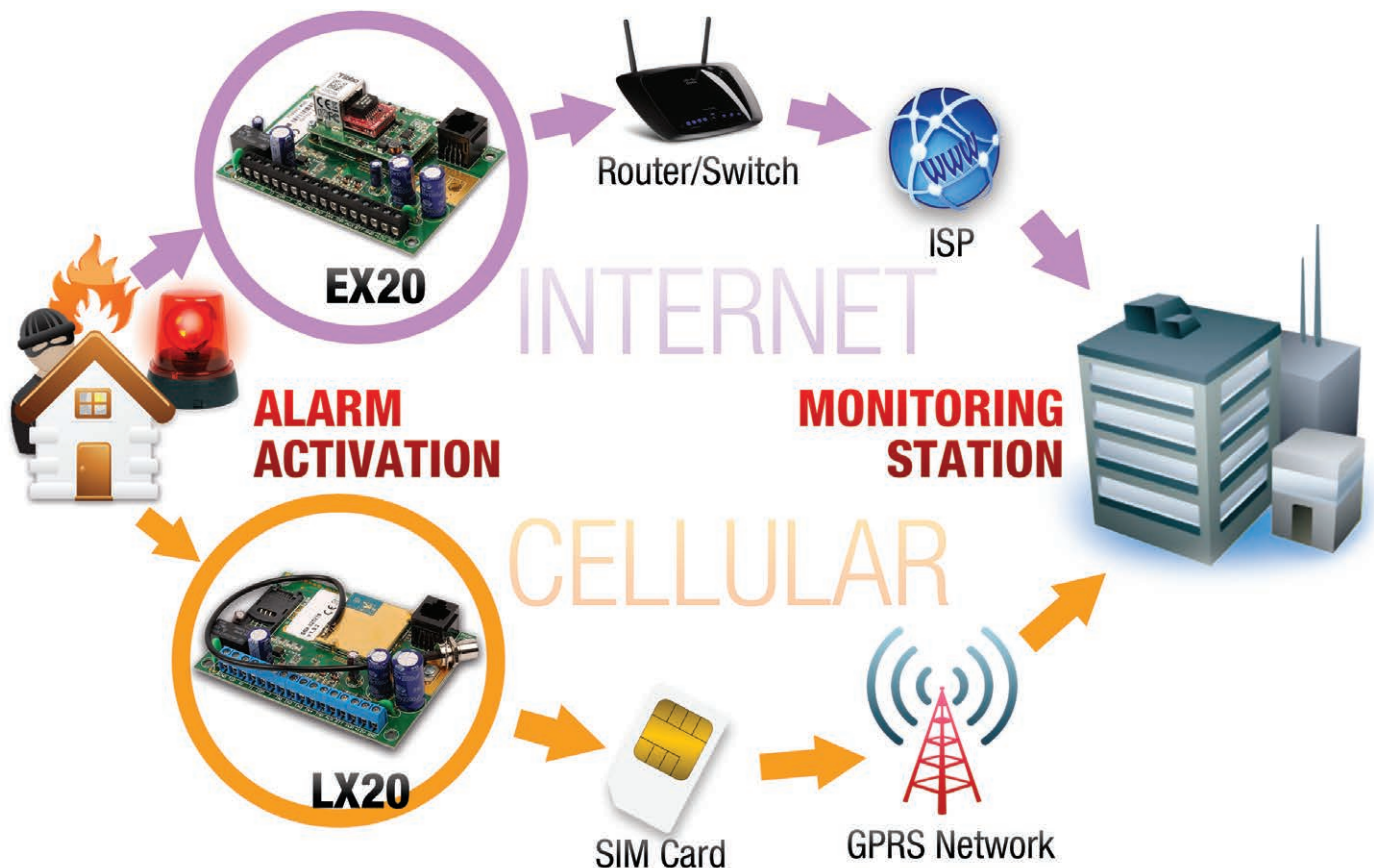


GPRS and IP Transmitters for any existing alarm panel (CID & SIA)

The days of reliance upon the old copper land line for sending alarm signals to monitoring stations are over with these two new transmitters from **evacom™**

• NO THIRD PARTY • AUTO-REBOOT • FREE RECEIVER • SIMS FROM \$1.45 PER MONTH



evacom™ Limited has entered the market of alarm signal technology in New Zealand with a pair of new products that will surely change the way we think about communication. **evacom** ('Ever Communicating') is addressing the rise of Naked Broadband and the corresponding demise of copper landline utilisation by offering alternatives that use cellular technology or the Internet.

Why an alternative?

"My oldest sons are 26 and 24 and between them and more than 20 of their friends and colleagues who have gone flatting or bought houses, not one of them is paying for a 'home phone' service," said a company spokesperson. "Not a single

one. If you want to contact any of their generation, it's either mobile phone, TXT, email, FaceTime, Skype or Facebook. To the under-30s, the idea of paying \$50 a month to have a 'telephone' is as foreign as those old black vinyl disks that used to turn around and get scratched by a needle to make noises."

And it's not just the young that are ditching their landlines in favour of cheaper and more efficient technologies. The take-up of 'home-line internet' plans from ISPs such as Orcon, Xnet and Woosh proves that 1,000s of New Zealanders are shifting away from POTS (Plain Old Telephone Service).

Alarm monitoring

From sending short, simple TXT messages

through to speaking face-to-face over video networks like FaceTime and Skype, humans have a multitude of communication paths available to them. But machines don't have this luxury. While we're gradually replacing local cable networks with wireless systems, machine communication still must traverse great distances and usually this is through a copper wire. None more so than alarm panels, which have traditionally been connected to the old telephone line (PSTN).

But telephone lines have outages – more than most people would think – and can be in use (by humans) when the alarm needs to contact its monitors. Moreover, a telephone line can cost more than the price of monitoring.

The limitations of VoIP

When customers began replacing their landline deals with Internet alternatives (VoIP, SIP etc.), many discovered that their alarm

could no

longer send signals to the Monitoring Station. If

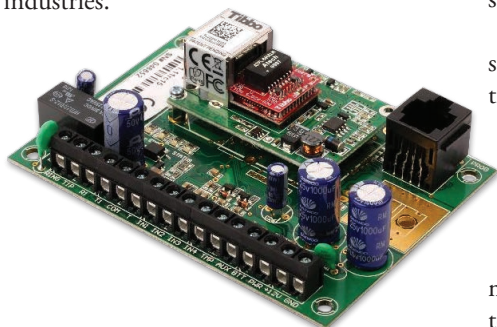
you add this population

to the new generation who refuse to pay for an 'old-fashioned' telephone, but who are even more security conscious than their parents, that's a lot of people who find it galling to discover that their home (or business) security system requires a phone line to send signals.

The latest models of some brands of security system might be emerging with GPRS or IP built in, but the majority of brand new alarm systems on the market still rely on copper wire, and there are still hundreds of thousands of existing systems in place with no choice.

The evacom alternatives

evacom imports and markets high quality transmitter boards that can be retro-fitted to almost any existing alarm panel, allowing them to send signals to their monitoring station via either GPRS (data over cellular network) or IP (Internet Protocol, or broadband). These compact boards, designed and manufactured in Europe, are simple but very powerful, and have numerous uses in home and business security, as well as other widely disparate industries.



LX20

The LX20 board accepts a standard size SIM card and sends signals over GPRS (General Packet Radio Service). It can be installed into any alarm panel that uses ContactID for a communication protocol, and is small enough to fit into most legacy alarm panel boxes. It comes complete with an aerial with 2m of cabling, and evacom also offers an optional independent power supply to ensure a regular load of 12 volts for added security.

The transmitter can be set to poll as often or as infrequently as required.

evacom testing, however, has shown that while 30 or 60 second polling might sound attractive, the delay in signal acknowledgment from some receiving situations can result in false disconnection

warnings if polling is less than a few minutes. When you consider that most existing alarm panels only poll

every 24 hours, hourly to three-hourly is generally enough.

One of the best features of the LX20 transmitter (and it's sister EX20) is its ability to 'reboot' itself after a signal loss or event that might ordinarily call for a manual down-power and re-power. This negates the requirement of many other accessory panels to physically travel to the site and reboot the board.

Installation is simple, with the only consideration being the placement of the aerial. Best results are generally found on an outside wall as high as it can go (without putting it directly underneath an iron roof).

Why GPRS and not GSM?

GPRS is better known colloquially as mobile broadband, or sometimes '3G' data (although not one hundred percent correct). GPRS sends signals as packet data over the cellular network much like data is sent over the Internet. GSM, on the other hand, is a voice channel communication, and while it is used extensively in some countries for alarm signals, the current situation in New Zealand has its issues.

With GSM, every time the alarm panel sends a signal to the monitoring station, the telecommunication service provider counts the contact as a 'call' and has a minimum charge of one minute. You can imagine an alarm that sends several dozen signals a day (opens and closes in particular) adding up to hundreds of minutes a month. As anyone who has tried to find a decent mobile phone plan in New Zealand can attest; hundreds of mobile minutes a month is not cheap.

SIM costs from \$1.45 pm

GPRS data from the LX20 on the other hand is minuscule (kilobytes per signal) and is much cheaper by comparison. Furthermore, evacom has determined that with some service providers a monitoring company can piggyback several SIM cards on a single account. For example, \$10 a month (including GST) can provide enough data for six LX20s at an individual (wholesale) cost of \$1.45 each per month. How many minutes do you get for that?

Why landlines are in decline



Age of infrastructure



Unsuitable for boats and caravans



Remote and rural locations



Alternative methods of communication



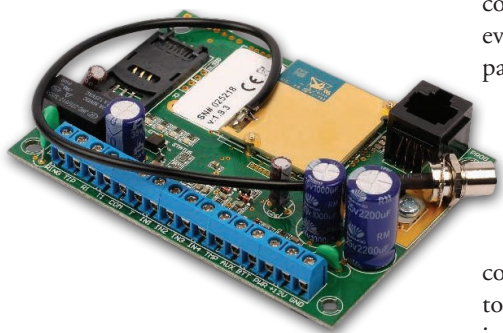
Cellphone penetration



Ease of sabotage

You might wish to note that evacom also imports a more sophisticated GSM/GPRS board if GSM is the preferred option.

The LX20 is currently available for \$149 for a limited time.



EX20

The EX20 transmitter is similar to the LX20 except that instead of a SIM card and aerial, it has an RJ45 output to take a standard ethernet cable. The LX20 sends signals to the monitoring station directly over the Internet.

Installation is straightforward and only requires a cable to be run from the wireless router or switch to the alarm panel. Even a 15-year-old alarm panel can become just another online device with the addition of an EX20 transmitter.

It is suggested that should an EX20 be installed as the singular method for sending alarm signals, a UPS (Uninterruptible Power Supply) be added to the router. This would ensure that the alarm can continue to send signals in the event of a power cut.

The EX20 is currently available for \$99 for a limited time.

Backup signals

Although many users of evacom transmitters are replacing their traditional landline service, some are using one or the other of these boards to back up their existing PSTN signals. Both boards can be configured as either the primary or the secondary signal transmitter. It's even possible to install both transmitters and have one back the other up.

Stand-alone signal source

A feature of the LX20 and EX20 transmitters is that they can receive inputs from sources other than an alarm panel, and send signals either to a receiver or as an SMS (TXT message). One application soon to be installed is a series of isolated smoke detectors in outbuildings that are

connected directly to LX20 boards (no alarm panel required) and send signals upon activation.

Other possible applications include gate alarms that are too far away for conventional line-of-sight operation and even electronic buzzers, like visitor alerts or panic buttons.

Configuring the boards

evacom supplies at no charge all the software and instructions necessary to enable purchasers and resellers to configure the transmitter boards to their own requirements. There is no third party required. Boards can be configured to send signals to any monitoring station in the country.

No Third Party

One massive advantage of evacom transmitters for security companies and installers is the complete lack of a requirement to use a specific monitoring station or service. evacom supplies all of the software necessary to receive and interpret signals from its transmitters.

Free Receiver

In many cases evacom will lend a fully configured PC to resellers or monitoring companies to enable them to configure

their boards and monitor their own signals. The Windows-based software has a very low resource requirement

and can run on a 'mature' PC, which can be purchased for the price of a couple of transmitter boards.

The ability to monitor signals from the LX20 and EX20 boards without an expensive gateway/receiver, database and server is also very valuable. One client of evacom has LX20 boards installed in hundreds of locations around New Zealand and Australia, monitoring a specialist local electronic device that sends signals directly to their dedicated PC whenever the device requires a service. No monitoring station, no alarm panels. Just total control and infinite flexibility.

evacom transmitters

"A full list of the potential applications of these devices is yet to be compiled," the evacom spokesperson said, "because we learn of a new one every week. Alarm

panels are the most obvious, and not just new ones or specific brands either. There's no requirement to buy a Paradox add-on component for a Paradox alarm, a Micron for a Micron etcetera. The LX20 and EX20 suffice for all.

"Having these transmitters also means that an alarm installer need not stock a range of different add-ons for all the



different brands – remembering that for most brands only certain models can take an upgrade. With evacom boards one size fits all."

Add in the flexibility of being able to choose any monitoring station in the country to receive signals and it's obvious that these evacom transmitters will be very popular. "If a security system installer purchases panels from evacom and wishes to use, say, 'XYZ Monitoring Service', and those guys don't have the ability to receive evacom panel signals... we'll set them up pretty damn quick!"



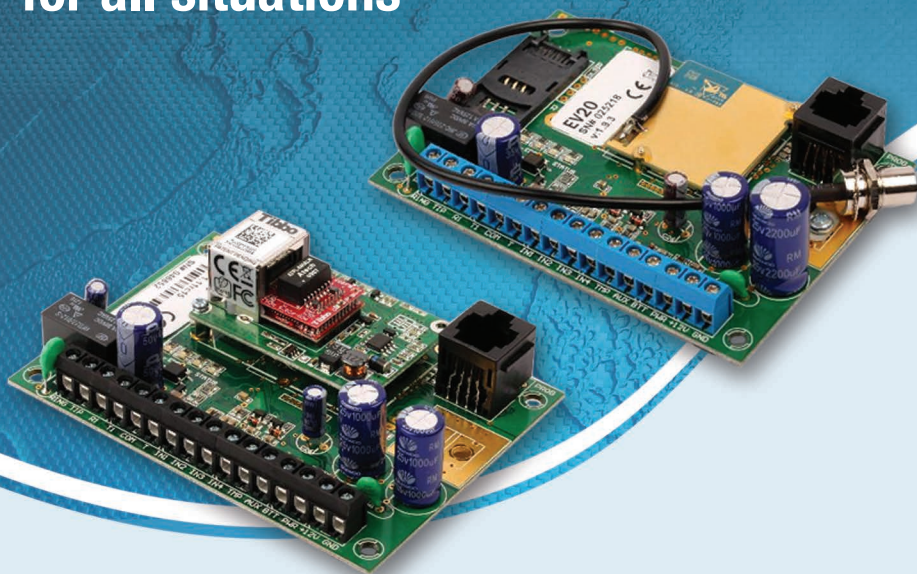
Contact evacom
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or visit the website
www.evacom.co.nz

Landline use is in decline

Alarms monitored over PSTN copper lines must seek new paths of communication

evacom™ has a solution for all situations

evacom™
Ever Communicating



ALTERNATIVE Solutions

You no longer have to rely on traditional copper wire landlines for alarm monitoring. There are several alternatives, available now.

GPRS

Data packets over 2G/3G cellular networks, using SIM cards and charged by the megabyte

IP (Internet Protocol)

Direct connection of alarm panel to network switch or wireless router, with signals sent over broadband.

ALARM Transmitters for ANY ContactID alarm

evacom™ GPRS/GSM and IP transmitters are high quality, European made modules that are easily fitted to existing alarm panels. Bring your clients into the 21st Century and allow them to cut the landline tether by installing an **evacom™** transmitter today.

• NO THIRD PARTY • FREE RECEIVER & TRAINING • SIMS FROM \$1.45

Flexible MONITORING Solutions

Monitor yourself or use a third party. It's your choice. **evacom™** supplies all the software and instructions to configure and monitor your own boards, giving you total flexibility and autonomy. No compulsory reliance on a third party.



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