



Did you happen to notice.....

the recent announcement that the City of Alabaster, AL had contracted with a Nashville company to provide a community emergency alerting system for approximately eight hundred dollars per month? What a nice thing to do!

With approximately 8000 families in Alabaster, that works out to about ten cents per month per household. The technology used has been around for a number of years. In essence, a fixed monthly charge is paid depending on the number of people served. In addition, there is a usage charge levied each time the system is activated. There is some cost associated with acquiring the phone numbers of all the households and entering the data into the system, but it is a whole lot more efficient than sirens.

The way these systems work is that service providers such as Dialogic provide the equipment and leased telephone lines that typically provide automatic emergency calling for up to 5000 numbers per hour. Emergency weather information, missing children reports, escaped prisoner information, chemical spills, school closures and other timely information can be sent to participating families and business users. So why are we telling you all this? Is it for the purpose of selling you such a system? Absolutely not! We want to GIVE you the system!

Several years ago we developed a system known as eLert. Our system is based on the fact that there are more cell phones than there are wired phones. Every cell phone has the ability to receive email. So, we concluded that a system that could send instant email messages to cell phones was not only more efficient, it was also faster, and a whole lot less expensive! You can learn more about this system by going to a special web site at www.falcondirect.com/elert.

As you review the information on eLert, you will note that the cost is about one-tenth that of the system used by Alabaster (Up to 10,000 users can be served for \$75 per month with no additional cost for sending messages). That's not quite free, but bear with me, we're not through yet.

Now, let's change topics for a moment and talk about the safety of YOUR employees. Hardly a day goes by that there isn't a situation in the City Clerk's office, revenue, or utility office, even the school office where immediate law enforcement assistance is required. Unfortunately, you rarely have time to dial a number, or even use a radio to call for assistance in the presence of a disruptive person. We've got a solution. It's called a Quick Assist! Additional information on the Quick Assist program is enclosed.

Check out the Quick Assist program and learn how you can make your city safer for the citizens (FREE) and your municipal offices safer for your employees at minimal expense.



Introducing the Quick-Assist Program.....

for municipal agencies! Falcon Direct is delighted to announce the Quick-Assist Program for municipalities!

At the touch of a button, municipal office employees can summon immediate law enforcement assistance directly by your 2-way radio system! Not only can we make your public offices safer, we can also provide the incredible eLert public notification system FREE! Read on for more information!



It all starts with an amazing device that we call the Quick-Assist. When help is needed, the person requiring assistance simply presses the button below the arrow on the device shown at the left. Instantly, a voice message is sent over the police radio system directly to all units. The message can be programmed as desired such as *Assistance required in clerk's office*. The Quick-Assist unit, about the size of a small desktop calculator can be mounted anywhere – on the desk, under the desk, on the wall, or even on the floor. No electrical connections are required. It operates for up to a year from self contained AA batteries. It even sends a message when it is time to replace batteries! A call cancel button is also included for notifying officers that the button was accidentally pushed or the problem has been resolved. The price is only \$499 complete!

With the purchase of your first Quick-Assist, we will set up your city for participation in the eLert program with FREE first year notification service for up to 50 homes and business cell phone users. Additional information on the eLert program is available at www.falcondirect.com/elert. If you purchase more than one Quick-Assist (they are also ideal for use in council chambers, libraries, recreation centers, senior citizens activity centers, schools, and other municipal offices), we will expand the number of persons that can activated by eLert. With the purchase of a second unit, you can notify up to 250 citizens. A third unit provides notification service for up to 2500 participants, and a fourth unit provides service for up to 5,000 people.



If you have multiple people within a single building, we offer a version of the Quick-Assist that extends alerting capabilities to multiple individuals equipped with wireless call buttons. With the Quick-Assist RB system, you can place the terminal/transmitter unit anywhere within a building to provide coverage to call buttons located up to sixty feet away in all directions. The standard system priced at just \$885 includes the terminal/transmitter and two call buttons. Additional call buttons can be added (as many as you wish) for just \$50 each. With the Quick-Assist RB system, you can assign buttons for use in the clerk's office, the mayor's office, the council chambers and/or courtroom, revenue department and any other location within the main building. Nothing else is faster, more efficient, or less expensive than the Quick-Assist RB system, plus each Quick-Assist RB unit qualifies for eLert credit



A unique variation of the Quick-Assist program is our 2-way wireless Callbox. One of the more popular applications of this device for municipal applications is mounting at the door of the police station or fire department. By installing the Callbox near the entry door, those who need assistance can communicate directly with on-duty personnel. It's as simple as pressing a call button that sends an alert signal to on-duty personnel who can answer directly from their 2-way radio. Priced at only \$949, the Callbox requires no complex installation.

Just mount it on the wall or post and you are ready to go. No electrical connections are required. The Callbox operates for up to one year from internal "D" cell batteries. It even sends a message to let you know when battery replacement is required, and like our other Quick-Assist products, the purchase of each unit qualifies for an eLert credit! If you would like more information or a demonstration, just give us a call at 1.800.489.2611.



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