



FALCONDIRECT
We Keep You Connected



Every time a service truck rolls.....

somebody pays between \$100 and \$200 or more! Out of town service can easily triple this amount! Whether it is a computer, radio, or camera problem, the basic costs don't change. The fact is that labor, transportation, and overhead costs are about the same for just about anyone involved in providing on-site service. That cost can increase when a service organization provides rapid response since this traditionally requires personnel to be on a ready alert status. Unfortunately, the overhead costs continue even when they are unassigned (kind of like an airline, a paid fire department, or a taxi operation). So, the question is *does a truck always have to roll?* We don't think so!



TimeShare Service

The simplest solutions are often the most effective. TimeShare Service is a good example of simplicity and efficiency in action. This could change your ideas about service!

Maintenance service is primarily a function of restoring or replacing a defective piece of equipment as quickly as possible. Cost is a factor, but generally not the major concern. Case in point - a public safety vehicle camera system. If the camera goes down, the patrol vehicle is crippled. We have long fought the concept of on-site service which is neither efficient, fast, or affordable! We prefer the concept of using component based systems such as the Eagleye system that is UPS shippable and easily replaceable. As more and more users learn this concept, the whole idea of providing good service at reasonable cost becomes a reality.

With the goal of minimizing downtime and keeping costs to a minimum, we developed the TimeShare Service program. In essence it involves purchasing a *share* of a complete camera system that provides up to 30 days of use per year when needed. This makes an ideal supplement to an extended warranty or even traditional service programs. The initial cost for the Eagleye Model 200 camera system is just \$350 initially and \$100 per year thereafter. Your flat rate exchange repair is just \$100 regardless of whether the problem is the camera, recorder or body pack. No other service program even comes close!

You can learn more about TimeShare Service at www.info4u.us/TimeShare.pdf. Check it out - it's a Falcon Direct exclusive! For more information on our other installation and service plans, please visit www.UltraCarePlus.com. Thanks for your consideration!

The Falcon Team
At your service!

Camera Service Letter.doc