WHY YOU SHOULD OFFER PROFESSIONALLY MONITORED VIDEO-VERIFIED SYSTEMS

False Alarms are Costly

According to a study in 2013 by the International Association of Chiefs of Police (IACP), it was estimated that 95 – 99% of all alarms in the United States were false. Major cities such as Salt Lake City, San Jose, Las Vegas and Milwaukee have refrained from responding to standard alarms. It is estimated that response rates are 15 minutes faster by police departments throughout the US is significantly faster to video verified alarms and arrest rates are up by 50%. There is a need for professionally monitored systems with video verification.

Introducing Video Verification

Dealers can now provide Central Station Video Verification using SecureCom Video and DMP. Video is triggered by alarm sensors that activate cameras to record. This patent pending technology is compatible with any Automation Software that allows launching custom URLs or executables, and makes live and pre-alarm video clips available to the central station operator immediately from the intrusion alarm screen displays. A browser URL is provided for each system to allow the central station personnel (also third party central stations) to view a live stream video just after receiving an alarm. Pre-alarm clips cover any recordings that occurred 10 minutes prior to the alarm. Post-alarm clips and live video are only available up to 30 minutes after an alarm is transmitted to provide for the privacy of the premises. Users of these services can rest-assured that no unauthorized persons are viewing their cameras after the alarm window has expired, and dealers and central stations can reduce the potential of any liability for unwarranted camera views. Operators can download both pre and post alarm clips during the alarm window. As an added benefit to assist operators in video verification, end-users can receive video clips on their smart phone and view live camera feed enabling instant visual assessment. Business and home owners can confirm or cancel the alarm via their Virtual Keypad™ App assisting in the decision as to whether or not to dispatch police.
Customer Value

Traditionally CCTV-based verified alarm systems were too expensive for some business and virtually all home-owners. Now both residential and commercial clients can easily afford central station video verification and equipment offered by a DMP Dealer via SecureCom Wireless. DMP Dealers can now provide a necessary solution for preventing false-alarms and reducing fines and penalties that a number of municipalities are levying by offering Central Station Video Verification. The value that dealers are providing to their customer is a police response to a verified alarm which has greater potential of catching the intruder(s). Now location and appearance of perpetrators can be described to the officer responding to the call. This is real security that provides a fast response for customers that want to avoid costly false alarm fines.

Commercial customers may qualify for insurance discounts as a result of having more effective security aided by Video Verification. Discounts are offered specifically for loss control issues for construction or copper theft mitigation due to central station video verification in some municipalities. Video Verification has never been so powerful, or so easy and affordable to deploy.

Alarm Association Standards – ANSI

DMP Central Station Video Verification meets the CS-V-01 Alarm Verification & Notifications Procedure Standards. This new set of features provides a seamless integration between the intrusion alarm system, the Central Station operator, and the subscriber. For the first time providing real-time-alarm data backed by video is in the hands of the people that can use it the most and at the very point of critical decision-making.

Helping Monitoring Companies Grow

Central Station Video Verification is an RMR processor for monitoring companies wanting to grow their revenues. Having the ability to add App control, and then specifically Cameras adds considerably to the monthly revenue stream depending on the number of cameras. This powerful revenue generating feature increases the value of your monthly accounts and your company’s value.

Selling Central Station Video Verification

DMP Dealers should embrace this as the new way of selling alarm systems especially for all commercial or residential applications. Residential consumers with smaller pockets could affordably be offered at least a front and back door exterior camera.

Remind your customer of the importance of Verification with this checklist:

- You are a professional alarm company that recommends all systems include Central Station Video Verification regardless of the size of installation
- Faster police response due to professional verified alarms. Priority response is given to alarms with video footage
- Reduce fines incurred for false alarms related which prompted police dispatch
- Facilitates more arrests and repeat offenders and increase the chances of recovering stolen property
- Limits business interruption if the perpetrator is caught on the premises
- Businesses should incorporate cameras to aid in their safety plan for crimes against their personnel and customers as well as property; fast police response will potentially protect their most valuable asset – employees
- Assists in officer safety before arriving on the scene
- Video verification assists in lowering insurance costs in some areas
Video Equipment Available:

V-4010B-1: Indoor/Outdoor Bullet Camera
V-4020C-1: Indoor Cube PIR Camera
V-4050D-1: Indoor/Outdoor Fixed Dome Infrared Camera
V-4030PT-1: Indoor HD IP Motorized Camera
V-4404A: 4-Channel Analog Input Converter
V-4408D: 8-Channel Digital Input Converter

Vk.securecomwireles.com is a cloud-based portal allowing SecureCom Wireless Dealers to administer their customer’s DMP Panels, video verification and login rights. In order to take advantage of this feature, dealers need access to this portal which is offered to any DMP Dealer in good standing that has cellular and network communicators.