

Atronic Grows to 35 Strong

New members to the Atronic family strengthen diversity and expansion efforts.



Bill Glotzbach, the new Chief Operating Officer, originally worked with Atronic Alarms as a consultant to assist in acquisitions and improving the

company's policies and business procedures in 2006. This past summer, Perry offered Bill the full-time position of COO.

"I really admire Perry and the people who make up Atronic Alarms, so it was an easy decision to make," Bill says.

Bill brings 12 years of upper management experience to Atronic Alarms.

"Perry wanted someone who could lead Atronic to a higher level, yet still maintain the core values that distinguish us from others in the area," Bill explains.

Bill says his own personal goal is to keep the teamwork within the company strong, and to maintain the existing level of high customer service.

Totally Wired is a quarterly publication produced by Atronic Alarms, Inc., one of the largest, locally owned and operated security, fire, home automation and CCTV providers in the Kansas City area. For more information, call **913.362.0000** or visit www.atronicalarms.com.

"I can sense the impact Atronic makes in the security industry," Bill says. "I am proud to be a part of this team."

Commercial Design



George Echohawk joined Atronic last November and leads in the layout

and implementation of commercial based security and fire applications. George has over 25 years of design, estimating and project management experience in the alarm industry.

Joining Together



In June, Jason Rothove and his two companies, *Dynamic Innovations* and

Metamar, joined Atronic Alarms.

"I have worked in the security industry for the past 16 years, and highly respect Atronic Alarms and their level of customer service,"

Schedule Yearly Alarm Tune-ups

Atronic Alarms maintains that custom installation and quality equipment is the forefront of customer satisfaction and false alarm reduction, but equipment maintenance, testing and cleaning, is a key element once the system is in place.

Alarm tune-ups should be conducted at least once a year and devices tested to assure accuracy and reduce the chance of false alarms.

A newly installed Atronic Alarms system comes with a one-year warranty during normal business hours. After one year, an extended service agreement is available.

Call the Atronic Alarms' service department at 913.362.0000 to schedule a tune-up.



Jason says. "My main client base is North Kansas City and Eastern Jackson County, so merging together strengthens Atronic's presence in the area while continuing to provide my clients with high quality care."

Atronic's New Living Security Showroom Comes Alive

If you want a demonstration on the newest, most revolutionary security equipment in the industry today, make an appointment to enter the "Science City" of security technology, the new Living Security Showroom designed by Atronic Alarms.

"Our new showroom streamlines all levels of security into a user-friendly atmosphere," says Perry Atha, President of the 25-year-old company. "We now can offer our clients the opportunity to interact with multiple security features so they can choose the right system for their homes and places of business."

Shaun Jastrzembki and Wes Cowsert, long-time employees of Atronic Alarms, were selected to head up the project. They initially began by designing the room to showcase security systems and expanded to include home automation, camera surveillance and access control.

"We want to be able to bring people into this room so



Four different keypads line one of the walls in the new showroom.

they know exactly what they can expect in their home or business," explains Wes.

Four keypads sit on one wall of the room, and each one is wired into Atronic's own security panel so people can operate them 'live' during a demonstration.

A 42-inch flatscreen TV hangs from another wall and is wired to a computer. Clients can move the mouse "arrow"

around on the big screen while they enter a virtual tour of what today's security systems offer.

"With programs such as Snap-Link working together with cameras and home automation systems, you can view your child's room over the Internet, change the thermostat or open your garage door," Wes explains.

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ATRONIC UPDATES



Living Showroom *(continued from page 1)*

The showroom displays keypads, motion detectors, sirens, fire systems, home automation devices, digital video recorders, cameras and intercom systems.

"It allows us to properly demonstrate security technology's advancement in a warm, friendly atmosphere," Wes says. "You can provide a revolutionary

product but if people can't operate it or completely understand it, it won't provide them with the functions they expect."

Shaunn and Wes designed the Showroom with expansion capabilities for future technologies on the horizon. The Atronic Living Security Showroom is available by appointment only.

Concerns with Digital Telephone Service

Many of you have called regarding the cable company's disclaimer for possible interruption of alarm transmission due to digital phone service.

While digital phone service can offer some price advantages, there are also some potential problems for your alarm system. These problems vary depending on the digital phone provider.

One potential problem is that digital phone service may not be as reliable for transmitting alarm signals to the Central Station.

Another potential problem is the loss of telephone service when there is a power outage at the residence or business.

Also, some digital service interrupts our ability to access your system remotely for code changes and diagnostic evaluation.

Solutions to these concerns include:

1. Install standard phone service
2. Install a wireless telephone backup.
3. Install a module that transmits alarm signals over high speed Internet instead of the phone line.

MONITORING

Update Your Security Call List

Whether leaving town for one day or the entire winter, please update your contact list with Atronic Alarms before you go. We can watch over your house while you are away

and contact you if anything seems amiss. Call Chrissy at 913.362.0000 and give her the dates of your departure and return so we can provide the information to Alarm Central.

SERVICE

Replace Your Telephone Uplink Now

Due to changes in the cellular industry, your existing telephone backup system will stop working after February 18, 2008.

With more and more wireless telephones turning digital, cellular telephone companies will

not be required to offer wireless analog service as of Midnight on that day. This not only affects non-digital cell phones, but also affects some people's cellular backup service.

This "Analog Cellular Sunset" is the phasing-out of analog devices. According to the Federal Communications Commission, if alarm systems use analog service to transmit wireless signals, these signals might not be received by Central Station.

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Products and Services

Snap-Link Designed for Mobile Clients

View and alter your home environment from your car, your office or while on vacation.

HAI (Home Automation, Inc.), considered by *CE Pro Magazine* as one of the ten most influential industry leaders in the past ten years, provides an innovative product designed to work with the Internet to directly link into your home automation system.

Snap-Link, a USB key that plugs into any computer with internet capabilities, allows homeowners to log into a secure Ethernet port to check and adjust lights, security, temperatures, audio and view your home through cameras.

"With this ability to adjust your home's environment through the portable tablet PC with a touchscreen monitor, mobile clients can alter and secure their home from a laptop or PC," says Nell Mathews, General Manager of Atronic Alarms. "Clients can communicate with and view their living room in their home and see that their children arrived home safe and what they are

watching on T.V." she says with a smile. "It gives people who are away from home a better peace-of-mind."

See this revolutionary product in the Atronic Alarms' Living Showroom. Call today to make an appointment.



Replace Your Uplink *continued from page 2*

"All of Atronic Alarms' clients who have an analog cellular transceiver have been notified of this transition," says Craig Albright, Service Manager. "If your alarm system is equipped with the **Uplink** telephone backup, which uses analog radio equipment, you must contact us immediately

for more information on replacing this with a newer GSM unit."

The GSM (Global System for Mobile Communication) system works through a digital wireless connection and offers people many different backup options.

PRESIDENT OF ATRONIC

Core Values Set Atronic Alarms Apart



I am pleased to introduce several new members of our staff in this edition. Each person brings strong expertise to different areas of the company while strengthening Atronic's core values.

Back in 1982 when Atronic Alarms began, I wanted to provide a product and service to the residents of Kansas City that set itself apart from other local alarm companies: trust, quality equipment and

service, and customer satisfaction.

Atronic slowly grew on this foundation, and now, with over 35 employees in the family, the company is stronger than ever. As I reflect back over the years, I realize that it is because we all share common goals: A desire to provide unprecedented customer service and a quality product, an innate respect for ourselves and to others, a personal drive for

pride and satisfaction, and an overall need for company teamwork and camaraderie.

I look forward to the years ahead with Atronic. The revolutionary security technology on the horizon, combined with Atronic's solid values, promises exciting times for all of us.
Perry Atha