

SECURITY matters

May 2012

VOLUME 1

Hello All –



We're excited to share with you the first of many editions of Security Matters, Paradox's e-newsletter. Security Matters will highlight information on new and upgraded products, pricing updates, new marketing tools and much more. We also hope to use this newsletter as a platform for sharing winning distributor marketing tips and tricks.

As always, we welcome your comments and feedback.

- Tami Vansower
Director, Global Marketing

New Products

TM50 Touch – Intuitive Touchscreen



Available in a variety of fashion colors and with a 5.0-inch screen, the TM50 Touch features the OneScreen Monitoring™, SpotOn Locator, and SoloTest™ capabilities. The TM50 Touch also supports a number of helpful lifestyle features. This intuitive touchscreen is the next generation in system control.

Benefits of the TM50 Touch are experienced by both your dealers and their clients. Delivering the best cost-to-feature

ratio in its class, the TM50 Touch is easy to install and program. No manual is required for this icon-based, menu-driven intuitive touchscreen. And like other Paradox products, the TM50 Touch is beautifully designed to compliment any decor.

The TM50 Touch firmware is currently available in English, French and Spanish and 23 other languages. The translations which were submitted for the TM40 have been imported into the new TM50 Touch. Next week, the TM50 Touch translation tool will be available online for you to update the firmware's translation to accommodate for the new TM50 Touch features.

Click to access the TM50 Translation tool: (<http://www.paradox.com/ProductTranslator/TM50>)

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New Product Poster !



Request a new copy of the poster at marketing@paradox.com



New Products continues

SR120 Wireless Indoor Siren

New to the Paradox product line, the SR120 is the only wireless indoor siren on the market that incorporates a 2-color strobe light with different audio/visual sequences. The SR120 complements the Paradox SR150 outdoor wireless siren when delivering indoor solutions.

The SR120 wireless indoor siren integrates a piezo siren with white and red LED strobe lights. By triggering an audio-visual signal within the premises as an alarm is detected, this painfully loud wireless siren and flashing light acts as a deterrent for burglaries and intrusion events. When a fire alarm is triggered, the SR120 reacts differently than when a burglary/intrusion is in progress. It emits an intermittent sequence of three beeps with a corresponding red flash. The different siren and light sequence between the burglar and fire alarms makes for easy audible and visual distinction.

Easy to install with a straightforward wall mount, the SR120 is beautifully designed to compliment any indoor setting. Also, with this wireless indoor siren installers no longer have to find a suitable location near a panel from which wires can be passed and hidden.



Sneak Preview :

Upcoming Product Releases

iParadox for Android



The iParadox app gives users instant, continuous remote access to their property security system. Its intuitive user-interface enables both installers and end-users to easily connect to the security

system and edit its settings. Great features include MultiSite and ByPass Zone tools. Currently iParadox is available in iTunes for Apple products.

PCS250

The PCS250 provides Paradox control panels with wireless (cellular) communication capability to report system events via GPRS –to the IPR512 GPRS/IP Monitoring Receiver or IPRS-7 IP/ GPRSPC Receiver Software; via GSM – to any receiver that supports popular reporting formats.



Let us know if you want to be a part of the PC250 Beta Program !

Recent Releases

WH588P Wireless Heat Detector



This Wireless Heat Detector is ideal for kitchens, garages, boiler rooms and other areas where there are normally high levels of fumes, smoke, or dust. The wireless heat detector is designed to be used as an addition to the WS588P Wireless Smoke Detector.

WC588P Wireless Carbon Monoxide Detector



The Wireless Carbon Monoxide Detector protects against dangerous levels of carbon monoxide (CO). This detector has an LED operation indicator that displays the color green when there is no CO detected and red when CO is present.

Time Saver ! Check out our Support FAQ

Before contacting the distributor support team, please take a look at our list of frequently asked questions. You will find a wealth of information regarding Paradox products.

Please [log in](#) to access FAQs



Distributor Support Team

The Paradox Distributor Support Team is dedicated to providing our distributors with personalized, knowledgeable, and efficient service.

Distributor Support Specialists are available from
8:00am – 5:30pm EST, Monday through Friday.

International: +1-450-491-7444
Fax: +1 (450) 491-1675
Email: distributorsupport@paradox.com

For immediate assistance, outside of office hours, please contact George Bardouniotis, Distributor Support Manager, at +1.514.804.0011.



Tips from our Distributors

After-Hours Pick-up

You save and your dealers are happy. What a combination. This great idea has been implemented by a number of our distributors worldwide. They realized that their dealers would rather be working during the day instead of waiting for a product shipment. So provide their dealers with after-hours, self-service access to a secure storage area where they have the option to come and “take-away” their orders.

Here’s how it works:

1. Upon placing their orders, dealers receive a temporary pass code to a secure locker.
2. This means dealers can receive same-day delivery – without losing hours in the field.
3. Of course, dealers pay no shipping charges when they pick-up the package themselves.

Do you have great tip to share with other distributors?

Please let us know. Send your idea and pictures to marketing@paradox.com.

Marketing Tools

Paradox has arrived on [YouTube](#).



Paradox has launched its own YouTube Channel to increase product exposure, keep distributors and dealers up to date with our new technologies and products, and serve as a great selling tool. Product demos on YouTube can help with positive buying decisions and lead to sale closings.

Take a look at our new YouTube channel, view a video or two. Leave a comment or share a video, or better yet, send this link www.youtube.com/paradoxsecurityltd to your dealer database and ask them to take a look!

The Paradox YouTube channel currently features

[NV500](#) – High Performance Infrared Motion Detector (flagship of the ENVY series)

[NV780](#) – Digital Outdoor Dual Side-View Detector with 4x Dual Sensors

[TM50 Touch](#) – The next generation in touchscreen control

Here’s how to take advantage of Paradox’s YouTube Channel to drive business.

- 1- Share product demos, reviews and more with your dealers
- 2- Include Paradox videos in your technical training
- 3- Show your dealers how they can use Paradox videos as a sales tool
- 4- Drive website traffic: embed Paradox videos onto your website

Want your video featured on the Paradox YouTube channel?

Or have a suggestion for a video?

Let us know, send an email to marketing@paradox.com