

SecurityMatters

Welcome to the 3rd edition of Security Matters!

My name is Jodi and I am excited to be heading up Paradox's new global marketing initiatives, the Security Matters newsletter being just one of them. Through this newsletter, we hope to provide you with pertinent product information, sales tools and marketing tips, as well as highlights from activities and events happening throughout our distributor ecosystem.

In this newsletter, you will find a sneak preview of the IPRS-7 and iParadox for Android upgrades, as well as a collection of materials to support the wide release of the new iParadox and PCS250. Also highlighted are two great distributor tips; Paradox Hellas' effective weapon for fighting counterfeit activity, and GSN Brazil's Paradox 360°, a portable, fully-operational, hands-on demonstration tool.

Paradox is proud to announce that we were recently awarded an ISO 9001:2008 certification and that we support the activities of Broken Earth and Ufat Haider's participation in *YourExpedition*. Read on for more details.

The Global Marketing team is working hard to provide you with quality technical documentation and effective marketing tools to drive the sales process. Please do not hesitate to forward your feedback and suggestions to jodi@paradox.com.

Respectfully,



Jodi Joseph Asiag
Senior Manager Global Marketing

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Paradox is Awarded **ISO 9001:2008** Certification

We are excited to announce that our efforts in ensuring consistent high levels of quality in our products and our personalized customer service have been rewarded with ISO 9001:2008 certification. By surpassing worldwide quality management standards, this new certification will continue to ensure that our customers receive only the best in terms of products and services, which in turn will bring them many business benefits.

• [See more...](#)



Intertek





Credibility, **Integrity**, Commitment

Paradox is awarded ISO 9001:2008 for surpassing worldwide quality management standards audit



“Paradox has always focused on delivering high quality products and superior customer service,” said Chantal Théorêt, Paradox’s Chief Operations Officer, “we are excited that our efforts are being rewarded with the ISO 9001:2008 certification.” The International Organization for Standardization (ISO) sets the standards, relating to quality management systems. These standards are designed to help organizations ensure that they meet the needs of customers and other stakeholders, while meeting statutory and regulatory requirements related to their products.

The ISO 9001:2008 certification process requires an organization to demonstrate its ability to consistently provide products that meet and continually conform to customer needs and applicable statutory and regulatory requirements. Furthermore, the certification process aims to enhance customer satisfaction through the effective application of quality management systems, including processes for continual improvement. Intertek, a multinational inspection, product testing and certification company, audited Paradox’s management, research and development, customer services, and marketing processes. They also reviewed conformity to applicable statutory and regulatory requirements. “Receiving ISO 9001:2008 certification reinforces to our distributor ecosystem, their client base, and potential clients, as well as to ourselves, the commitment we have to our excellence in every area of our organization,” said Théorêt.

Using ISO 9001:2008 helps ensure that customers receive consistent, good quality products and services, which in turn brings many business benefits. “At Paradox we recognize that client satisfaction continues to fuel our growth world-wide,” adds Tami Vansower, CEO of Paradox Innovation and Director of Global Marketing. The use of quality management principles ensure that business operations are as efficient as possible, increase productivity and help companies access new markets.

“Paradox continues to pass on the cost savings we achieve from optimizing our operations to our clients, as seen with recent price reductions for distributors,” shares Shmuel Hershkovitz, Paradox Founder and President. He adds, “it is with pride that we share this announcement about receiving the ISO 9001:2008 certification”.

Paradox Invests **Big** and Expects **Big** Results

Paradox has entered into a three year process of investment and renewal. In addition to diversifying our management team, invigorating our research and development program and introducing new marketing tools, we have recently made a large capital investment in our Canadian production site increasing production capacity, and introducing more efficient methodologies.

When first designed, our assembly lines were state-of-the art for the security industry and have remained so. We decided to upgrade to new high-speed, technology-advanced surface mount machines in preparation for the production of a new, innovative product line that is set to disturb the market over the next few years. With their amplified placement speed, Paradox can produce products at rates of 45% faster than previously achieved. Upgrading our assembly line in this manner has increased our ability to deliver more pioneering products, quicker, to our distributors.



“We are excited at the possibilities the new high-speed, surface mount machines present to Paradox,” said Chantal Théorêt, Chief Operations Officer. Théorêt continues, “our product pipeline includes advanced technologies that will require an assembly line that can facilitate their fast and efficient production”.



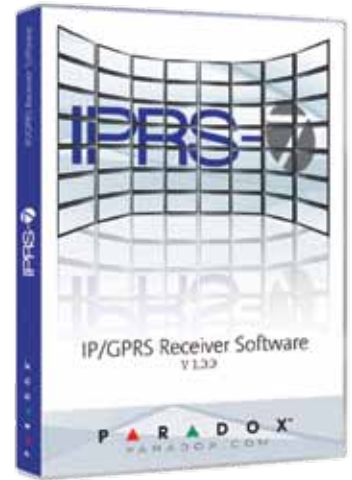
Sneak Preview & Updates

IPRS-7 IP/GPRS PC Receiver Software

The IPRS-7, currently in the beta phase, is a desktop application that emulates the IPR512 GPRS/IP Monitoring Receiver with an unlimited number of accounts. In this new version of the IPRS-7, the graphical user interface (GUI) has been revamped for more convenient real-time monitoring, and offers a more intuitive and simplified navigational experience. The IP and SMS account registration and event reporting functionality has been improved. The received events are buffered and sent to the attached monitoring software over a serial port or IP socket. The IP/GPRS emulator receives encrypted Paradox communications from IP100, PCS200, PCS250, PCS300, and MG6250 transmitter devices.

New Features

- log all events and save them in a CID format
- leverage IP technology- no serial cable needed between host pc and CMS pc, if CMS software supports IP reporting
- a new GUI delivering a more intuitive and simplified navigation
- new operator profiles: administrator, operator and guests
- a new logging mechanism: enable a memory and file log with three levels – error, activity and debug
- expanded account events: 3 new internal account events and 12 receiver events
- automatic and manual back-up of events (time-based) and accounts (action triggered)
- improved backup capabilities: automatic, manual and password protected
- an account recycle bin provides restore capabilities
- events buffered while the monitoring software is “down” will be automatically transferred when the monitoring software presence is detected
- the software can be translated, Spanish, French and English dictionaries are included
- configurable activity logs
- and more



To request the **IPRS-7 v2.0 beta** software, please contact the Distributor Support Team at distributorsupport@paradox.com.

Software Updates

iParadox for Android

The iParadox app enables users to remotely access their Paradox security system. iParadox provides lots of functionality and information at one’s fingertip. The multi-lingual app has an intuitive user-interface which enables the user to easily connect to their security system and edit its settings. With arm / disarm control, PGM control, and live system status, iParadox turns any Wi-Fi or 3G iPhone, iPod Touch, iPad or Android™ phone into a remote keypad. Now users can control their Paradox security system from their favorite Apple™ or Android device!

The following is a list of new fixes and enhancements made to the recently released iParadox for Android:

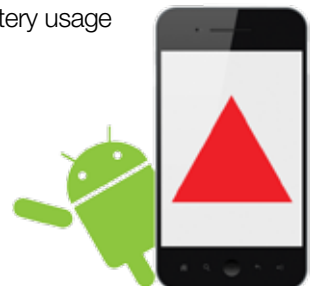
Fixes/Enhancements

- Supports 6 digit user codes (as well as 4 digit codes)
- Supports up to 256 sites (up from 32)
- Fixed crash when trying to set IP port number to blank (defaults back to 10000)
- Fixed occasional crash upon initial connection to a site (may need to reconnect)
- Bypass-All menu options – not supported on certain panels (removed long-press menu option)
- Fixed Czech translation for new messages
- Minor UI enhancements

Coming soon

- Support for non English language panel labels (Alarm System Label Language option)
- Improved translations for new messages

Notes: Although it is possible to run in background, doing so will utilize your data plan as well as increase battery usage









Product Status continued

The Evolution of the **PCS Communication Modules**

Paradox control panels have been specially designed to support the latest communication technology, including GPRS, GSM, IP and voice. The PCS communication modules enable Paradox systems to communicate with central monitoring stations and other remote reporting/monitoring tools.

The PCS100, the first in the PCS series, was replaced by the more technically advanced PCS200. The PCS200 has been discontinued and replaced by the newly released PCS250. The PCS300, introduced after the PCS200, took the PCS series into a new arena enabling universal and older Paradox systems to communicate with monitoring stations. This product was also recently discontinued.









The table below outlines the evolution of the PCS communication module and the current status of each product.

| | PCS100 | PCS200 | PCS300 | New! PCS250 |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| |  |  |  |  |
| Description | First Generation Communication Module | GPRS/GSM Communicator Module | Universal IP Reporting Module | GPRS/GSM Communicator Module with Wireless (Cellular) Communication Capability |
| Status | Discontinued | Discontinued | Discontinued | Available |
| Availability | — | — | Limited Supply/ Pre-Ordered | Available on OLO |
| Supporting Materials | GPRS Installation Guide GSM Installation Guide GPRS Firmware Files GSM Firmware Files | Installation Manual Programming Guide Firmware Files | Operations Manual Installation Manual Translation Tools Firmware Files | Reference and Installation Manual Poster Web banner Tech brochure Stand-alone display |
| Reason for Twilight | Advancements in the SIM technology allowed for expanded functionality, status indication (LEDs), more compact design and lower prices. | Integration of new SIM card technology enabled external design changes, competitive pricing, inclusion of internal antenna, remote installation and future integration with iParadox. | A strategic decision was taken by Paradox to no longer support universal devices and previous generations of Paradox panels. | — |



Marketing Tools

Give your PCS250 and iParadox marketing efforts a boost with the marketing materials found below. Use them to assist your efforts to reach your target audience and build brand awareness. These great marketing tools can help kick-start or sustain your marketing push!

| | Picture | Description | Link |
|----------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| iParadox |  | These iParadox posters are available for you to hang in your office, display in your training rooms, laminate for shows or simply distribute to your customers. These posters are great promotional tools, so make sure to get them on display. | Poster iParadox Poster Android |
| |  | Brighten up your website with these simple, attractive iParadox banners that draw in your audience. They work great as a link to a more detailed description. | Web banner iParadox Web banner Android |
| |  | These iParadox stand-alone floor displays consists of a metal frame on which you can mount these all-new banners. Keep the frame and you will be able to display future banners featuring different products. | Stand alone display iParadox Stand alone display Android |
| |  | Discover all the major highlights and features of iParadox for iOS and Android in these technical brochures. | Tech brochure |
| PCS250 |  | This PCS250 poster is a great promotional tool, and will surely be an integral part of any marketing campaign. | Poster |
| |  | This PCS250 web banner will draw in your audience to learn more about this all-new communicator module. | Web banner |
| |  | Great for training rooms or exhibitions, this PCS250 stand-alone banner will certainly catch the eye of your audience. | Stand alone display |
| |  | Discover all the major highlights and features of the PCS250 GPRS/GSM Communicator Module. | Tech brochure |



Paradox Gives Back

Healing Haiti with **Broken Earth**



Paradox has recently joined forces with **Broken Earth**, a Canadian-based all volunteer task force of healthcare professionals who provide ongoing direct medical care to Haitians in desperate need in the tragic aftermath of the recent earthquakes. Team Broken Earth, comprised of physicians, surgeons, nurses and physiotherapists from St. John's, Newfoundland, frequently travel to Haiti administering health care to over 500 patients a week.

Team Broken Earth's mission is to provide direct medical care to Haitians in need, to train Haitian doctors and nurses to provide better care, to collect and supply needed medical supplies and equipment, and to establish and fund sustainable health care programs in rural areas in Haiti.

Brendan Paddick, Chairman and Chief Executive Officer of Columbus Communications Inc., based in Freeport, Bahamas, has become a Broken Earth believer and one of their strongest supporters. "I have found them all to be of the utmost character and their caring and giving spirit infectious. However, their needs are many.

Paradox welcomed the opportunity to contribute to this incredible initiative. We recently presented Mr. Paddick and Team Broken Earth with a \$20,000 donation. For more information on Broken Earth and how to get involved, please visit www.brokenearth.ca.

800 Miles, 80 Days, **One Goal**

In 2013, renowned polar explorers and educators Liv Arnesen and Ann Bancroft will lead **YourExpedition**, a team of six women, from six continents on an 800 mile, 80-day expedition to the South Pole. Each team member will represent the key water challenges on her continent. Their journey will be the centerpiece of a global awareness and outreach program that inspire others to join in and work towards solving our global water crisis.

In support of this important initiative, Paradox is sponsoring **YourExpedition** team member Ulfat Haider. Ulfat, currently a program manager at Beit Gaefen, a center for the promotion of peaceful co-existence between Arab and Jewish youth, in Haifa Israel, has lead and facilitated a wide-range of multi-cultural / multi-ethnic programs for a number of age groups. She participated in the Breaking the Ice expedition with Doron Erel. Ulfat is also a founder of the Palestinian-Israeli Unity Project (PIUP), a joint effort between Breaking the Ice and the North Carolina Outward Bound School. This project brought Arab and Jewish teenagers from Haifa to the North Carolina Mountains in the summers of 2005 and 2006 for an intensive wilderness expedition.

We are excited at the opportunity to support Ulfat's efforts to raise awareness of critical, timely and socially relevant issues. We hope that she continues her efforts to inspire and empower youth.

Join us as Paradox follows the progress of Ulfat and **YourExpedition**. For more information on the **YourExpedition** project, visit www.yourexpedition.com.



Share your stories of giving back to the community and supporting any philanthropic activities. Send them to marketing@paradox.com



Distributor Tips

Battling **Against Counterfeit** and Grey Market Goods



For over two years, Paradox Hellas, lead by Takis Oikonomidis, has been fighting against counterfeit and grey market goods using a combination of technology, education, and fortification of their dealer ecosystem.

Their most effective tool to date has been the introduction of a Certificate of Authenticity. The certificate features two anti-counterfeiting technologies: a non-replicable hologram and a 3-d stamp, and most importantly prominently displays the trademarked and registered Paradox name and logo. These certificates provided two hurdles of entry for importers and manufacturers of counterfeit goods: firstly, the certificate's cannot be copied or replicated, and secondly, the counterfeiters and their importers would be open to criminal prosecution should they distribute products with the Paradox name and logo.

As Paradox Hellas began to promote that they provide certificates of authenticity, end-users began demanding them with the purchase of Paradox products and the importers/manufacturers of counterfeit products could not supply them without being susceptible to legal action. After introducing the Certificate of Authenticity, which is provided directly to the end-user upon installation, Paradox Hellas has routed out a few importers of counterfeit goods.

The certificates of authenticity have proven to be a vital weapon in the battle against profit-draining, counterfeit products. The certificates require a nominal investment; the cost of paper, holograms, 3d stamps and printing. Promoting the existence of the certificates can be easily integrated into current marketing tools like the distributors' website and sales personnel can be trained to educate dealers and installers to cite the certificates as a key benefit of purchase. Furthermore, the distribution of the certificates can be easy integrated within the sales process for no cost; including Paradox product serial numbers which can be placed on the certificates linking specific products to the authenticity certificates. We were unable to include a photo of the certificate of authentication because it cannot be reproduced due to the hologram and 3d stamp technology.

A Special Farewell to **Francisco Cesare** of GSN Brazil



I would like to wish my long-time friend, Francisco Cesare, founder and patriarch of GSN Brazil my best wishes on his next endeavor:

his well earned retirement. Francisco has been a pioneer in the security industry and a friend to Paradox from the company's inception.

Building upon his uncanny understanding of the marketplace, business acumen, flair for innovative marketing, and unfailing integrity, Francisco has created an enduring legacy for his children and is a model for other Paradox distributors to emulate.

Thank you for your years of friendship. Enjoy your new adventure,

Shmuel Hershkovitz

Paradox 360° - a new way to view Paradox



Paradox 360° is the ultimate training and demo tool. It is a 4-sided, wheeled cart with 3G and IP connections that features a diverse collection of fully working Paradox products. It was conceived by Senior Technician Jorge Antonio. He was searching for a solution that would enable the GSN sales team to bring a collection of working products into the field for demonstration purposes.

First used in training rooms, the Paradox 360° was so well received that it was quickly taken by the sales team into the show room, to tradeshow and now it is about go on a road show in September. Jorge and the GSN Tech Team are now building carts for each of GSN's thirteen branches and fulfilling orders for a number of GSN's dealers and installers. They are also working on Paradox 360° v2.0 to include the ability to exchange products, create carts dedicated to specific product lines and to increase branding opportunities on the cart.





Distributor News

Globetrotting with Paradox

Belgium

Sabelco Participates at the New Security 2012 International Trade Show



[See More](#)

Bolivia

DSS Training Road Show



[See More](#)

Brazil

GSN Brazil Wins High-Profile Marca Brazil Awards



[See More](#)

Honduras

OK Security Attends Safety & Security Expo



[See More](#)

Macedonia

Wizard System Holds Various Trainings



[See More](#)

New Zealand

Atlas Gentech Hosts Golf Tournament



[See More](#)

Let us know what's happening in your territory. Send photos and a description of the activity to marketing@paradox.com

Distributor Support

Our Distributor Support team is ready and waiting to assist you. We are happy to provide you, our official distributors, with product, operation and configuration information. You can reach our specialists Monday to Friday, 8:00 am to 5:30 pm EST.

Phone: (001) 450 491-7444 (International)

450 491-7444 (Canada)

Fax: 450 491-2313

Email: distributorsupport@paradox.com

