



We are delighted.....

to introduce the Quick Alert II program for improving safety in your community. On the following page is a sample of a pass-out card used to introduce the concept to merchants in your area. This card provides an overview of the program. As you will note, establishments that are at high risk for robbery can purchase a relatively inexpensive device used for summoning assistance in an emergency. There is no cost to your city for participation.

Unlike conventional security systems, Quick Alert II sends an alert message directly to your police 2-way radios when a call button is activated. There are no delays associated with third party alarm monitoring services, 9-1-1, or local dispatch center. The alert is broadcast directly over your police radios with a clear message of instruction such as *Assistance required at location twenty-one* if you prefer a coded message or more commonly, the actual name of the establishment such as *Emergency at Jiffy Mart*.

The merchant has a choice of two models – a fixed unit for mounting at a convenient location or alternately, a personal call button used in conjunction with a fixed unit. No installation is required other than plugging the unit in an AC outlet. A surge protector with battery back up is included for use if electrical power is disrupted. The units are priced at \$549 or \$995 respectively. There are no monthly service fees or cost of any type other than normal maintenance as required. In some cases, insurance discounts may be available that will offset the cost of the Quick Alert II equipment.

As mentioned previously, there is no charge to the city. We print customized cards similar to the one shown on the following page for distribution by your office to selected business and institutional users. This can include the merchant community, churches, day care centers, hospitals, municipal offices, or other locations known to have a requirement for quick response in times of emergency.

In addition to the information cards, we also provide a demonstration unit for use by your officers. If desired, we will attend governmental or civic meetings in your community to develop the program as well as provide press release material to local media. Lastly, we have prepared a simple agreement (available at www.info4u.us/gu2/agreement.pdf) that clearly defines the mutual agreement between your City, the User, and our Company.

Why do we do this? For a number of reasons - First because we think it is a needed service. Second because it is a win-win situation for all concerned. Third, it gives us the opportunity to earn consideration as a vendor for other communications products and services that we offer. Why should you participate? First, because it is a good thing to do - Second, it provides enhanced interaction between law enforcement and those you serve. Lastly, it improves public relations and that is always a good thing!

Thanks for considering the Quick Alert II program. Additional information is available on the Internet at www.info4u.us/gu2. To sign up, just give me a call at 800.489.2611.

Burch H. Falkner

At your service!

Sample merchant information card - Front



New Quick Alert II Service now available in (Your City)!

The _____ Police Department is now participating in the Quick Alert program developed to provide an added level of service for the business community. Through a special arrangement with Falcon Direct of Birmingham, the _____ PD now has the ability to receive direct wireless notification from a business equipped with a Quick Alert II calling unit. There is no third party service or monthly fee. Emergency calls are broadcast directly to police radios by activation of a fixed call box or personal call button as desired. Additional information is available by calling the number below or calling (Your local contract) of the _____ PD at (Your phone number).

800.489.2611



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Sample merchant information card - Back



Quick Alert II is an outgrowth of an emergency calling system first used in Phil Campbell, AL using a wireless call box with a push button as shown at the left. When activated, a voice message indicating the location is instantly transmitted to first responders via their two way radios.

Later, an enhanced version of this system was developed for the Alabama Office of Courts to provide quicker response time in the event of a courtroom disturbance with one of the first systems installed in Conecuh County Alabama. Recognizing the potential value to the merchant community, the Evergreen Police Department began offering a modified version of the court system to those who were potential targets for hit and run robbers.



Any business or institution that handles cash is a potential target for robbery, in particular those near Interstate highways. The first customers, The Country Store, City Drug, and Payday Cash are typical of those who became early users of this new technology.

The standard fixed unit shown at the top of the page is \$549. The wireless call button model with two call buttons is \$995. There are no other charges other than battery replacement and/or repairs as required. Additional information is available at www.info4u.us/qu2.



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