

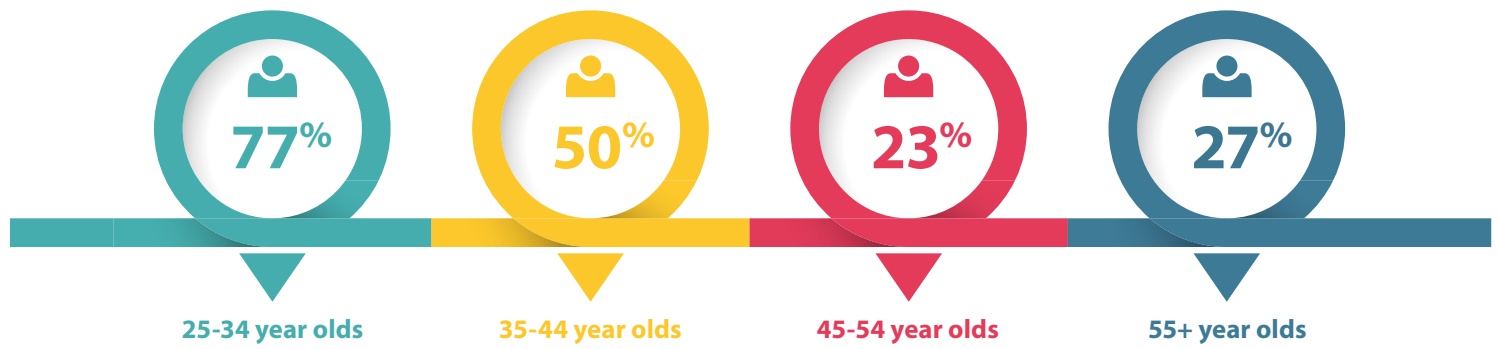
## What are the security solutions offered by ADT Security?

ADT offers three basic solutions to suit your customer's needs:

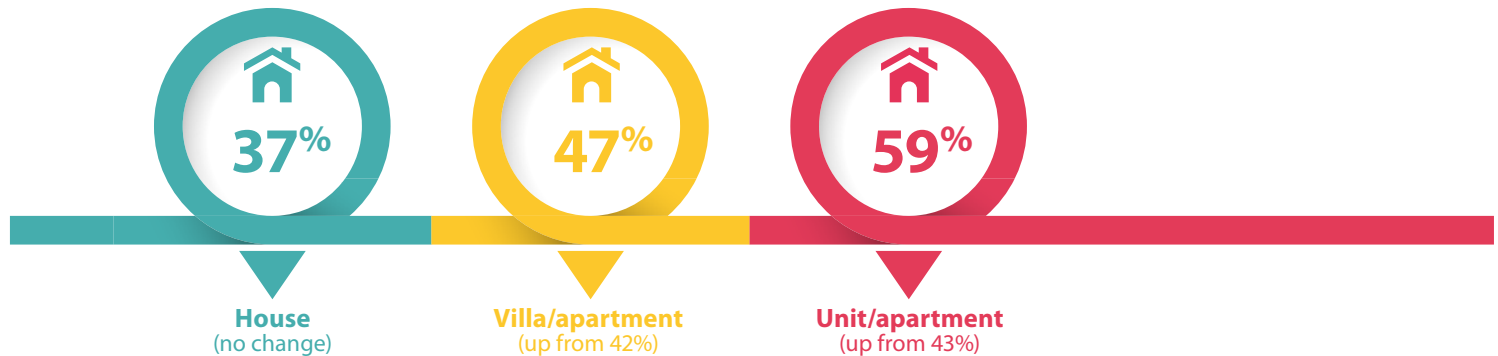
- **Core Security** – 24/7 back to base security monitoring
- **Automated Security** – home/business automation allowing control of appliances from phones and smart devices
- **Security Cameras** – 24/7 live streaming cameras with viewing via ADT Security Mobile App

## Who uses security solutions?

Based on a Secure Home Report supplied by ADT Security, Australia has seen a sizeable increase in younger demographics having home security.



Australian capital city usage of monitored systems has risen across the different styles of housing.



## Who is your target market?

- People who have recently moved
- People who live in metro areas
- People who live in newly developed suburbs
- Families who have just had a child
- Individuals who live alone
- Families who have children at home alone after school
- People who travel often (for business or pleasure)



## What are the key benefits of ADT Security solutions?

### Affordable

ADT Security automation solutions are an affordable, simple and effective way to control your home remotely from smart phones, tablets or computers.

### Protection

Customers can protect their homes and businesses against burglary, fire and other security threats using an ADT automation system.

### Savings

ADT automation systems help customers to conserve energy by allowing remote access to lights and other appliances.

## Features of Residential Systems

The ADT monitored home alarm system helps protect your customers 24/7.

### 1. Wireless Alarm System

- Control panel with keypad
- Impassa Alarm.com communications module
- Movement sensors (2)
- Button remote

Includes PSU, back up battery

### 2. Interactive Alarm System

- Control panel with keypad
- 2E Smart switches and a range extender
- Impassa Alarm.com communications module
- Pet immune movement sensors
- Button remote

Includes PSU, back up battery

### 3. Interactive Alarm System + Camera

- Control panel with keypad
- 2E Smart switches and a range extender
- Wireless network camera\*
- Impassa Alarm.com communications module
- Pet immune movement sensors
- Button remote

Includes PSU, back up battery



## Features of Business Systems

Wireless Alarm System - SMB	CCTV Hire - SMB
<ul style="list-style-type: none"> <li>Control panel with keypad</li> <li>Impassa Alarm.com communications module</li> <li>Movement sensors (2)</li> <li>Door Contact</li> <li>Button remote</li> </ul>	<ul style="list-style-type: none"> <li>4 channel digital video recorder</li> <li>Indoor/outdoor dome cameras</li> <li>19 inch LCD screen</li> </ul>
Includes PSU, back up battery	

## Relocation Rules – Moving Home

If customers happen to move home after they have had their ADT Home Security or Home Automation System installed, then they may be able to take their system with them to their new address. Customers can relocate their system provided they have had their ADT system active for a period of no less than 12 months and are moving to a serviceable area (within 90 minutes of a capital city or metro area).

Customers relocating will incur a \$99 installation fee at their new premises. ADT will install like-for-like at the customer’s new address.

Customers also have the option of transferring the remainder of their contract to the new occupant at the address they are vacating.

## Purchase Decision

Security is a considered purchase and may require asking customers a series of questions to enable ADT to provide the most appropriate system. Customers may also want to consider whether they would like to control appliances in their home or business whilst they are away.

Challenge	Customer Pitch
<b>Installation</b>	Unlike traditional systems, wireless security systems are quick and easy to install, requiring few cables and hardware.
<b>Don't have a fixed phone line?</b>	The use of the GPRS System means ADT Security do not require a fixed phone line. Traditional security systems need to be plugged into a wall and connected to a phone line.
<b>Costs</b>	Savings can be made on energy bills by switching off lights remotely using the app. Insurance companies may offer discounts on contents insurance if a security system has been installed.