



Advanced Notice

“Keeping you Safe & Secure”

INSIDE THIS ISSUE:

<i>Product Highlight</i>	1
<i>Jennifer Smith in our Employee Spotlight</i>	1
<i>Safety Tips</i>	1
<i>EasyCall</i>	2
<i>Project Highlight ... C&K Markets Inc.</i>	2

DON'T MAKE YOUR HOME AN EASY TARGET...

- **Tear down the privacy fences**—these give a burglar excellent cover from neighbors.
- **Trim your bushes**—shrubbery covering your windows allows a burglar to break them without being detected.
- **Put away the Tonka Trucks and Strollers**—Toys in your yard are signs that kids live there...which usually means a mother lives there...“cha-ching” that means JEWELRY.
- **Create the illusion** that you are home. By using timers on lights, radios and TV's.
- **Make sure your Advanced Security Systems signs and stickers** are visible.

PRODUCT HIGHLIGHT...

Advanced Security Systems is excited to offer yet another dynamic, lifestyle-enhancing system that protects your property and possessions and lets you control your security system, thermostats, lighting, door locks and more – all from a brilliant, full-color touchscreen, your personal tablet or even your smart phone. This system offers *Security and Convenience*:

- **Brilliantly Simple:** the sleek, attractive touch screen keypad offers a full-color display that makes operation easier than ever with graphics and menu-driven prompts.
- **Easy to Read:** the icons and words are large, clear and easy to read.
- **Full Voice Response:** for an added level of security, system status and zone descriptions are

GET CONNECTED

announced in clear, spoken English.

- **Customized Information:** location-based content for weather, traffic and news can be delivered right to the touchscreen.
- **Stay Informed:** a “Follow Me” feature can call and alert you to alarms and remind you of important appointments.
- **Remote Control:** operation of your system is available by any smartphone or compatible device.

With the **Remote Control** options you will receive alerts about important events via email, text messages or video alerts – even keep an eye on your home and family via live, look-in video wherever you are. The function icons look and operate just like the ones on the touch screen at your home.

EMPLOYEE SPOTLIGHT...

JENNIFER SMITH

Jennifer Smith has been with **Advanced Security Systems** for one year and has recently been promoted to Customer Service and Accounts Payable. **Jennifer** is most often the first person customers will come into contact with when calling or visiting the office. Having spent over 6 months working in our Central Station, she can help when you call with questions regarding your alarm. **Jennifer** spends much of her free

time working with Rotaract. A Rotary based club for young adults 18-30 years of age. Rotaract has recently been involved in the CASA Walk and Backpacks for Kids.

Jennifer is a valued employee and looks forward to assisting you with any of your security needs.



Advanced Security Systems

(707)

Eureka: 443-6366

Santa Rosa: 544-9200

Crescent City: 464-1975

Ukiah: 462-9229

TOLL FREE:

(877) 443-6366

CENTRAL STATION

(800) 580-0881

On-Call Tech Support

24 Hrs/Day

Please call us for replacement window stickers if yours are faded.



"Service and Response you can Trust"

MISSION STATEMENT

Advanced Security Systems is committed to provide quality services that ensure "peace of mind" for our northern California and southern Oregon customers. Our consistent growth has been and will continue to be the result of maintaining a team of quality security professionals, insuring a genuine concern for the well-being of our customers.

EXCITING NEWS...

PERSONAL EMERGENCY RESPONSE SYSTEMS

Life-Guard, a Personal Emergency Response System, which is a division of Advanced Security Systems, has changed its name to **EasyCall**. The new name, **EasyCall**, better represents the services we offer: 24 hour support for independent living. The waterproof pendant is comfortable to wear and easy to use. Should you or your loved one need assistance, simply press a button. Service is always professional and compassionate. With **EasyCall**, lifelong maintenance, repair, and replacements are guaranteed. Because we are local, installation and service is only a phone call away. **EasyCall's** price is significantly lower than nearly all competitors. There are no mandatory long-term commitments, and contracts are month-to-month. **EasyCall** is still family owned with the same great people and the same great service. **EasyCall** will continue to provide our customers with peace of mind when wearing the button. We are excited about this name change and are always happy to answer any questions you may have concerning this product. Please don't hesitate to contact us at our same number 707-445-9911, if you are interested in learning more about **EasyCall**.



PROJECT HIGHLIGHT...

C & K MARKETS

Advanced Security Systems will be providing the latest in Security and Life Safety Systems to all Ray's Food Place, Shop Smart and Pharmacy Express stores owned and operated by C&K Market, Inc. Over 90 security systems will be upgraded throughout the 51 stores located in northern California and Oregon.

It is the mission of C&K Market Inc. to provide a friendly atmosphere while being active in the local community, building relationships that will last a lifetime with customers. Working with Ad-

vanced Security Systems is an example of C&K Market Inc. building relationships in the local community and providing a friendly safe atmosphere for its customers.

In business for nearly 60 years, the Nidiffer family has developed C&K Market Inc. into the industry leader it is today. Ranked by Oregon Business Journal in 2011 as the 18th best privately owned company and 4th healthiest in the state, their smart, steady growth will continue long into the future for generations to come.

The partnership between C&K Market Inc. and Advanced Security

Systems is one that is designed for success. With over forty years in the security alarm business Advanced Security Systems works to innovate and continue to meet all security needs. Operating the only lo-



cally owned monitoring center and keeping ahead of the developments in technology is why Advanced Security Systems is an industry leader in our area.

We're on the Web! www.advancedsecurity.us