



# Customer News

Newsletter Date 04/07

Heartland Security, PO Box 40 Melrose MN, 56352  
[www.heartlandss.com](http://www.heartlandss.com) toll free 888-264-6380

## INSIDE THIS ISSUE

- 1 Manager's Message
- 2 Warning: VOiP
- 3 Authorized GE Security Pro®
- 4 Enhanced Call Verification

## Manager's Message

*Guy Adams*

### DELIVERING PEACE OF MIND

Heartland Security Services would like to thank our current customers for allowing us to serve them. Each year Heartland Security hears various comments from our customers, in regards to just how much they appreciate having that "peace of mind" that a security system can offer.

2006 was a good year as Heartland Security has grown to over 3,000 customers. With our growth, we are providing service not only to residential customers, but also commercial, agricultural, seasonal and medical accounts. For many of our customers they not only have a home that they need protected, but they also have their business. Knowing that their business, farm, cabin and/or medical needs are met is a responsibility that Heartland Security takes very seriously.

I would like to briefly comment on a topic that has gotten a lot of attention in the year, Voice over Internet Protocol (VoIP). VoIP is a new technology that some customers are considering. Please read the article about VoIP in this newsletter. Your alarm communications may be compromised. Also the FCC has a sunset date on supporting analog cellular service, which is what the alarm industry has used for back up communications for years. A new solution is available for these two issues. Heartland Security has the right product to communicate digitally over the airways and communicate even with VoIP. For customers who are considering the VoIP option, we ask that you please check with us before you install this option.

Thank you.  
Guy Adams

### Warning

#### How does VoIP affect my security system

#### What is VoIP?

Voice over Internet protocol allows conventional voice telephone service over the Internet. This service is typically provided by cable TV companies.

#### How is VoIP different?

- The dial tone is simulated by equipment the cable company installs in the home.
- The actual line voltage that provides power for premises phones is not the same as that provided by a telephone company. VoIP line voltage is much lower and come from the cable company's equipment, which is installed and powered from an electrical outlet in the home. This means the customer typically loses phone service during a power outage, unless the cable company is connected to a backup battery or an uninterruptible.

#### How does VoIP affect security system reporting?

- System set up to monitor the phone lines will report a phone line failure locally.
- Calls to the central monitoring station may be unsuccessful since the operating characteristics of VoIP are very different from a conventional phone line. Independent testing results show security industry reporting formats are inconsistent on VoIP lines.

*Information provided by GE Security.*

## Spreading the GOOD NEWS

**We depend on our system. We feel safe when we travel. Our system efficiently carefully monitors our home. Thank you.**

**-Willard and Mary Ann Pitzner**

**We want to hear your story.**

You will receive 4 free months of monitoring if we use your testimonial in an ad or newsletter article. Mail or E-mail back to Heartland Security.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Heartland Security Services**

**Named New GE Authorized Security Pro**

Melrose, MN. Heartland Security, has been accepted into the network of authorized GE Security Pro® custom installers of residential and commercial security systems.

According to a letter of acceptance from GE Security Pro, Heartland Security was chosen because of its commitment to excellence in customer service, alarm system design and installation. "Heartland Security is driven to take care of customers," said GE Security Pro Director Kirk MacDowell. "We demand a track record of excellence in system design and installation before a company can offer GE products and be part of the elite Security Pro program. Heartland Security exceeds those demands."

A 22-year veteran of the security industry, General Manager, Guy Adams was also recognized for excelling in the design and installation of wireless security systems.

"I am especially proud to be a GE Security Pro because it means Heartland Security is recognized as one of the best companies in the security business," Adams said. "GE is a brand that people naturally trust. We plan to uphold that trust in everything we do."

As part of their agreement, GE Security Pro dealers must be certified in all GE branded solutions for residential and commercial security. Dealers also offer consumers free alarm system re-installation if they move to a city where a GE Security Pro dealer is located.

Heartland Security has been a security services provider in Western Minnesota and Northwestern Iowa for eight years. For more information about residential or commercial security systems that provide security in the event of fire, burglary, or medical emergency, call 888-264-6380 or heartlandss.com.

**Preventing Unwanted Alarms**

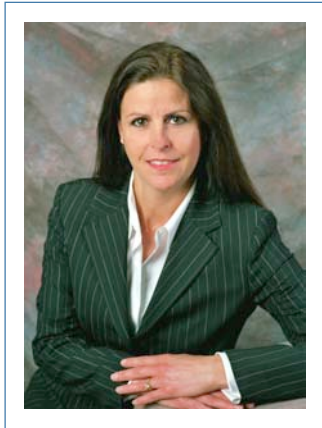
WH International Response Center (WHIRC) will be using Enhanced Call Verification (ECV), December 1, 2006. ECV procedures are used only for burglary signals. Panic, holdup and other initiated alarms will be handled per the procedure that you currently have in place. When using ECV, WHIRC will call two phone numbers to verify prior to dispatching.

There is a large increase in the number of burglar alarm systems installed to provide safety and security. Along with this increase in the alarm systems there is a proportionate increase in the number dispatch requests for police service. Studies have shown that the vast majority of these are caused by user error.

Since many alarms are occurring during the on/off process, it makes sense that someone is either at the premise or has recently left and has sufficient information to make a decision on when to request a police dispatch. If you are not at the premise, or have not recently left, or do not have additional information concerning anyone at the premise, WHIRC will continue to dispatch police.

The security industry began a series of tests with the verification process. These tests involved calling additional contact numbers prior to requesting a police dispatch. ECV has shown a 30 to 50 percent reduction in false dispatches. ECV provides you with an additional level of contact when your alarm is activated and increased confidence that a police dispatch will be made to a valid alarm.

**With this change we need you to consider your current call list. On February 1, 2007, if a secondary contact number is not designated, we will use the first number on the customer call list as the secondary contact number. To designate a secondary contact number and/or make changes to call lists please call our office at 800-858-7811.**



*Wendy Youngren WH International Response Center Manager.*

WH International Response Center (WHIRC) will be using Enhanced Call Verification

**DID YOU KNOW:** If you refer a friend to Heartland Security, you will receive 2 FREE months of monitoring and your friend will receive \$100 off their system purchase.

