

## Congratulations to All The 2005 SAMMY's Finalists!

### Commercial/Industrial Installation of the Year



**WINNER!**  
**Digatron Inc.,  
 Denver**

This networked, enterprise-based system installed in the Denver Convention Center includes 103 p/t/z cameras, seven 16-channel DVRs, 310 access control points, dynamic graphical map, vehicle gate controls, 19 intercom stations and a command center.



**Intelli-Tec Security Services,  
 Westbury, N.Y.**

Intelli-Tec was given the task to design an access system to control 3,000 employees and hundreds of visitors a day General Electric's Park Avenue building. Using optical turnstiles with built-in LCD verification screens, visitor enrollment software, hallway and 14 elevator CCTV cameras, the system provided seamless integration.



**Sonitrol,  
 Berwyn, Pa.**

This upgrade of the Moore Justice Center in Brevard County, Fla., includes 15 exterior and 49 networked cameras in the 18 courtrooms, lobby and inmate areas. Also included were audio recording, duress alarm, and complete exterior and interior access control systems.

### Residential Installation of the Year



**WINNER!**  
**Imperial Security Systems,  
 Watervliet, N.Y.**

This East Coast home's system includes: interior/perimeter burglar alarm; fire alarm; outdoor cameras and DVR; computer/phone networking; wireless access control; central vac; and multiroom audio/video systems.



**Trestar Security,  
 Houston**

A 19,000-square-foot home located in Belize was not prewired for security or fire systems. Fortified for hurricanes with 12-foot solid concrete exterior walls and 6-foot solid concrete interior walls, Trestar successfully completed the job with more than 323 wireless devices, all integrated and working flawlessly.

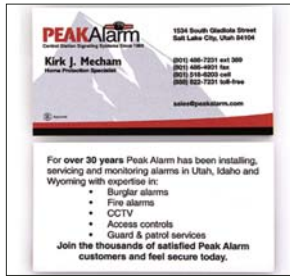


**X-tech Security,  
 Carson, Calif.**

The project included installing structured wiring for intrusion detection, access control, CCTV and perimeter security. The 32,000-square-foot, \$20 million home, located in the Western U.S., has 200 burglary zones, 20 fire zones and 28 access control points.



## Integrated Marketing Program of the Year



**WINNER!**  
**Peak Alarm, Salt Lake City**  
 Peak Alarm, also a 2005 SAMMYS winner for Television/Radio Advertising, has the whole package for marketing, including a flashy logo, striking business cards, winning advertisements and a distinctive-looking vehicle fleet.

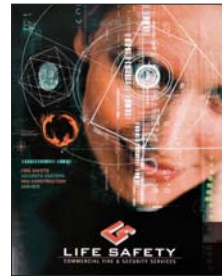


**ADT Security Services Inc., Boca Raton, Fla.**  
 ADT's marketing materials include an outreach that went outside trying to drive in sales. Seen here, a set of pamphlets was designed to honor the real heroes of life safety, including firefighters and police officers. ADT's marketing also includes widely seen television commercials that were broadcast nationwide.

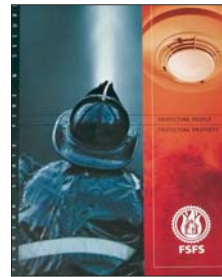


**Vector Security, Warrendale, Pa.**  
 Vector Security's newsletter *Vector Views* — the 2005 SAMMYS winner for a newsletter — paced the marketing blitz for Vector. The company is known for its graphically rich brochures and media kits.

## Sales Brochure: Commercial/Industrial



**WINNER!**  
**Life Safety Engineered Systems, Buffalo, N.Y.**  
 The glossy, heavy paper of the separate outside folder and individual inserts gives an outstanding overall presentation. Each potential client is presented with appropriate inserts that focus on only the systems and/or services presented.



**Florida State Fire & Security, Davie, Fla.**  
 The true effectiveness of a marketing brochure is how well it tells a story through words and pictures about a product or a service. This was accomplished quite nicely with attractive, eye-catching photographs and thought-provoking text that captures readers' interest.

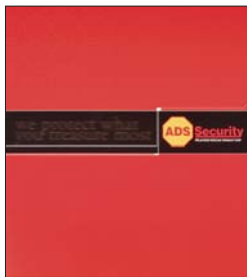


**Sonitrol, Berwyn, Pa.**  
 This updated brochure was written and designed to give an overview of the company and its corporate mission, while effectively highlighting the benefits provided to its potential customers. It has a very modern and appealing design.

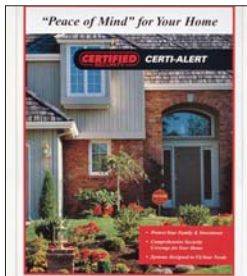
## Sales Brochure: Residential



**WINNER!**  
**ASG Security, Beltsville, Md.**  
 ASG Security's "home security brochure" contains everything a prospective customer needs to know about the services the company provides. A powerful use of color and overall design gives a strong overall impression to establish credibility.



**ADS Security, Nashville, Tenn.**  
 This "corporate capabilities brochure" emphasizes the different types of electronic security systems and services the company provides. The heart of the brochure is focused on ADS' five-diamond certified UL central station. It effectively summarizes the benefits as to why people should choose ADS as their security provider.



**Certified Security, River Grove, Ill.**  
 This straightforward brochure gives potential homeowners valuable information on understanding the benefits of a Certified-installed security system. Colorful diagrams and insurance savings charts help potential customers rationalize the cost and peace-of-mind of having a system.

## Yellow Pages/Newspaper Advertisement



**WINNER!**  
**Custom Alarm, Rochester, Minn.**  
 This ad appeared in the Minneapolis-St. Paul *Homebuilders Guide* magazine. Since pets are adored and everyone seems to have one, it certainly appealed to the emotional side of the reader ... and surely brought a smile and many phone calls.



**Argus Security Systems, McAllen, Texas**  
 Yellow-page ads are meant to attract attention and get people to dial the phone. Security systems are basically "people taking care of people." This simple, but effective message has helped Argus garner new business through this typically impersonal way of marketing.



**Atronic Alarm, Overland Park, Kan.**  
 This black, red and white ad is small, yet visual in a sea of black print. Atronic's emphasis is that it is local, has no long-term monitoring contracts and designs custom systems. In the face of mass-marketed approaches, people apparently are searching for this and seem to be calling Atronic more often.

### Business Card



**WINNER!**  
**Kenton Brothers Inc.,  
 Kansas City, Mo.**  
 Kenton Brothers' business cards are portable, mini-branding devices with a dynamic, fresh look of vibrant, eye-catching colors and graphics. Very distinctive, while matching the company's stationary perfectly.



**Alarm Detection Systems,  
 Aurora, Ill.**  
 Alarm Detection Systems' business cards are four-color and laminated on both sides. Each card is unique and shows the personality of the employee, giving contacts and customers a more individual connection. The process is cost-effective — 2,000 cards for \$160 or 5,500 cards for \$215.



**Fire Systems Design,  
 Hurst, Texas**  
 Fire Systems Design's business cards are intended to maintain its corporate identity by utilizing the same typeface and size proportion as on the company letterhead, truck graphics, Web site and sales brochures. The layout is informative and provides all necessary information in a clear, concise format.

### Promotional Item



**WINNER!**  
**SecurTek,  
 Yorktown, Saskatchewan,  
 Canada**  
 SecurTek's Child ID kits are designed to create safety awareness. They contain details needed in the event a child goes missing: picture, description, fingerprints, dental records, etc.



**Alarm Central,  
 Chesterfield, Mich.**  
 Each year, Alarm Central sends all of its customer appreciation coupon books to be used at local merchants. For its commercial security system customers, the firm offers free advertising. Everyone loves getting these coupon books and it is a win-win marketing promotion for both the company and its customers!



**Peak Alarm,  
 Salt Lake City**  
 Peak Alarm's "Security Blanket" was originally given out during Christmas-time. However, due to the success of the blankets, Peak hands them out year-round. The company also customizes the embroidery for special events and individual companies.



**Newsletter**



**WINNER!**  
**Vector Security, Warrendale, Pa.**  
*Vector Views* is a tabloid-sized, colorful newsletter published twice a year for Vector's national accounts division, prospective clients and customers. The newsletter contains unbiased information and stories that directly benefit their retail loss prevention readership.



**Security Solutions, Broadview, Ill.**  
 Use of color, artwork, quality of information and content, company representation and cost-effectiveness made this newsletter stand out in the judges' minds. Security Solutions knows not everyone is ready to purchase a security system. The newsletter is a way to keep in touch.



**SecurTek, Yorktown, Saskatchewan, Canada**  
 Using SecurTek's branded colors, seasonal-themed artwork and content, the newsletter provides the reader a timely, yet informative, communications medium. The *SecurTek Monitor* creates company awareness and interest, while encouraging action and retention.

**Company Logo/Vehicle Design**



**WINNER!**  
**Entrance Control Systems, Memphis, Tenn.**  
 When looking at this company van, it's easy for anybody to know just what Entrance Control Systems does. The graphics are very vivid and easy to read at a glance.



**Guardian Protection Services, Pittsburgh**  
 Guardian used a process called "thermal resin printing," which burns dry ink into vinyl, on its entire fleet of new installation vans so they could double as powerful, rolling billboards. Each graphic features a unique message that portrays different business sectors — home wiring and security, and commercial-level protection.



**Provident Security, Vancouver, British Columbia, Canada**  
 Practically every prospect that calls Provident Security double-checks and asks if it is the security company "that has the yellow trucks with the owl." Every vehicle has the same decal layout customized relative to its size. The eye-catching logo is integrated into everything Provident does.

**Web Site**



[www.guardianprotection.com](http://www.guardianprotection.com)

**WINNER!**  
**Guardian Protection Services, Pittsburgh**  
 Guardianprotection.com is an extremely comprehensive, 155-page Web site. Some of its standout features include a "virtual life-safety consultant" that actually speaks a custom-recorded message in a human-like voice, complete with an animated portrait of a person.



[www.connectivehome.com](http://www.connectivehome.com)

**Connective Home, Brookhaven, Pa.**  
 Connective Home's Web site is intuitive, well laid out and very easy to scroll through. The home page has five main sections — New Homebuilders, Security, Networking, Entertainment and Quality Living — so the technology-minded consumer can quickly navigate to their immediate interests.



[www.greateralarm.com](http://www.greateralarm.com)

**Greater Alarm, Irvine, Calif.**  
 Greater Alarm's site is a one-stop shopping source for those interested in residential or commercial/industrial security. The Web site is sectioned into areas for residential customers; architects, engineers and specifiers; customer support; and a VIP customers' area tailored to major Greater Alarm customers.

**Television/Radio Advertisement**



**WINNER!**  
**Peak Alarm, Salt Lake City**  
 To promote its emergency response care system, Peak Alarm presented a TV commercial illustrating how it could help those injured or elderly having to live alone. The voiceover talks of the "comfort of knowing someone is always available to help offer complete peace-of-mind."



**ADT Security Services Inc., Boca Raton, Fla.**  
 ADT offers a television testimonial of a man who talks of falling asleep while his dinner was cooking, sparking a fire. He talks of an ADT system invoking immediate firefighter response, saying, "ADT saved my life." The commercial closes with a number to reach ADT and the slogan "ADT — always there."



**Amherst Alarm, Amherst, N.Y.**  
 This radio ad has the sound of a news report, opening with, in an authoritative voice: "The home and business security report is brought to you by Amherst Alarm." However, before anyone can say sales spiel, the commercial actually serves to inform the public more than sell to it. It offers tips on how to protect homes from burglary.