



For Immediate Release

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**LaserShield -- Instant Home Security in a Box – To Reach Stores in
First Quarter: Breakthrough New “Plug & Go” Product is the First
Wireless, Fully Monitored Alarm System**

*Debuting at CES, it is Ideal for Renters, Single Women, Students, Small Homes and
Businesses, Condos*

LaserShield System Gives Parents Added Security Against Silent Child Abduction

Las Cruces, NM – Worried about the security of your home or small business, but you haven't yet invested in a wired alarm because it's too expensive, you're a renter, or you don't want to subject yourself to high-pressure salesmen who try to sell you more than you need?

You can now stop worrying. There is a revolutionary new system debuting nationally at CES that overcomes all those problems, costs \$199.95 at retail, and is so simple to set up that you can be protected within minutes from the time you take it out of the carton. It's the new **LaserShield Instant Security System**, the first "Plug and Go" system that you can take with you if and when you move.

Created and marketed by LaserShield Inc. of Las Cruces, New Mexico, LaserShield Instant Security System protects homes and offices using wireless technology. Users bring it home, plug it in, and then take five minutes to register for monitoring either online or by fax. The owner is immediately protected. It's that simple. No installers, no salesmen, no holes in the wall, no assembly, no reading complicated manuals required.

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“There are whole segments of society that have not been served by either the smaller local independent alarm companies or giant protection services—renters, single moms, students, condos, small homes and businesses, among others,” said Anthony Dohrmann, founder and CEO of LaserShield. “LaserShield Instant Security System was conceived to protect those who fall into that void. It’s an affordable, effective and easy solution for people’s peace of mind.”

The LaserShield System is especially appealing to parents who worry about the safety of their children in a world where their youngsters can disappear from their own homes. “For parents with limited means, having a monitored alarm when kids are home alone, or when parents are busy in other parts of the house is a very real protection against home invasion and silent abduction,” added Dohrmann.

Monitoring and response is handled by Rapid Response Monitoring Service, one of America’s largest and most professional monitoring services. RRMS is licensed to operate in all 50 states, enjoys certification by the U.S. government and NYFD and operates 24/7 from a professionally staffed center with redundant power and computer facilities. In tests of the LaserShield system, RRMS has responded to alarms in under one minute, quicker than any other system available today. That’s because the sophisticated automation built into the system responds faster than a human being can touch a phone keypad.

LaserShield has been in development for six years and underwent extensive testing to validate the effectiveness of its unique hardware, software, design, ease of operation and consumer appeal. The system was successfully beta tested with owners and renters in 32 cities across the country to determine how well it functions in real life circumstances.

LaserShield works through infra-red motion detection and wireless technology. When it detects an intrusion, two dramatic things happen: a 100+ decibel siren sounds to frighten off the average burglar, and LaserShield dials The Rapid Response Monitoring Service (RRMS), which calls back in under one minute to check on safety of the occupants and the security of the premises. If necessary, RRMS will contact local law enforcement. Owners will be contacted immediately on their cell phones if not at home. Friends, family, neighbors, and even children at school can also be notified of a situation.

The basic product consists of two handsomely designed modules, resembling small, inconspicuous silver bookshelf speakers. The first is the Master Alarm Unit, which holds the siren, the dialer and a voice annunciator that will denote the system’s status. The Master Alarm Unit also features a highly sophisticated array of electronics and software, which allows the user to control LaserShield from a keychain remote or any touch-tone phone anywhere in the world.

The second element is the Wireless Detection Unit (WDU), which houses the infra-red motion detector and connects wirelessly with the Master Alarm Unit. Each Wireless Detection Unit can protect a room of approximately 1,100 square feet, and as many as a dozen WDU’s can be linked to the Master Unit to provide protection for additional rooms, areas, garages, etc. Additional WDU’s carry a suggested retail price of \$59.95.

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The setup is simplicity itself. A user just plugs the Master Alarm Unit into power and telephone, plugs the WDU into an electrical outlet, links the units with the touch of a button, and makes a phone call to establish 24/7 monitoring service. The process takes less than five minutes.

Arming is equally easy. LaserShield can be armed and disarmed from the keychain remote or any touch-tone phone. Panic buttons on the two remotes and each of the wireless units provide additional personal security and can be extremely effective during a home invasion.

LaserShield comes with a series of protections against annoying false alarms, including the absence of wires, magnets and contacts which often go bad and trigger false alarms; the lack of keypads, programs and codes to learn; and even a pet shield to keep Fido from triggering an alarm.

LaserShield has a number of practical benefits beside burglar detection and deterrent, owner alert and law enforcement notification. Many people like the fact its presence will prevent them from walking in on a prowler. It can provide a fast way to call for help with intruders, follow-home robbers or other threatening situations. No matter where a user may be—on vacation, away on business, out shopping—immediate notification by cell phone will alert the user to an alarm situation.

“While LaserShield may be used in larger homes, we believe it will have the greatest appeal for people who have never been able to afford or been willing to install a wired alarm system. This is especially useful for renters, who will take it with them when they relocate. Statistics show that burglaries occur up to 79% more in rental properties than owned homes, and those folks have never had an option before,” says Dohrmann, who has more than 20 years of experience in the home security business.

Dohrmann believes that the company’s success will be in the product’s simplicity. “Women don’t have to fiddle with complicated programming and electronics, men don’t have to get out their tool kits and nobody has to listen to a longwinded sales pitch in their home. LaserShield fits the lifestyle of today’s consumer accustomed to buying compact and innovative electronics products at retailers.”

LaserShield’s suggested retail price is \$199.95 and is expected to be available at major retailers in the first quarter of 2006. It is also currently available at www.Amazon.com. The charge for monthly monitoring is \$19.95. For more information, go to www.LaserShield.net.

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