

SecurityMatters

Welcome to the 8th edition of Security Matters!

Dear All – I hope this newsletter finds you well.

In this edition of Security Matters, we feature a selection of Paradox branded promotional items. Whether it is a mug or a set of screwdrivers, these items are a great way of keeping your and Paradox's brand before your customers.

Speaking of getting your brand before the customer - we also have a great story about Atlas Gentech's touring bus in New Zealand which serves as a traveling road show of Paradox products. Not content to wait for installers to come to them, Atlas Gentech literally drove Paradox products right to installers' and dealers' doorsteps on a bus with fully functional products and software. The bus made a big impression wherever it went and directly led to new business for Atlas Gentech. We also have an article about FIESA in Argentina who organized online sales and technical training courses for technicians.

As always, I'm interested in hearing about your successful marketing initiatives, so that I can share them with others. Be sure to let us know about marketing tools and technical documentation that you would like Paradox to provide you with. You can send your suggestions and comments to me at jodi@paradox.com.

Have a great summer!



Jodi Joseph Asiag
Senior Manager, Global Marketing

IN THIS ISSUE

- [Sneak Preview - Products in Beta](#)
- [Marketing Tips & Tricks](#)
- [Distributor Support & Distributor News](#)
- [Distributor Spotlight](#)
- [Firmware Updates](#)
- [Get in Touch!](#)

Sneak Preview

New BabyWare V2.2 ^{beta} Available in Wide Release



Try out the new BabyWare V2.2 ^{beta} that supports the EVO192 and a number of other Paradox products.

See More ▶

Paradox Promotional Items



Check out Paradox promotional materials that prominently put the Paradox brand in front of your customers.

See More ▶



Marketing Tips & Tricks

Promotional Items

Paradox promotional materials are a great way to keep the Paradox brand top-of-mind for end-users. Whether it's a coffee mug or a pen, these products help remind customers about Paradox and its line of products.

Tools



Screwdrivers

Precision set with Phillips and standard screwdrivers featuring the Paradox logo. Also available with a reversible bit.



Magnetic Level

This 6-inch Paradox level features a strong magnetic edge for hands-free use, three yellow-tint vials (vials read level, plumb, and 45°) and a top-read window.

Give-aways



NEW! Travel Mug

Made of stainless steel and high-quality plastic, the Paradox travel mug fits easily in your hand and most car cup holders.



Poster Snap

As easy and quick way to hang your Paradox posters. Simply attach to the top and bottom of your poster and it's ready for hanging. Great for your office or as a give-away.



Coffee Mug

Ensure customers remember Paradox with their morning coffee.



Pen

Elegant black and silver Paradox pen.



Distributor Support & Distributor News

The difference between **PCS250** and **PCS250G**



VS



PCS250
GPRS/GSM/SMS

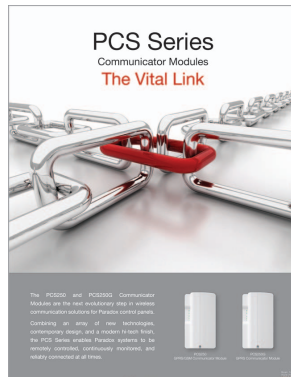
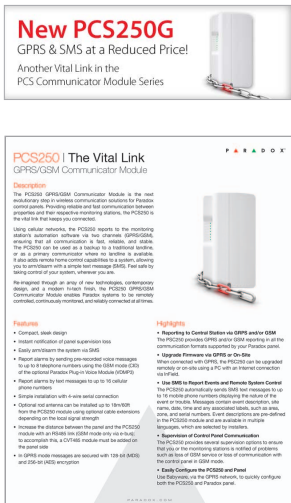
PCS250G
GPRS/SMS

The PCS250 and PCS250G are wireless communication solutions for Paradox control panels and can be used as a backup to a traditional landline, or as a primary communicator, where no landline is available.

Featuring a sleek design, both add remote home control capabilities to a system. You can arm/disarm the security system with a simple text messages (SMS) and receive notifications on your smartphone when an alarm has been activated. PCS250 and PCS250G have EN 50136 ATS 5 Class II certification from Intertek.

The main difference between the two is that the PCS250 reports to the monitoring station's automation software via three channels (GPRS/ GSM/SMS) whereas the PCS250G uses two channels (GPRS and SMS, no GSM). If GPRS suits your customers' needs, then the reduced price of PCS250G is a good fit.

Unlike the PCS250G, the PCS250 can report to landline receiver (CID, SIA), can be connected via VDMP3 and the RS485 can be used to increase distance.



[Click to download](#)

Globetrotting with Paradox

Hungary

Trioda Hosts Successful Training Seminars



[See More](#)

Brazil

GSN Brasil Makes a Splash at ISC São Paulo 2013



[See More](#)



Distributor Spotlight

Atlas Gentech Takes its Paradox Show on the Road



Atlas Gentech director Steve Moss in New Zealand was looking to do something different to attract attention to Paradox products and encourage installers to learn more about them. It occurred to him that the best approach was to bring products to the installers' doorsteps and give them a hands-on opportunity to test them. The trick was to find a way to transport products, display them in an attractive manner and make it possible for visitors to try them.

Moss found the answer in the form of a used Japanese luxury touring bus. Atlas Gentech made the bold move of investing \$80,000 US to buy the bus. They then stripped the interior, replacing it with interactive displays of Paradox products. After three months of work, the bus was ready to roll - a Paradox showcase on wheels.

The bus has dramatically helped increase sales for Atlas Gentech. Moss points to a number of large projects that he can directly attribute to the bus. "It was a large project and it was a bit of a gamble," said Moss, "but the return of investment was definitely worth it. The excitement that an initiative like this generates is invaluable and exponentially increases our reputation within the industry."

The bus traveled across New Zealand in the communities where installers work and to trade events with a focus on the security industry. The bus traveled for one to two weeks followed by a similar amount of time in the garage. The bus had its own AC power supply so that visitors could have a hands-on experience with live hardware and software products. Over the course of a year, the bus travelled the entire country, visiting a number of towns and cities, large and small. The bus attracted significant local media during its tour.

"The bus allowed us to deliver hands-on demonstrations, giving installers a first-hand experience of the benefits of Paradox products," said Moss. "The combination of making it easy to see the products, trying them out and the novelty of the bus attracted many installers, current and new, and the result was an increased size of orders."

To kick off the new year and a new road show, the bus interior was refurbished, the latest in Paradox technology was installed and a new 3M film wrap featuring eye-catching graphics was added to the bus's exterior (see photos).

"With the upcoming tour, we're going to invite end-users as well as installers to have them try Paradox products," said Moss. "We tell our installers in advance that we are coming to town, and then encourage installers to invite their customers to see what we and they have to offer. We also use internet strategies to spread the word via social media platforms, such as Facebook, and the websites of installers."

While the bus tour has been a great success for Atlas Gentech, Steve Moss has his eye on new marketing initiatives for the future. "The tour bus has done wonders for us," said Moss, "but we also know that we can't keep doing the same thing forever. After this tour, we will look for another project that will capture people's attention and pique their interest in Paradox products."





Distributor Spotlight

FIESA Takes Its Sales and Technical Training Online



FIESA SRL owner Leonardo Piccioni, believes in the importance of providing service training for technicians. For four years, the Argentinian Paradox distributor delivered free technical and sales seminars at its offices in Buenos Aires. The courses delivered instruction on how to provide good customer service and addressed technical questions about Paradox products, including their programming and configuration. Over time, however, the seminars became more popular. Additionally, it became harder to provide the seminars for dealers from diverse locations across the country, the eighth largest in the world by land-mass.

Piccioni decided that it was time to take the courses online. "By turning our seminars into live webinars," said Piccioni, "we were able to make our training sessions accessible to technicians everywhere. We were now able to ensure that all of our dealers have personnel trained by our master trainers. This was simply not possible in the past."

The webinars are usually organized once a week and last approximately two hours with participants both in the classroom and online. A communications specialist, using CISCO technology, ensures that the webinar audio and video run smoothly allowing the instructor to remain focused on teaching the course. Once completed, the courses are then uploaded to FIESA's YouTube channel where they can be watched by anyone.

Online participants have access to an interactive web-interface that features a viewer of the course's PowerPoint presentation, a live audio-video feed of the trainer and an online chatroom where they can ask the instructor questions.

Training session topics are chosen based on issues raised by installers in the field, covering both commercial and technical issues. Led by Piccioni, the service section trains technicians how to effectively consult end-users on security technologies. Participants are taught how to demonstrate Paradox systems highlighting how they best fit the potential customer's security needs and environment. Specialists from FIESA's technical team teach courses on how to program and configure for Spectra, Magellan and EVO-based solutions.

With hundreds of installers taking the course "live" online and more than 160,000 views on FIESA's YouTube channel, the seminars have been a great success. Piccione looks to make the company's training sessions even more accessible. "This is just the beginning," said Piccioni. "We would like to not only train technicians directly but also teach dealers how to train their own technicians. FIESA plans to expand the online participation capacity so that it will be even easier for installers to be trained in delivering excellent service for Paradox customers."

The screenshot shows a webinar interface. On the left, a PowerPoint slide titled "Course PowerPoint presentation slide" displays the FIESA and PARADOX logos. The slide content includes:

- CONTROL REMOTO:** Unidireccional (REM1, REM15) and Bidireccional (REM2, REM3) remote controls connected to RX1 and RTX3.
- COMUNICACION:** Spectra SP4000 circuit board connected to VDMP3, IP100, and PCS200.
- TECLADOS:** Keyboards K636, K10, K32, and K35.

 On the right, a "Live audio-video feed of the classroom" shows a group of people in a seminar. Below the video is a "Chat" window with a "Online Chatroom" input field.



Firmware Updates

Our global research and development teams work hard not only to create new and innovative products, but also to improve existing product lines. The following list includes the most recent firmware updates.

Keypads

K37 32-Zone Wireless Fixed LCD Keypad - V1.20

[For more information](#) ▶

- Battery Test Process Improvement

Panels

SP4000 & SP65 Expandable to 32-Zone Control Panels - V5.12

[For more information](#) ▶

- Maintenance Code Restrictions Now Include IP Reporting Sections
- Battery Low Cutoff
- Resolved Issues

[For more information](#) ▶

SP5500, SP6000 & SP7000 Expandable to 32-Zone Control Panels - V4.92

[For more information](#) ▶

- Maintenance Code Restrictions Now Include IP Reporting Sections
- Resolved Issues

[For more information](#) ▶

[For more information](#) ▶

Remotes

REM3 Hand-Held Two-Way Remote Keypad - V1.10

- Low Battery Support for EN50131 added

Software

BabyWare Beta PC Software - V2.2.11

[For more information](#) ▶

- Supports Latest Versions of EVO192 Panel Including the EN50131 Features
- Supports all MG/SP Panel Series Including EN50131

IP Exploring Tools IP Configuration Tools Application - V1.66

[For more information](#) ▶

- Supports IP150
 - Detects IP150 Over the Local Area Network (LAN)
 - Retrieves IP Address of IP150
 - Allows Opening of IP150 Web Page

NEware End-User Management Software - V4.23

[For more information](#) ▶

- Full User Name in Printed Events
- IP Port Retrieved Automatically
- Resolved Issues

WinLoad Installer Upload/Download Software - V5.7

[For more information](#) ▶

- “+” Sign Now Accepted in the Telephone Number
- “0” in IP Account Number Converted to an “A”
- Resolved Issues

Zone Expansion Modules

RTX3 Wireless Expansion Module - V1.20

[For more information](#) ▶

- Remote Battery Status
- Resolved Issues



Get in **Touch!**

Sales Inquiries

Paradox markets its products exclusively through our certified distributor network. To locate a distributor in your area, please click [here](#) or contact the distribution channel team.

Phone: +1(242) 352-7766

Fax: +1(242) 352-7771

Email: sales@paradox.com

Distributor Support Inquiries

For distribution and installer support, use the following contact information:

Distributor Support

Tel: +1(450) 491-7444

Fax: +1(450) 491-1675

Email: support@paradox.com

North American Installer Support

Canada Toll Free: 1 800 791-1919

Local: (514) 227-1001

Canada Email: support@apainc.ca

USA Toll Free: 1 877 879-2403

Usa Email: support@buycsd.com

Marketing Inquiries

For suggestions or comments regarding marketing tools or technical documentation, please send an email to: marketing@paradox.com.

