

SecurityMatters

DEALER VERSION
VOL. 9

Welcome to the 9th edition of Security Matters!

Dear All –

Summer is here and so is a variety of exciting Paradox news. This newsletter announces a few great, new features:

- released SeeTrue™ the latest addition to the NVX80 arsenal
- beta IP and GPRS communication for Paradox panels
- beta EVO VHD, the next generation of EVO panels

We are also happy to extend an invitation to our distributors to join us in celebrating 25 years of Paradox in October at what promises to be a truly spectacular event.

In addition, we share an initiative from VideoFon in Turkey to introduce young installers to Paradox products with the donation of a training lab at a vocational school.

As always, I welcome learning about your successful marketing initiatives, training programs and sales campaigns. Please continue to send your comments and suggestions to jodi@paradox.com.

Have a great summer!

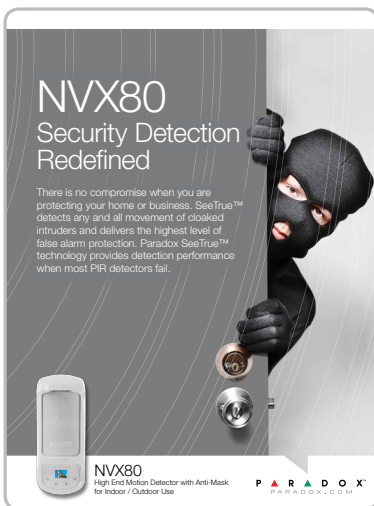


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IN THIS ISSUE

- [Sneak Preview](#)
- [Paradox News](#)
- [Marketing Tips & Tricks](#)
- [Distributor News](#)
- [Product Updates](#)
- [Get in Touch!](#)

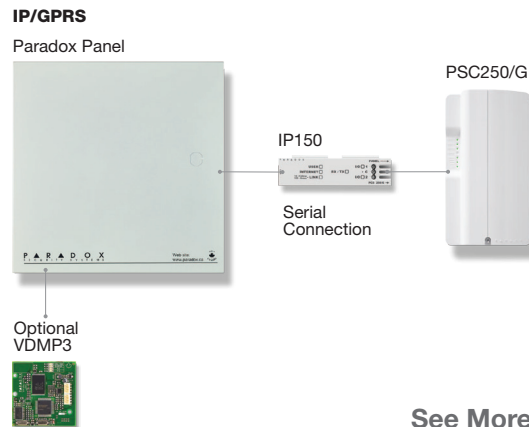
Inside this Edition



Announcing SeeTrue™
Security Detection Redefined

[See More ▶](#)

IP150 and PCS250/PCS250G Communicate Directly with Panels



[See More ▶](#)



Redefining Security Detection with Paradox's New SeeTrue™ Technology

There is no compromise when protecting a home or business. Paradox introduces SeeTrue™, developed exclusively for the NVX80 motion detector. It utilizes advanced signal processing to significantly improve the detection response of dual-tech infrared and microwave beams. SeeTrue™ can detect at unprecedented performance levels, where most PIR, microwave and any other detector in the market fails.

When placed indoors, the NVX80 in SeeTrue™ Secure (ST1) or Sterile (ST2) mode can detect intruders using cloaking methods such as using umbrellas, coats, cartons or similar materials and ensures comprehensive coverage in high temperature environments while both SeeTrue™ modes provide the highest level of false alarm protection.

Adding SeeTrue™ to the NVX80 arsenal was made possible due to the detectors sophisticated blend of active infrared, PIR and microwave anti-masking technologies.



Secure Mode (ST-1):

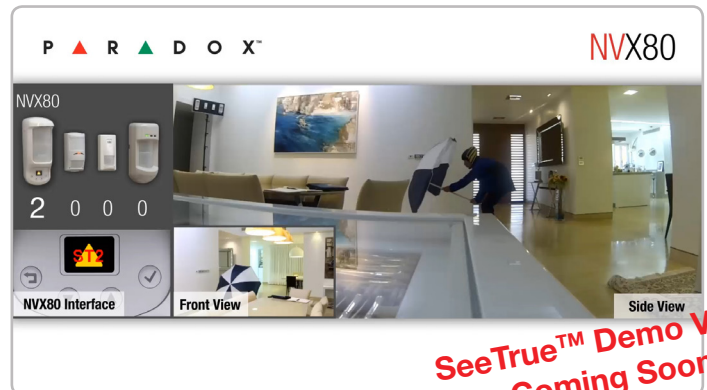
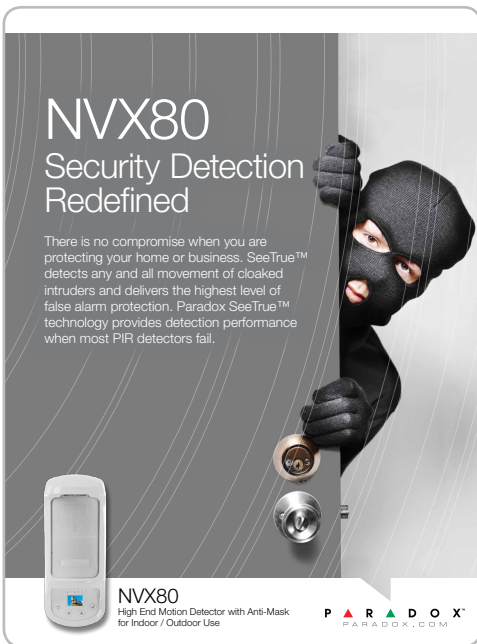
This mode is SeeTrue's default status. The Secure mode requires that the Pet Immunity feature be neutralized and the Creep Zone activated.



Sterile Mode (ST-2):

The NVX80 will detect any and all movement in its detection range, make it almost impossible to move undetected in the protected area.

Click to download these marketing materials.



NEW! The Next Generation of EVO - EVO VHD in Beta Testing



The EVO HD is designed to support the future growth of the well known EVO family. The new powerful hardware is ready to support security, access features and future Paradox products, some to be introduced this year. EVO HD also features modem dialing with faster up/download and support of VOIP telephone lines.

Announcing: IP and GPRS Communication for Paradox Panels - in Beta

The recently introduced IP150 Internet Module has been upgraded (V1.20) to enable its serial output to connect directly to the PCS250/G Communication Module.

Interlinking the IP150, PCS250G or PCS250 will enable parallel alarm reports over IP/GPRS or GSM to a monitoring receiver (IPRS-7 or IPR512). Simultaneously, all other events will be communicated through the IP150. The PCS250/G provides backup reporting, should reporting via IP150 fail for any reason. This mode of operation is designed to reduce bandwidth consumption and save money for the end user.

In addition to the built-in landline support, the EBUS connection can be used to connect via VDMP3 or PCS250. This new formation ensures 4-channel communication redundancy with IP, GPRS, GSM and landline.

With this new update, the end user can choose to receive email and/or SMS messages.

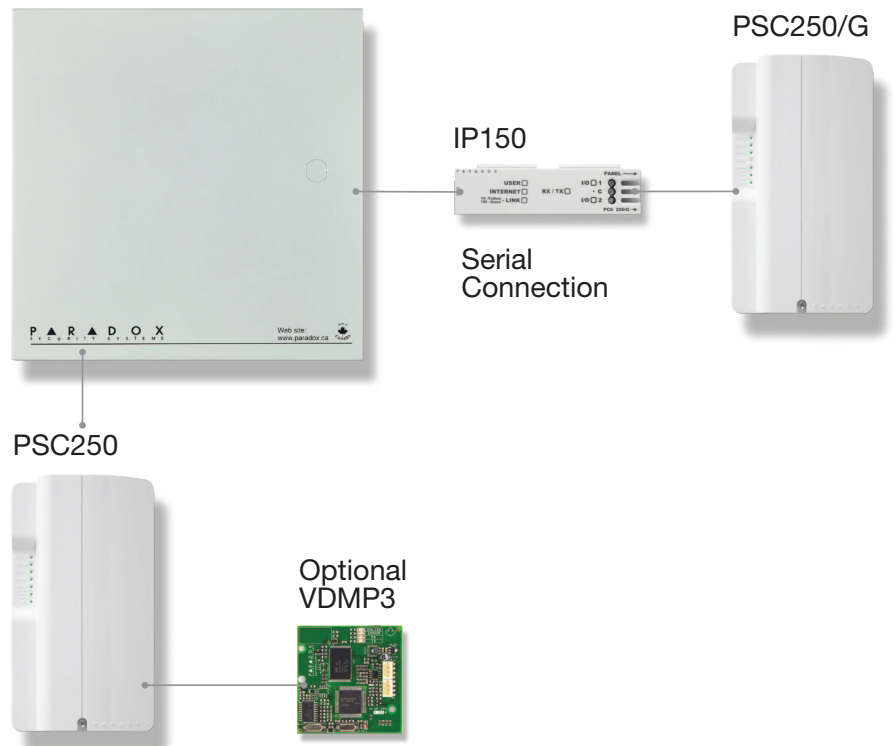
The recent upgrade resolves the issue of GPRS reporting and customers' ability to connect via IP to iParadox.

Easy to install and very simple to program, it takes only a few minutes to install an IP150 to PCS250/PCS250G combination.

The IP150 currently supports sending emails in English, but it will support multiple languages in the near future.

IP/GPRS/GSM

Paradox Panel



The IP150 V1.20 upgrade enables:

The IP150 V1.20 upgrade enables broadcasting over 3 channels (see figure 1, 2 and 3) and customers to integrate the IP150 with GPRS reporting for the purpose of using the iParadox application.

To leverage the IP150 upgrade, both the IPR512 and IPRS7 need to be upgraded as well.

All of these upgrades will be available in the coming weeks.



IP and GPRS Communication for Paradox Panels - in beta (continued...)

Communication Configurations

Device	CP Interface	CMS Reporting	Messages	System control	Remote FW Upgrade
PCS250/G*	Panel Serial or Serial Output IP150	GPRS	SMS	PC Apps	Yes
PCS250	Panel EBUS	Voice (DTMF)	SMS	-	No
IP150	Panel Serial	IP	Email	Web interface, PC apps, iParadox	Yes
VDMP3**	Panel EBUS or via PCS250	-	Voice	Voice	No

* PCS250 module in serial interface uses only the GPRS connection.

** Only one VDMP3 module can be installed per system.

Figure 1

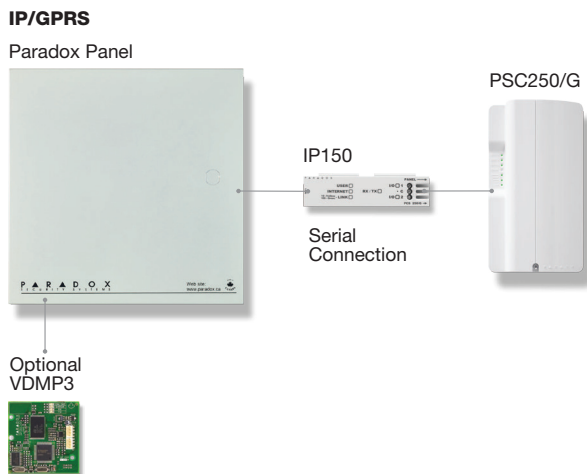


Figure 2

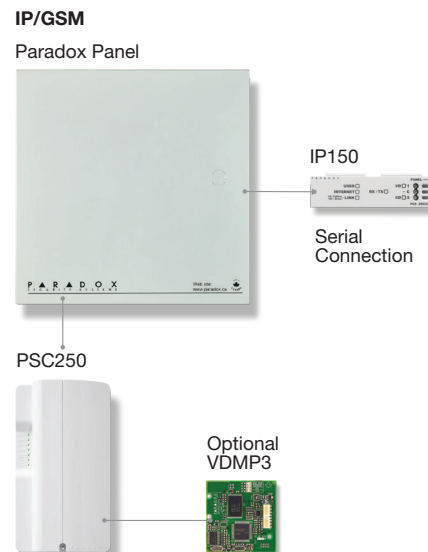
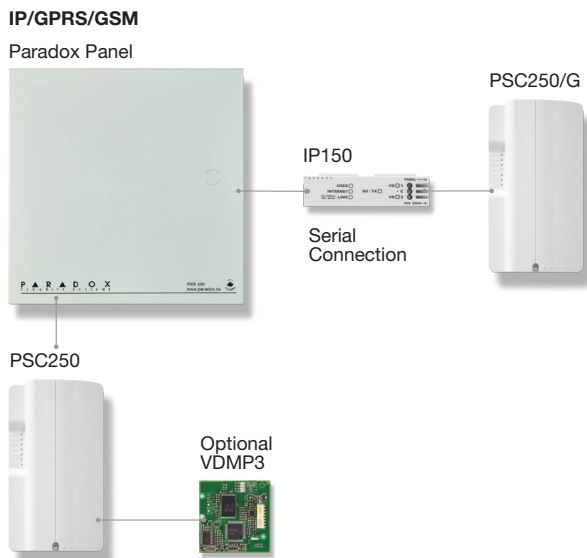


Figure 3





Paradox Raises Funds for Autism in Quebec



Inspired by the stories of several members of the Paradox family that have children with autism, Sarah Raymond, a Paradox quality control team leader, wanted to do something to help them and others affected by the development disorder. Sarah teamed up with Mélanie Mailly, senior advisor from our human resources team, to organize a charity soccer game for the Société de l'autisme des Laurentides (Laurentian Autism Association) which serves the region north of Montreal.

"We had a really great time organizing this event and then getting out and playing some soccer,"

said Raymond. "Getting up and moving is important for adults to stay healthy, and we were also able to raise funds for a cause that directly affects Paradox employees. We will definitely look to organize this event again next year."

Everyone got involved; there were soccer games between the children's teams, adult teams and a match with children versus the adults. Of course the kids won! There was also a prize drawing with the funds coming from the events ticket sales.

In all a great time was had by all and \$1,000 was raised to help families with autistic children.





Marketing Tips & Tricks

How to Take **Great Photos** for Marketing Tools

Here are a few guidelines to help take great shots for use in newsletters, marketing materials and social media.

- **Smile!**
People look naturally more approachable when they're smiling.
- **Show Paradox products and/or branding**
Show your pride in Paradox by wearing Paradox gear, showing products on a display wall or a holding a Paradox product.
- **Get in closer**
Make sure you are close enough when taking pictures, so we see people's faces and other details.
- **Get in front of people**
A picture of seminar participants from the back might seem like a good idea but a more interesting shot would involve the presenter demonstrating a product or a shot of participants from the front.
- **Lights, camera, action!**
If possible, get a shot of someone doing something active. For example: a speaker at a seminar, customers interacting in a tradeshow booth, employees demonstrating a product, or riding in a Paradox branded vehicle.





Turkey's VideoFon Establishes Paradox Training Laboratory at Vocational School



Territory: Turkey
www.paradox.com.tr



Paradox certified distributor VideoFon has long provided high quality technical, marketing and sales training to its Turkish dealers. VideoFon president Mehmet Kahramanoglu wanted to take their training to the next generation.

To raise awareness and teach young installers about Paradox products, VideoFon took its technical training to the EVYAP Technical and Vocational School in Istanbul. They kicked off the dedication of a permanent security laboratory and equipped it with the necessary devices and Paradox demonstration products as a gift to the school. The inaugural classes took place on April 16, 17 and 18 with more than 60 students attending in addition to the school's principal, vice-principals and all electronic teachers. VideoFon's knowledgeable and talented instructors taught participants about the technology behind Paradox products and how they operate.

According to the school's head of electronic security, the Paradox Security Systems Laboratory has been a great success and has provided students an enormous opportunity to learn and experiment with Paradox technologies.



Kahramanoglu hopes that the training and the lab will help young installers develop their skills, and that Paradox products will be the natural choice of these young installers when they start their professional lives.

"For young installers to be successful, it is imperative they have the opportunity to learn about new and upcoming technologies," said Kahramanoglu. "With this first training session and the Paradox Security Systems Laboratory,



students at the EVYAP Technical and Vocational School will have the opportunity to learn the latest technologies and hopefully will become great Paradox customers in the future. Investing in our youth means investing in our future."

Globetrotting with Paradox

Bolivia

Digital Security Systems SRL initiates Training Sessions Across Bolivia



[See More](#) ▶

Slovakia

VARIANT Alfa s.r.o. hosts Paradox Information Seminars



[See More](#) ▶



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 and software updates.

Communication Modules

PCS250/PCS250G Communicator Modules - V1.24

[For more information](#) ▶

Detectors

NVX80 Motion Detector for Harsh Environments - V1.07

[For more information](#) ▶

- Introducing SeeTrue™

Panels

EVO192 192-Zone Control Panel - V2.75

[For more information](#) ▶

MG5000/MG5050 32-Zone Wireless Transceiver Control Panel - V4.74

[For more information](#) ▶

[For more information](#) ▶

SP65/SP4000 Expandable to 32-Zone Control Panels - V5.14

[For more information](#) ▶

[For more information](#) ▶

SP5500/SP6000/SP7000 Expandable to 32-Zone Control Panels - V4.94

[For more information](#) ▶

[For more information](#) ▶

[For more information](#) ▶

Software

InField Firmware Upgrade Software - V3.5

[For more information](#) ▶

WinLoad Installer Upload/Download Software - V5.71

[For more information](#) ▶

Wireless Door Contacts

DCTXP2 2-Zone Wireless Door Contact- V4.00

[For more information](#) ▶



Get in **Touch!**

Sales Inquiries

Paradox markets its products exclusively through our certified distributor network. SECTRON is exclusive distributor for Bulgaria. For all sales inquiries contact our team

Phone: +359 (2) 91 982

Fax: +359 (2) 873 25 76

Email: info@sectron.com

Distributor Support Inquiries

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

Distributor Support

Email: info@sectron.com or support@paradox.com

Technical Support

Email: support@sectron.com

North American Installer Support

Canada Email: support@apainc.ca

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

