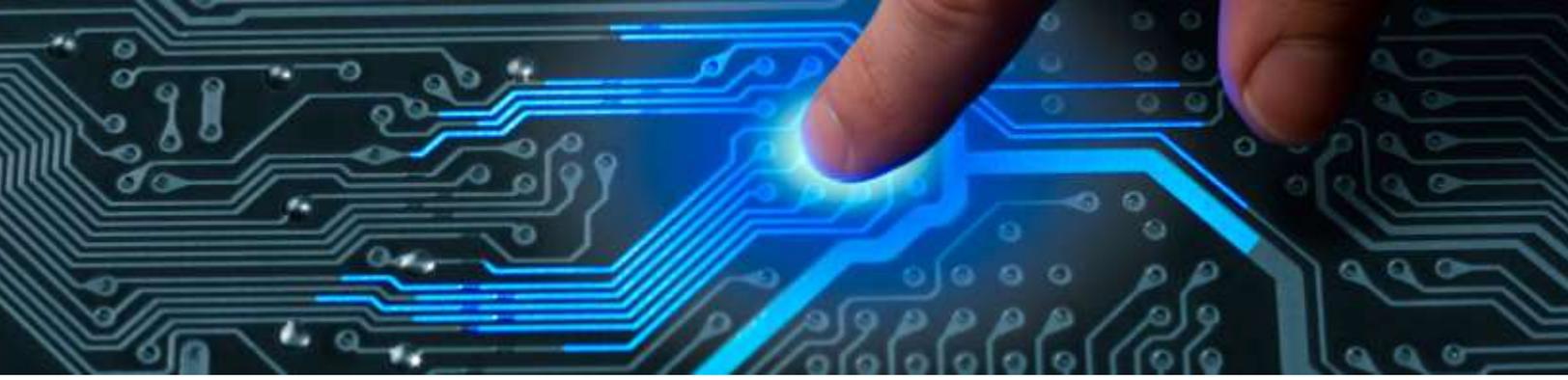
## ***Alarm Systems Have Become Safer & More Effective***

No matter what industry you are in or what products or services you offer, the probability is high that a security breach will impact your life and your bottom line. If you are responsible for a retail establishment, a service organization, or manufacturing business that is protected by an alarm system, it is only a matter of time before you will have an alarm event.

***“When you are notified of an intrusion, you will be left with more questions than answers since traditional alarm systems are BLIND.”***



When you receive that call from the central monitoring station informing you that your traditional alarm system has reported an intrusion, you will be left with more questions than answers and that's because traditional alarm systems are BLIND!



## ***Traditional Alarms Described***

Traditional alarm systems send a simple text script to the central monitoring station, something like: “ACME Wholesale, located at 100 Main Street, registered a motion alarm from back door sensor”. This is the same information the central station operator will provide you over the phone and then, without hesitation, that same operator will ask if you wish to have the police dispatched. What

do you do? It’s 9:30PM on a Friday and you are out to dinner with friends – do you drop everything and drive to your facility? Is it a real alarm? What if it’s just those blinds on the back door that were moved by the air conditioning system just like last year? What if one of those HR posters fell near the back door?

What if it is a real intruder? Should I dispatch police? What if they find no evidence of an intrusion? Will I be assessed a false alarm penalty? Unanswered questions mean stress, frustration and most importantly, hesitation; and hesitation means precious time is lost and in turn, security is compromised.

***“Traditional alarms systems send a simple text script to the monitoring central station to let them know of an intrusion. Unanswered questions mean stress, frustration and most importantly, hesitation; and hesitation means precious time is lost and in turn, security is compromised.”***



## ***Video Verified Alarms: A security system with EYES***

Now consider the same scenario, however, this time your facility is protected by a video verified alarm system. The monitoring station receives the same text based message: “ACME Wholesale, located at 100 Main Street, registered a motion alarm from back door sensor”, however, this time, the text script from the alarm panel is followed by a 10 second video clip of the motion event that generated the alarm.

### ***With that in mind, let’s think about the two possible situations:***

In the first situation, the video shows a holiday ornament swaying in mid-air. It turns out that one of your employees hung a holiday ornament near the back door – it has come partially loose and it is swaying and moving every time your forced-air HVAC system turns on. Under this scenario, the central station operator does not call you and simply logs the event as a false alarm. Your Friday night outing with friends is undisturbed; your hard earned fun evening has been saved by the ‘seeing’ alarm system. The next morning, when you check your e-mail, you see the same video that was sent to the central station along with text describing the alarm event. You decide to drive to your office to remove or reattach the holiday ornament that caused the false alarm.



Now let's examine a second situation. In this case, the video shows what appears to be, two male subjects wearing baseball caps. The back door appears to be wide open in the video and the subjects are moving back and forth across the camera's field of view. Moments later, a text message arrives at the central station indicating motion in the North storage bay followed by a second video showing these same individuals removing boxes from your storage racks. Now, the central station calls you conveying the information described above and then immediately asks you if you would like to have the police dispatched. This time, you know instantly what to do – no one is supposed to be working at this late hour on a Friday night and the North storage bay is where you store the more expensive electronics. Without hesitation, you tell the operator that this must be a burglary and request police be dispatched immediately - you hop in your car and begin driving towards your facility. On your way there, you ask your spouse to check your e-mail and look for a video of the event - and 'there it is' – your worst fears are confirmed – these intruders look like no one you know – you are being burglarized.

***Central station: "this is the alarm monitoring central station; I have a burglary in progress at ACME Wholesale located at 100 Main Street – two males were observed on camera moments ago moving about the entire facility and removing merchandise from a storage rack and the owner says no one is supposed to be there at this time"***



Now that we have examined these two scenarios and how you and the central monitoring station would deal with an alarm, let's examine what happens at the police dispatch center when a dispatch call is received from the monitoring station; which call is more likely to be given a higher priority by police?

**Police dispatch:** "911 what is your emergency?"

**Central station:** "this is the central alarm monitoring station; I have an alarm at ACME wholesale, located at 100 Main Street"

**OR, what if the central station operator said this?**

**Central station:** "this is the alarm monitoring central station; I have a burglary in progress at ACME Wholesale located at 100 Main Street – two males were observed on camera moments ago moving about the entire facility and removing merchandise from a storage rack and the owner says no one is supposed to be there at this time"

Which call do you think will receive the higher priority by the police? Which call is going to instill a higher sense of urgency on a first responder? Particularly when one considers that the vast majority of burglar alarm responses in this country turn out to be false alarms: swaying holiday ornaments, doors improperly locked, or falling objects.

## ***What Makes Video Verified Technology Different? What do you mean when you say that these systems have eyes?***

A video verified alarm system looks and behaves like any traditional alarm system. It includes a keypad that is used for arming and disarming the system; an alarm panel, which as is the case with most alarm panels, is installed in an equipment room somewhere in your facility; and a siren used to scare off intruders and alert your neighbors that a burglary may be taking

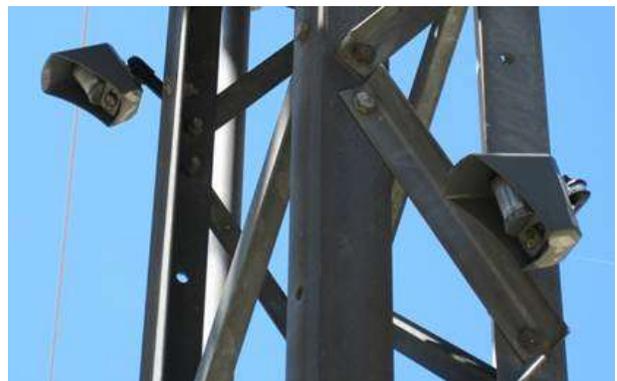
***“The only significant difference between a video verified alarm system and a traditional alarm system is the fact that its motion sensors are equipped with tiny built-in cameras and it’s these cameras that capture the 10 second video clips.”***

place at your location. The only significant difference between a video verified alarm system and a traditional alarm system is the fact that its motion sensors are equipped with tiny built-in cameras and it’s these cameras that capture the 10 second video clips described earlier.



## ***I have a few cameras in my facility already: Can I simply use those in concert with a traditional alarm system?***

The cameras in the video verified alarm system are fully integrated with the alarm panel – the script sent by the panel to the monitoring center describing the alarm event (“motion near the back door” in the example above) is accompanied by a 10



second video clip of the event itself. Whatever caused the motion is captured by that video clip and packaged so that it can be reviewed by the monitoring station quickly and efficiently. It all happens automatically and it is one of the reasons why the monitoring costs for a video verified alarm are so affordable.

***“Using traditional alarms and traditional cameras is less reliable, less efficient and MUCH more costly.”***

Now consider what would happen in a facility protected by a traditional alarm panel and traditional cameras. When motion is detected, the script (“motion near the back door”) is sent to the central station. The operator must now go to a separate screen and launch a ‘log-in’ session with your DVR.

Time ticks-by as the central station operator navigates the vagaries of the Internet until the session is established. Now the central station operator must move from camera to camera in LIVE and RECORDED views to see if an intruder has been captured by the cameras – seconds or minutes could tick pass by before an intruder is found using a DVR system .

Using traditional alarms and traditional cameras is less reliable, less efficient and MUCH more costly – the fees associated with monitoring a DVR are 10X greater than the fees associated with monitoring a video verified alarm panel. Of course, all of this assumes that your DVR is compatible with the monitoring software used by the central station and in fact, most DVRs are not, which means that central stations are not be able to log into most camera systems deployed across the US.





***With these added capabilities, how is it that video verified equipment costs are similar to traditional alarms?***

There are two primary reasons why the equipment costs associated with a video verified system alarm are comparable to a traditional alarm system:

***“Two reasons equipment costs are comparable: 1. All communication is wireless and most components are powered by lithium batteries. 2. Each sensor conveys much more information than a traditional sensor.”***

first, all communication is wireless and most components are powered by long lasting lithium batteries, this means that the costs associated with power and communication cables is virtually eliminated making the installation simpler and less costly. In fact, unlike traditional

wired alarms, a video verified motion sensor can be moved from location to location night after night depending on the changing conditions in your facility; second, each sensor conveys much more information than a traditional sensor (motion event plus video), this means that fewer sensors would be used relative to as a traditional alarm system – said another way, a video verified alarm does not rely on multiple activations as a means of distinguishing real from false alarms. A single motion event from a video verified alarm will likely provide all the information the central station needs to distinguish between a real and a false alarm.



***If these system are really that portable, can they be installed anywhere?***

These systems can be installed literally anywhere – anywhere there is Internet connectivity or cell phone service. Video verified alarms are equipped with Network Interface Cards (NICs) or wireless cell network transmitters that are used to upload all alarm events and system health information to the central monitoring station. If you can access the Internet via DSL or cable modem or if you can make a cell phone call from the site in question, then video verified alarm systems could be installed at your location.

***“If you have access to the Internet via DSL or cable modem or can make a cell phone call from a certain location, you can install your video verified alarm system.”***

Beyond the connectivity requirement described above, video verified alarm systems can be deployed anywhere and are very versatile. These systems can be deployed indoors and outdoors; in dense urban environments and rural settings; in industrial sites and in high end office buildings; in well-lit areas and in persistently dark spaces; in fixed locations or mounted movable objects that can be relocated as site conditions change. The possibilities are endless and so are the benefits that accrue from this versatile technology.

## ***Can I avoid the false alarm penalties imposed by my city by using video verified alarms?***

Video verified alarm systems can help you reduce significantly the possibility that a false alarm penalty will be assessed. First, you or your central station will only dispatch police when alarm information and video evidence show intruders on the property being protected - common causes of false alarms such as enter or exit mistakes, moving or falling objects, and cleaning crews should not lead to a police dispatch. Second, the video itself can be powerful evidence that you did suffer an intrusion even if police arrive and find no evidence of foul play. Assume for a moment that a video verified alarm system is installed at a service yard where vehicles are stored overnight. Intruders jump the fence and attempt to steal gas from one of the vehicles and in doing so, trip the alarm and a video is sent to you and the central monitoring station. Police are dispatched and before they arrive the intruders have been scared off by the siren. Police find no evidence of intrusion in the service yard and 'write-up' the incident as a false alarm. You now have a video with a time stamp that you can show the police as you argue your case that a false alarm should not be assessed.

***“Video verified alarms provide proof for instances police believe are a ‘false alarm’ and can help you argue your case an intrusion was not a false alarm.”***

## ***Will I receive a break in my insurance by deploying a video verified alarm?***

Many insurance companies charge lower fees if an alarm system is installed because they recognize that these technologies lower your risks and in turn the possibility that you will have a claim. Increasingly, more insurance companies are requiring that the alarm system be 'video verified'. You should contact your insurance company and inquire if lower rates apply when a video verified alarm system is deployed.

***“More and more insurance companies are requiring video verified alarm systems. Contact your insurance company today to see if lower rates could apply to you.”***



## ***Conclusion: Video Verified Systems: The Key to a Safer Work Environment***

Increased security is a benefit for businesses across the globe. Achieving increased security is possible with the use of a video verified alarm system. Video verified alarm systems take much of the uncertainty out of an alarm event and produce stress free and effective results, allowing you and your company to reduce false alarms and financial risks. You can install your video verified security system indoors or outdoors, in your downtown office or equipment yard. Take advantage of the latest security advances in intrusion detection by implementing a video verified alarm system. You will get positive results and more effective security, which will benefit your business in the long run.



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