



For Immediate Release

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A Q&A with LaserShield's **Anthony Dohrmann**

Q. Why did you create LaserShield?

There are a number of reasons, but the most important is that millions of people have had no alternative to protect themselves before now. Renters, lower-income people, single mom's, seniors, adults just starting out in life, college kids, small business owners have never been able to afford a wired alarm system—or chose not to install one because of its permanence. Now, with LaserShield they can have a comprehensive, effective and completely portable security system, including a siren deterrent, monitoring and response for an affordable price.

Q. Who do you see as the biggest segment of the LaserShield market?

There are more than 40 million renters in America and statistics show that they are at much greater risk of being burglarized. Burglaries occur up to 79% more often in rental properties than owned homes.

Each year in the U.S. more than three million households report burglaries and a projected 2.2 million additional burglaries go unreported. Approximately 17% of U.S. homes have burglar alarms leaving more than 60 million homes and the 40 million rentals unprotected.

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Q. As a parent with a young child, did that weigh into your thinking when creating this product?

Yes. It certainly did. Child abduction is the fear of every parent. Whether it's a sexual predator, a non-custodial divorced parent, a blackmailing kidnapper—we fear that our children are our most vulnerable treasures. But wired alarms systems are often beyond the means of young parents. LaserShield is a perfect answer. Turn the system on when you are safely indoors and your children are in bed, have the babysitter set it when you are out, let the kids alarm and disarm and alarm again with their own key chain remotes when they get home from school. If someone breaches that system, you'll know instantly and the monitoring service will alert the police immediately.

Q. Is LaserShield also product for small business owners?

The product provides an ideal solution for the commercial alarm market, especially the 3.4 million small businesses with four employees or less and the 4.1 million self-employed home offices where installed systems are not practical or too expensive.

Q. Is this system suitable for larger homes as well?

Yes, the LaserShield Security System is expandable and just as effective for larger residences. You can add up two 12 Wireless Detection Units with each Master Alarm Unit. Each WDU can protect up to 1,100 square feet—generally a 110-degree pattern, ranging up to 35 feet from the unit. If the WDU detects an intruder it can send a message to the Master Alarm Unit through walls up to 150 ft. away.

Q. Why do you think LaserShield will be an instant hit?

We've already had a tremendous response from retailers. They understand the value of providing this kind of breakthrough product in their stores. We'll be making some announcements in early February about retail locations.

From a customer standpoint, the simplicity of set up and monitoring sign up, the limited cost, the accessibility at retail and the lack of in-home intrusion from sales staff and installers are the biggest factors. We have now seen a tremendous amount of research that backs up our instinctual evaluation that people are just anxious about having strangers in their home.

Furthermore, people are thrilled they can get this all in one box, with no assembly required.

Q. Just how portable is the LaserShield system?

Pack it up, stick it in a box, take it out at your next residence. Plug it back in again to the outlets and phone, and then call or email the monitoring service to change your address. That's it. No holes left in the wall to patch or lose your rental deposit over.

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Q. How complicated is the programming?

Press one button on each device during first time setup. Nothing more. No complicated coding, no programming of keypad. People have trouble programming their VCRs. Keypad alarm systems make them crazy. LaserShield does away with all that.

Q. Have there been other do-it-yourself alarm systems on the market before this?

Yes, but first they were not “plug and go” like LaserShield. They require complicated installation and programming. And they are far more difficult to operate. Some require attachment of magnets to windows and doors, and you still have to string wire between detection units in some cases. Many do not come with monitoring, only a pager-alert to the owner and a siren. Most consumers are unable to understand the terminology used in the programming manuals. None of these systems have had much success and most have been taken out of the retail market.

Q. How quickly is the owner notified with LaserShield?

Usually the premise is phoned within a minute...actually the fastest response time I've seen in the business. If the monitoring station doesn't reach you at home, they'll call you on your cell phone—wherever you are. This system also helps prevent you from walking in on an intruder, and putting yourself at risk.

Q. Won't this system look out of place in a home sitting on a shelf?

It will look no different than high tech sound system speakers, DVD Player, VCR or computer console. The LaserShield system has been carefully designed to be an attractive addition to a home. The system consists of two handsomely designed modules, resembling small, inconspicuous silver bookshelf speakers. Most burglars won't even guess on first glance—until the 100+ decibel siren goes off!

Q. Beside the Master Alarm Unit and the Wireless Detection Units, what comes with the LaserShield?

Two keychain remotes and a very easy-to-follow “quick start” guide for immediate activation. The keychain remotes alarm and disarm the system with the press of a button. Each device has a built-in panic button. Window decals are included to act as a visual deterrent.

Q. Can a user buy more Keychain Remotes and Wireless Detection Units?

Yes. The cost for additional keychain remotes is \$24.95, and for additional WDUs the price is \$59.95.

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Q. What is the redundancy of the system?

The LaserShield units include back-up batteries. The Master Alarm Unit back-up battery is rechargeable. If batteries run low, the system dials the monitoring station, which in turn notifies the user. The system will operate on back-up battery for up to 24 hours. At Rapid Response Monitoring Service, multiple redundancies are built into the system to avert any power outages or fluctuations. The company was at full power even during the massive Northeast power outage. With dual generators, expansive UPS systems, multiple utility feeds and communication plumbing; the monitoring service offers some of the most advanced failsafe systems in the alarm industry's history. This includes some of the highest certifications and credentials from regulatory agencies such as Underwriter Laboratories and other trade related authorities.

Q. Will the system still work if there is a pet in the house?

Yes...The LaserShield Pet Shield can be set to accommodate the movement of a dog or cat, and not trigger a false alarm.

Q. How quickly can the system be operational? Is there a couple of days delay to get into the monitoring service's database to receive response?

A LaserShield System owner can be operational within minutes of bringing the unit home from the store. Once the internet registration has been completed, the premises are fully protected. By fax, the service can be active within an hour. Users are asked for the location, alarm device ID number on the bottom of the Master Alarm Unit, phone number at the protected premises, contact numbers for owner and any third parties that the user wishes to have notified. The user's credit card will be charged each month for the \$19.95 monitoring fee.

Q. Does this require an extra phone line?

No. LaserShield piggybacks on your existing phone line and any calls to the monitoring station are over an 800 number that does not incur any cost to you.

Q. Can the LaserShield System be used when the resident is home?

Yes. It protects the interior, but if you have added a Wireless Detection Unit in the bedroom, the unit can be easily bypassed at the push of a single button, allowing you to move about the room or access the facilities. However, the panic button remains active in case of the need to summon assistance. Other detection units will act as an intruder-deterrent and early warning system, so you sleep safer at night, and children stay protected.

Q. With an advanced automated system, does that mean customers never speak to a human being?

Not at all. There are trained and personable customer care personnel available 24/7 and the call you will receive in the event of intrusion will be from a monitoring associate. It just means that the technology allows us to activate the account more easily and quickly, track it, and respond faster to alert the user and notify law enforcement.