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FROM THE SOUTH FRASER TO THE PEACE ARCH

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SONITROL®

Mike McDonald. "Unlike conventional alarms, we protect 100% of a facility and can verify the difference between a false alarm and a real break-in. To date, police across North America have captured over 145,000 criminals attempting to break into Sonitrol protected sites. If they know it is real, police will hurry up to a break-in. The problem is that 95% of the alarms received by police are false. It has become a cry wolf situation"

Wilson asks, "Did you know that 4% of the criminal community commit 90% of the criminal activity?" Conventional alarms are easy targets for criminals because they know how to defeat door contacts, motion and glass break sensors. They also know that if they do trip a conventional alarm, police across North America are challenged to respond promptly because of reduced police resources and this 95% false alarm rate. "This is not James Bond Stuff, these are just individuals who learn how conventional alarms work" or -don't" adds McDonald.

Sonitrol's clients tend to be businesses and schools that have had a conventional alarm that has failed to detect break-ins or vandalism. These clients are brought to Sonitrol either by the police, security consultants or insurance companies who can no longer afford to pay the break-in claims after repeat break-ins.

This is exactly how Wilson was introduced to Sonitrol back in 1992. As Director of Security for Brewers Retail's 420 retail and 20 distribution centres in Ontario, he was challenged with numerous break-ins and armed robberies. "We only put conventional alarms into our facilities to satisfy our insurer. We never expected to deter or apprehend a criminal" The Metro Toronto Police and security consultants Focus International introduced Sonitrol to Wilson. After replacing conventional alarms with Sonitrol, Brewers Retail's losses dropped from \$1.4 million to \$37,000 in the first year. False alarms dropped to zero and the police loved us for using technology that allowed them to catch vandals and criminals. Wilson knew that he had found the real way to protect his employees and properties. By 1993 he joined Sonitrol.

As security consultants Wilson and McDonald's team evaluate facilities across North America and advise their clients on how to properly protect facilities and equipment compounds. "For car dealerships, trucking compounds and school yards we use remotely monitored infrared video that on activation allows our staff to detect and see thieves stealing or kids vandalizing in the dark" says McDonald. "For buildings it is audio with integrated access control" adds Wilson.

Think it is far fetched for criminals to go to the effort to break-in through your walls or roof, check out this testimonial from Balance Point Pilates and Personal Training Studio. "Last night we experienced an attempted break-in to our facility through one of our interior walls. The burglar attempted to gain access to our facility from the vacant unit next door by knocking a hole through the wall between the two units. As you promised, Sonitrol detected the intruder as the break-in was in progress and your central station staff dispatched the RCMP who responded in a matter of minutes, catching the criminal in the act" write Jill Frank & Jodi Rock owners of Balance Point.

Wilson's office walls are covered with numerous editorial articles and client testimonials that have been written about Sonitrol's successes. These articles and reference letters have a common message, "we had a conventional alarm; we were disappointed by false alarms and undetected break-ins; Sonitrol was brought to us after our insurance and police response was cancelled."

Wilson states, "Our goal is to educate clients on how to properly protect their employees and sites against false alarms, vandalism, break-ins and armed robberies. We are fortunate that we get to introduce people to a group of integrated products that will truly solve their security problems.

"This is not work, we go to play every day" adds McDonald! "We opened our Western Canadian office in July 2000 at the request of international clients such as Toshiba, Ryder Logistics, Canadian Tire, Investors Group, Future Shop, Payless Shoes etc. With over 100,000 clients in North America, including police and military facilities, financial institutions, schools, office towers, manufacturing sites, warehouses, automotive dealerships, trucking/equipment compounds and retailers Sonitrol has a product to properly protect you. "Once a prospect is introduced to our services it really is a no brainer for them to switch to Sonitrol. Why would a prospect use technology that does not work when you could have Sonitrol that deters, detects and apprehends?" adds McDonald.

Sonitrol is so confident of its services that it provides a \$5,000 warranty against missed break-ins and a 6 month refund policy.

If you have an interest in learning how criminals operate or want a security review of your facility or compound give Sonitrol a call at 604-542-5330. It is well worth a meeting with the Sonitrol team simply to hear the numerous actual break-ins that Sonitrol has recorded over the years.



Mike McDonald and Joe Wilson

SONITROL "THE SECURITY PROFESSIONALS"

Burglar tactics of today have rapidly outdistanced the clumsy break-and-enter strategies commonly used by criminals only 5 years ago, which has rendered conventional security systems all but obsolete. Fortunately for businesses across North America, Sonitrol is anything but conventional.

Sonitrol is an active audio based security system that has the ability to detect criminals as they attempt to gain entry to a facility from any point. By strategically placing audio sensors throughout a facility, Sonitrol can hear criminals as they spin or punch dead bolts, peel door frames, break windows or come through walls and roofs. "Our system listens for non-ambient sounds. When the system detects sounds that should not be present in a facility it dials through to one of our monitoring staff. At this point our operators listen and determine if the sounds are threatening or non-threatening. If the sounds are threatening (a Break-in) we provide the audio to police so they have intelligent information and respond with proper resources. If it is non-threatening sound (the sound of a tape being returned at a video store) we reset the system," said Joe Wilson, President and CEO of Sonitrol.

Why is listening for break-ins so much more effective than conventional security systems? "It is all about verification and coverage" states Sonitrol's Western Canadian Vice President,