

## The challenge

You're excited about your new home, but fear of the unknown in a new neighborhood can lead to insecurity. How can you minimize the risks of moving to new surroundings?

## The solution

Concord™ home control systems from the leading innovators in electronic security: ITI and your local authorized ITI dealer. Only Concord offers the combination of reliable, easy-to-use systems for monitoring any size home for intrusion, fire, and environmental dangers so you don't have to. Best of all, your system automatically sounds an alarm at the first sign of trouble and reports emergencies to a Central Monitoring Station so police, fire, or medical personnel will rush to get you the help you need.

A third of the 1,000,000 new homes built in the next year will have security systems installed during construction—and no wonder. Recent Crime Clock statistics say that a violent crime occurs every 22 seconds, robbery every 47 seconds. As a new-home owner you have unique concerns about safety and preserving the value of your investment. Fortunately, the best insurance you will ever take out against intrusion—plus fire and environmental dangers such as water damage and carbon monoxide—is available now from your local ITI security dealer. Our systems are so effective in preventing damage or injury that insurance companies offer premium discounts to homeowners who have ITI security systems.

## Concord is about choice

Concord meets the unique needs of new-home owners whether your needs are simple or elaborate. An economical security system with plenty of options, Concord Express, for example, offers sophisticated protection that you turn off and on with a convenient, easy-to-carry Keychain Touchpad. It doesn't require a user code to operate so you don't have to worry about forgetting the code. Other Concord systems with additional features give you phone control, light control, alarm verification, energy management and more—all with the same ease of operation that has made countless other homeowners secure in their decision to use Concord.

Concord is designed to expand as your security and life safety needs change, so you're never locked into a security system that is wrong for your lifestyle. "Homeowners like Concord's flexibility, and frankly, so do I," says David Nevett of Lionsafe Security Pro. "I have a range of options to offer my customers—and the best wireless security when I need it—so I can give customers what they want at a price they can afford."

With Concord, David always has the option of using wireless or hardwire sensors. Using wireless sensors gives his customers flexibility in case floor plans and security needs change during any phase of construction. And with Concord he can design systems to meet the needs of customers with any size home.



Bill and Grace Jones can count on Concord's medical alert feature 24 hours a day.



Gerry and Dave Unger disarm their security system before entering the house. The system automatically turns lights on inside so they never have to enter a darkened living room.

## Secure Your New Home Before The Unthinkable Happens



Your security dealer will explain everything you need to know about your system's features and operation.



When Dave and Gerry Unger first moved into their new home, they declined to have security installed. Neighboring houses in their community were so close together, they reasoned, that neighbors would undoubtedly hear or see suspicious characters intent on breaking into anyone's house.

But not long after the Ungers moved in, they spent a weekend away and returned to discover their home had been turned inside out by thieves. They lost electronics, power tools and even a stash of frozen food. The Ungers contacted Lionsafe Security, who installed a Concord system with wireless micro door/window sensors, motion detectors, fire sensors, and two-way voice alarm verification.

"It's not unusual to be called in after the fact," says David Nevett, "and I'm always happy to be able to help.

"People feel vulnerable after a break-in and a security system helps put those feelings behind you." But David also reports that a new home is changed by a break-in. It's not as new anymore, and some of the special feeling of a clean start gets tarnished.

For added protection, the Ungers take advantage of Concord's light control feature. When they disarm their system from outside as they approach the house, a light goes on so they don't have to enter a darkened living room.

"We like being able to control the system with our Keychain Touchpad," says Gerry Unger, referring to Concord's remote control feature. Arming with the portable touchpad makes turning the system on and off very easy.

## System installation is quick, clean, and professional.



The installer snaps in a radio receiver to give users simple Keychain Touchpad control and the flexibility to install wireless or hardwire sensors.

## Safety, Security, and Something Extra



Now is the time to think about the security and home control features that are right for you. Preserve the value of your new home with an affordable Concord system from your local ITI dealer.

Bill and Grace Jones' new home is on a corner and features several large windows on street level. They like all the sunlight, but Bill and Grace felt the windows may attract undesirable attention. Of even more pressing concern is Bill's health. With medical conditions that limit Bill's mobility, he and Grace wanted a security system that would be easy to operate so they could summon help quickly.

"Here's where I'm glad I have a background with wireless," Nevett reports. "I knew Bill would need something portable to carry with him throughout the house and on walks just outside. Concord's portable wireless touchpads are perfect for the Joneses and give them easy access to authorities during an emergency."

Bill and Grace also have Keychain Touchpad control and two-way voice alarm verification for ease of operation and for security against false alarms. Two-way voice lets the Central Monitoring Station hear what's going on in your home if—and only if—an alarm is sounded by the system. Alarm verification technology

enables the monitoring station operator to confirm the emergency before dispatching the appropriate authorities.

With alarm verification, the Joneses are assured extra assistance. If there's a medical emergency, for example, the central station operator can ask for symptoms and report them to medical personnel even as they speed to your home. During a break-in the operator can tell intruders they've been spotted, order them to leave, and let them know police are on their way.

"Two-way voice is a powerful option," David says. "Nine out of ten of my customers want it."

The system includes telephone control so any phone in the house works as a system touchpad.

Lionsafe pre-wired the Jones home for security during construction and, as often happens, the wiring was ripped out during a floorplan change. David was able to fix the damage quickly by installing wireless door/window sensors instead of hardwire ones.

*Contact your  
local ITI dealer today  
for more information  
about Concord  
security systems  
for home and business.*



Concord stands guard over the Jones home 24 hours a day to detect intrusion, fire, and environmental danger. Concord can also dial authorities automatically during a medical emergency.

## Concord Express

For small to mid-sized homes.



## Concord Hybrid

The best of both worlds: hardware and wireless security in one.



## Concord Sensors

For every need in any size home.



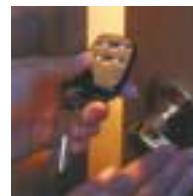
## Why choose an authorized ITI dealer?

ITI dealers are local security professionals dedicated to providing the best products and services available. Backed by the leading innovator in residential security technology, ITI dealers have the highest standards you'll find for knowledgeable system design, professional installation, and helpful customer service. Ongoing training makes ITI dealers experts on the latest security technology for your home. Here's what security customers around the world like about ITI:

1. Fast professional service. Your ITI dealer has partnered with a local builder to provide fast service so you have the greatest number of options while your home is still under construction.
2. Expandable systems. ITI systems expand to meet your needs as your family grows or you make home improvements.
3. Fire monitoring. Security is only a part of a professionally installed ITI system. Monitored smoke detectors stay armed 24 hours a day to give you advanced warning of fire.
4. Environmental monitoring. Carbon monoxide, water, and freeze sensors buy you time to save lives and property.
5. Remote control. Optional wireless Keychain Touchpads deliver easy on/off system control. And they let you turn lights on from outside so you never have to enter a dark house.
6. Wireless flexibility. Wireless sensors are easy to install and easy to move, making your system adaptable to changing floorplans.



Light control



Keychain Touchpad control



Paging

*Concord's powerful options make it one of the most popular new security systems ever!*

Security  
Automation  
Fire Protection  
Access Control

