



## Emergency notification.....

can save lives in courtrooms, government offices, and schools. The technology for providing an instant lifesaving link to help is now available at low cost and is already serving others throughout the USA. We would like to take this opportunity to you about how inexpensively you can equip your school with a remarkably device simply known as *The Button!*

The attached Press Release tells how the City of Warrior installed *The Button* in their municipal offices, the courtroom, and their school for less than a thousand dollars! In this application, *The Button* was programmed to transmit an emergency voice message directly to all on duty law enforcements officers in time of need.

Placement of *The Button* in school administrative offices provides a simple and affordable means of summoning help in an emergency situation, either directly to local law enforcement or to a receiving unit on the premises. In smaller communities, reception of emergency calls by a participating law enforcement agency is preferable. In larger cities, the alternative is to provide an on-site Personal Communications Device (PCD) for reception of calls from *The Button*. The person or persons equipped with PCD's can either respond directly, call 911, or both as desired.

The cost of *The Button* with a PCD is only \$500! *The Button* and associated PCD is available in your choice of VHF or UHF fully programmed and ready to operate on existing 2-way radio systems, or we can set it up on special dedicated frequencies which we supply.

Five hundred dollars is a small price to pay for a system that could save a life! No installation is required. *The Button* operates from internal AA batteries that typically last for up to a year before replacement is necessary. When it is time to replace batteries, *The Button* automatically transmits a message to let you know when it is time to change batteries!

We will gladly provide a demonstration system with *The Button* and a companion PCD on request. On request, we will even refer you to a number of sources for money to pay for the system through private corporate endowments.

We've done our part to make schools safer. The next step is up to you. Just give us a call at 800.489.2611 or email us – [sales@falcondirect.com](mailto:sales@falcondirect.com). We'll take it from there!

*Burch H. Falkner*

TheButton.ltr

# FOR IMMEDIATE RELEASE

December 17, 2007

City of Warrior Alabama enhances safety for clerk, court, and school for under \$1,000!

Many of us have forgotten about the courthouse killings in Atlanta by Brian Nichols in March of 2005. Most of us have never heard of Campbell County Tennessee, or the Assistant Principal who died at the hands of a 15 year old shooter in November of 2005. Even fewer know or remember the senseless death of a Radio Shack store manager in suburban Birmingham Alabama by a disgruntled former 17 year old employee in January of 2005.

So what do these events have in common? All occurred over a period of just a few months in 2005. More importantly, these were not considered high risk locations. The fact is that your chances are greater for being gunned down as a convenience store employee, in a financial service institution, or in a liquor store than for armed combatants in all wars since Viet Nam! We don't expect these kinds of problems (or at least we didn't until the last few years) in our courtrooms, government offices, and schools. Violent crime is no longer confined to the ghetto, the crack house, or high profile robbery targets in urban areas. Violent crime has moved to suburban and rural areas and to our courts, public offices, and schools

Chief Ray Horn of the Warrior Alabama Police Department decided it was time to do something to provide enhanced safety for the City Clerk's Office, the Court Clerk, and the School. He had heard of a low cost wireless emergency calling system being used by merchants in Evergreen, Alabama supplied by Falcon Direct. Chief Horn reasoned that such a device might be well suited for providing instant calling capability via a direct link to the Police Department radio system. That's when he became acquainted with *The Button!*



A calculator sized battery powered emergency calling unit can be programmed on any VHF or UHF frequency with a customized voice message to alert law enforcement officers of an emergency situation with location information. The unit can be covertly placed virtually anywhere. In the picture at the left, it is next to the PC keyboard. The red button at the top is used to transmit an emergency message. The button at the bottom is used to cancel the message.

Three units were programmed to transmit an emergency voice message directly to all police radios at the touch of a button. There are no third party monitoring services, phone lines, or monthly charges. The entire system was set up and operating within 72 hours for a total cost of under \$1,000 with no installation or wiring required.

Chief Horn states that this is a small price to pay for a rapid and reliable emergency calling system. Plans are currently under review to offer this service to churches, convenience stores, high risk financial enterprises and retail establishments to establish a safety alliance between the City of Warrior and the merchant community.

Additional information is available from Burch Falkner at Falcon Direct at 205.854.2611.

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# Product Profile

## The Button

*Help when you need it!*

### Introduction

Technically, *The Button* is a battery powered emergency transmitter capable of being programmed to operate on any VHF or UHF radio frequency. The basic unit has two buttons, one normally being programmed to transmit an emergency voice message of up to 8 seconds such as *Assistance required in school office*. The second button is used to cancel a call in the event of accidental activation or in the event that additional assistance is not required.

*The Button* is powered by six replaceable AA batteries with a typical operating life of up to 12,000 activations using ordinary alkaline cells or even more with optional long life lithium primary batteries. *The Button* measures just 6.3" (H) x 5.5(W) x 4.3 (D) and weighs just 16 ounces. You can place it almost anywhere!

### Background

*The Button* was first used in the tiny community of Phil Campbell Alabama to provide a direct link between the medical clinic and the local rescue squad. It was later installed in the schools for quick medical response. Another version of *The Button* is being used by the merchants in Evergreen Alabama to provide direct emergency calling to the police department by high risk retail locations such as convenience stores near the Interstate, payday advance services, and even the local drug store.

Most recently, the City of Warrior Alabama became the first city in the nation to provide *The Button* at the City Clerk's office, the Courtroom, and the local School. *The Button* is manufactured in the USA and is covered by a one year warranty.

### How it works

*The Button* is programmed by a standard telephone with pulse dial capabilities. You can pick up a Princess style phone at Radio Shack for less than twenty dollars or if you purchase three or more Buttons, we'll give you a programming telephone. You can program any desired VHF or UHF frequency, standard or narrow band with any tone squelch or digital tone squelch code of your choosing. You can program the 8 second voice message of your choice, even a low battery reminder alert message, and you are ready to operate. Press the top button to send an emergency message or the bottom button to send a cancellation message.

The operating range will depend on the location of the unit (near a window is best if possible). Most people just put them on the desk or by the PC keypad. You can attach *The Button* to the wall (as shown above), or even put it on the floor and operate it with a foot switch. We have optional antenna systems to provide whatever range you need, but in general, you can assume an operating range of up to a half mile to a portable radio, up to 2 miles to a vehicle, and up to 5 miles to a base station. If in doubt, give us a call. We'll be glad to provide a demonstration unit without cost or obligation.

