



What can we do for your county?

Actually, quite a lot! For example, we can make your courtrooms safer at absolutely no cost to you! We can also show you how to make your courthouse more secure at minimal cost. There may be funding available for this project through Homeland Security. We can show how other counties received 100% funding for the first step in going to an all digital interoperable 2-way radio system and that's just for starters. The attached product profile will tell you more about us. The bottom line is that we are a resource that can be of significant value. Our personalized services are FREE. The value of these services is incalculable!



**Help when needed
at the touch
of a button!**



**Emergency
lockdown
with one keystroke!**

Your court system can be safer through a 100% grant from the Alabama Administrative Office of Courts. Wireless call buttons can be provided for courtrooms, judicial offices, and juvenile probation officers. Judicial staff can even be provided with personal 2-way wireless communications for enhanced safety and it can be FREE! Details are available on a special court security web page at www.usa-radio1.com/companion.

Rapid lockdown capability could have possibly saved at least one life in the 2005 Atlanta courtroom killings. Closing exits can provide containment and give law enforcement the opportunity to take action before an assailant escapes. An Access control system can provide this capability as well as better administrative control and after hours security. These systems could be eligible for federal funding. More information is available at www.falcondirect.com/access.



**Is your county
participating in the
AEMA Network?**



**Digital Logging
recorders
pay for themselves!**

In November of 2005, AEMA announced 100% grants for the purchase of UHF 2-way radio base stations that were compatible with the AEMA statewide network. This \$2,750 grant could cover the cost of a digital compatible station capable of operating at 400 MHz which could give your county interoperable compatibility with U.S. federal agencies as well as with AEMA and other UHF system users. The deadline for submission was December 30th. We don't know if extensions are permitted, but if you missed out, this is something you should do even if funding is no longer available. www.falcondirect.com/P25.ltr.pdf.

There are some very good reasons for logging phone and radio calls. These reasons can be summarized with improved administrative control, more efficient call handling, and litigation avoidance. We have long offered the Omnicron Total Recall system, still do, but now we can offer digital recorders for a variety of uses including court recording. In your dispatch center, a logging recorder is of significant benefit to dispatchers and administrative personnel. One model can be used on a PC network, even accessed via the Internet! Details are available at www.falcondirect.com/recorders.



FALCONDIRECT
We Keep You Connected

www.FalconDirect.com

Community Services

We offer a number of services that are beneficial both to you and to the community you serve. There is little or no cost involved to you. There is significant benefit to the community in the form of lower insurance premiums, reduced property loss, and in some cases, the saving of lives. Here are just a few of those services.



eLert Emergency Warning System is Efficient and Affordable!



Quick Assist can make your community safer at no cost to you!

INSTANTLY alert up to 10,000 homes, churches, schools, and business locations for only \$75 per month! There are no upfront costs unless you want our assistance in developing a public relations and media program. There is no equipment to buy and no long-term commitment. The eLert system is more efficient than phone dialing, alerting receivers, or sirens. You are in for a pleasant surprise when you learn more about eLert! Additional information is available at www.usa-radio1.com/municipalspecials.

Want to do something nice for your community? Like for instance – reducing crime, aiding law enforcement, and providing enhanced safety for those you serve? Then you need to know about Quick Assist™, a program developed by Falcon Direct, first for governmental offices and schools. A newer version of this program provides direct fire or health emergency notification to first responders with no monthly fees. Additional information is available at www.usa-radio1.com/municipalspecials.

Departmental Products

The heart of efficient law enforcement is *Command and Control*. In simple terms, that means you need good communications and knowledge of where field personnel are at all times. We offer products and services that can help law enforcement do their job better and with greater safety. Here are a few examples.



New radios can be upgraded to digital when desired!



He knows where his people are! Do you?



Affordable and efficient Jail radios!

The fact that you have been doing business with the same supplier over a long period of time does not necessarily mean that you are getting the best value for your communications investment. Are the radios you are now buying available with a 5-year warranty? Do they have the features and functionality you need (like a built in scrambler for instance)? Can they be upgraded to digital when the FCC rules require mandatory change, or even sooner to meet operational requirements? If you want all the facts on getting the best value for your communications investment go to a special web site at www.falcondirect.com/p25.

Knowing where your people are is a great administrative tool. It makes your dispatcher's job easier and more efficient. Enhancing the safety of your officers is an additional benefit. If they are in trouble, you'll know where they are and get help to them when needed. Complaints of officers not being where they should be or not patrolling an area can be quickly resolved, but that's not the real benefit of automatic vehicle location (AVL) systems. The REAL benefit is litigation avoidance by maintaining accurate records of where your people have been. For more information, check out AVL at www.usa-radio1.com/avl/trakit.

On a recent visit to a county jail (as a guest, not a customer), I noted that they were using discount store FRS radios for jailhouse communications. That is tragic! The lives of the jailers could depend on those radios. Not only are they not designed for such use; the fact is that none of them have the ability to communicate of public safety frequencies. It's too bad the Sheriff didn't know that there is an American made professional grade alternative that is cost competitive to discount store radios! If you would like to know more about our jailhouse communications, just give us a call at 1.800.489.2611 or send us an email to sales@falcondirect.com.

We are NOT.....

your average *wireless dealer*. Our primary function is not that of acting as a sales agent, representative, or channel partner. We don't work for a paycheck or to please senior management. We do what we do because we like doing what we do, and we do what we do very well without making outrageous claims like *Lowest Prices in the South, We will not be undersold* and other such boasts that are largely unsubstantiated. Rather, we have a somewhat different view. This is not to say that we don't offer quality products at great prices, backed by good support and service. That's a given. What most people don't know is that we DO have a slogan, claim, or motto as you choose. In short, our primary function is FIGHTING4U. We think it may be important to explain just what this means. Let's start with the "F".

F

We are not afraid to Fight when we see injustice, waste, or abuse of power. Those who know us, know that we took a stand against the purchase from a single aerospace contractor for interoperable switches that were forced upon county EMA directors. We took a stand and we lost. We called in every resource available including the director of Alabama State Purchasing, the Governors Chief Legal Council, even the media. We still lost. Did we make some powerful people angry? Of course we did! Would we do it again? Yes we would, but now that it's over, we look at it at just another finished battle. It's over. Some you win - some you lose, but if you don't stand for something, you will fall for anything. Our friends will forgive us. Our enemies will continue to be our enemies, but at least there is mutual respect. We respect our adversaries for defending their position. We sleep well, our conscience is clear, and through it all, we know that regardless of the outcome that our Creator is in control.

I

We are Innovators. When the Conecuh County District Court needed improved security for judicial personnel, we responded to the need and built a solution from scratch. We designed and delivered a working system that was fully approved by the Alabama Administrative Office of Courts (AOC). We think out of the box. We don't follow. We lead as can best be summed up by quoting a poem by our favorite poet, Rudyard Kipling. *And they copied, and they copied, but they couldn't copy my mind, so I left them sweating and stealing, a year and a half behind!* If you would like to know more about this system, go to www.usa-radio1.com/companion. It is known as *The Companion*. In Alabama, it is available with 100% reimbursement by AOC.

G

We Go the extra mile to serve our customers beyond reasonable expectations. Case in point. We sell a small 2-way radio base station that can connect through a router to a data network. It is a \$500 product. You can quickly determine that we don't make a lot of money on the sale of a single item. We sold one of these devices to Cisco systems integrator in Montgomery, Alabama who planned to use it to demonstrate the next day after delivery. His demonstration was in Atlanta. We were in Birmingham. When he told us the unit didn't work, we drove a hundred miles to deliver him a loaner unit to use while his was returned to the factory for troubleshooting and repair. We later determined the problem was not a product failure but an integration issue. Want to know what we charged him for our service? Zero! Is that the way most people do business? We don't think so, but it's the way WE do business!

H

We always take the high road in dealing with those we serve. Honesty is our policy even if we lose a customer. A young (20 years old is young to us), called about purchasing one of our field programmable radios. We knew that this represented a major purchase for him. We also knew that this particular radio had an unresolved problem with the paging circuit. We told him of the problem knowing that we would likely lose the sale. As it turns out, he didn't need the paging feature (he already had a pager). He told us that we were the only one that he had called that did anything more than try to beat their competitor's price. It probably comes as no surprise that he bought from us. We now have not just another customer, but a new friend. That's what good business is all about!

T

We are always on the leading edge of Technology. Advancing technology for the betterment of those we serve is sometimes met with resistance. Case in point - In early November of 2005, the Alabama State Office of Emergency Management notified all county EMA directors that they were in the process of extending the State UHF network to the county level. Each director was told that they were pre-approved to spend up to \$2,750 for a compatible base station. When we learned of this opportunity, we determined that we could offer an APCO-25 digital compliant radio that was capable of meeting the stated objectives plus operating in the lower 400 MHz band for interoperability with U.S. Government agencies (all of which are now under mandate to purchase only digital capable radios). We sent emails to every known county EMA director and followed up with phone calls. You probably would not be surprised to know that the majority never responded. With the exception of the few that accepted our offer, none took the opportunity to do anything other than what they had always done. In one county, the EMA purchasing director called their local dealer, told them he had \$2,750 to spend (after we had made him aware of the opportunity). The dealer provided a base station of equal performance relative to power, size, features etc. What he forgot to mention was that the station quoted was NOT digital compatible and would NOT operate in the 400 MHz range. Equally disturbing was the fact that instead of offering a \$2,000 P25 digital radio, he had quoted a \$600 analog radio.

Was that because neither he nor the user was aware of the benefits associated with new digital technology? We'll let you be the judge. Was there anyone else who tried to help the State of Alabama get more for their communications investment? Not that we know of. If you would like to know more about P25 technology and how you can make an easy transition from analog to digital, go to www.falcondirect.com/P25.

I
There is always a price to pay for Integrity. One of the most frustrating things we face is dealing with people who often lack competence coupled with an attitude. Case in point - We were working with a communications committee in a rural Alabama County that desperately needed improved communications. We had shown them how they could use FEMA grant money to improve both their infrastructure and the individual department needs within the constraints of the grant. We wrote specifications for the proposed system. Normally such bids are handled directly by the user (in this case, the county fire association). Somehow, it wound up with the county who actually had no authority in the disbursement of the funds. A larger vendor complained that the specifications were "vague" and convinced the county commission to accept his specifications and throw ours out. Unfortunately, he didn't take the trouble to see what funds were available. We advised the county that they were about \$100,000 short of being able to meet the proposed specifications. They proceeded anyway. The single bid received was thrown out as we had predicted. They then wrote another specification based on our original. We were low bid and our bid was thrown out on a technicality (we had angered some of the officials by challenging their "wisdom"). So, we did all the work, and the bid was awarded to a Georgia company who did nothing for the user except take their money to Georgia. I believe this process is called *shooting the messenger*. Everyone benefited except the one who did all the work. Fair? Not at all. Would we handle things differently if given the opportunity again? Probably not, because we have an obligation to the user, to the taxpayers of our state, and our own conscience. It's called *Integrity*, or doing what's right - regardless!

N
We Never give up! We learn from our experiences and we grow with that knowledge. Case in point - One of our long time customers asked us for a price on a voice logging recorder. We had not changed our offerings for a half decade. We had a good product and saw no reason to consider other offerings. On our next visit, we found that our customer had purchased from another vendor. The fact is the product looked pretty good and it had some nice features. Our customer had obtained better value at lower cost from another vendor. So what did we do? We took this as a wakeup call. We decided it was time to update our offerings. In that process, we found a whole family of products that would meet a variety of needs and budgetary constraints that we had never considered. We lost that order, but we replaced it with three more within a week after introducing our new products. More information is available at www.falcondirect.com/recorders.

G
We Get things done by partnering with others. Case in point - We have established contracts with key people who provide specialized services in the area of design, installation, and service. Being in the service business is something like being a fireman. You've got to be there when needed, but there is a huge manpower cost to maintain proper staffing. We don't always need an engineer, but when we need him, we've got him. That's because we work together with several other local area companies to share the resources of a communications engineer on an as-needed basis. He earns much more per hour than he would in being employed only by one of us. We each get the benefit of top of the line talent at an affordable budget level. We have a similar agreement with a telephone specialist to help us with access control and security. We don't have to keep a full staff of installers on hand since we have a contract with a local automotive specialty shop that has the tools, the people, and the experience to do the job professionally at reasonable cost. We have two contract tower installers at our disposal. One of them put up two 100' towers over the 2006 New Year's weekend! Our primary service facility is in Las Vegas, NV. We can have work done in this facility quicker and less expensively than we could with our own technicians. In some cases we partner with local electricians in distant communities to install wiring and panels associated with access control and related equipment. The bottom line is that we can things more efficiently, and less expensively, and we do it without robbing Americans of their jobs by hiring illegal aliens or outsourcing to India, what's left of Russia, or China!

4
There are 4 points to the way that we do business that set us apart from all the rest - We know what we are doing, with almost 50 years of experience. We care about those we serve! We understand the needs of those we serve! We are committed to addressing the requirements of those we serve.

U
It's not about beating the competition! It's not about making more profits! It's not about winning awards! It's not about being politically correct! It's not about being first! It's not about being the biggest! It's all about serving U! It's about doing what we have to do to serve you to the best of our ability. That means taking the time to study and improve our skills and to listen when you tell us your needs. It means that we will respond to those needs efficiently, affordably, and professionally, and to take care of you after the sale is made. It's all about YOU and that's the way it should be!

The Falcon Team
At your service!