

New Customer Information

This information is provided to help you fill out your monitoring forms and provide you with additional information on our services. Please read this document prior to filling out the forms provided.

If you have any questions, you may call **1-800-624-6866**

Mon-Fri 7:30am-5:30pm PST

Sat 8:00am-3:30pm PST

You may also email your questions to sales@watchlight.com



Part 1: How to Fill out Your Alarm Relay Forms

Note: In order to fill out this form in Adobe Reader, you MUST HAVE Adobe Reader 8 or better. The latest version of Adobe Reader can be downloaded for free here <http://get.adobe.com/reader/>. The completed form can be scanned and faxed to: (619) 422-4399.

I. New Customer Information Section

- A. Fill in your business name, the physical address to be monitored, and all applicable phone numbers. Fill in your email address. *All personal information is considered strictly confidential. We will never sell your information.*
- B. When filling in your zip code, please use the Zip+4 format. If you do know what your four digits are you can fill in zeroes instead.
- C. Fill in the Panel Type with the make and model of the alarm system.
- D. Fill in the Zone Information. A zone is the sensor or point of contact in the alarm system; your installer or current monitoring company can help you with this information. (For more information, please refer to the section titled, “How to Obtain Your Zone Information”)

For Example:

Zone 1 – Front door entry

Zone 2 – Upstairs smoke detector

Zone 3 – Living room Motion

Zone 4 – Kitchen Glass Break

- E. You may leave the Call List (Local Authority) blank; we have a complete list of all police jurisdiction dispatch numbers and we will verify that we are using the correct number as soon as we have your system online.
- F. If you are in a densely populated area, such as parts of Pennsylvania or New York, please include your township, borough, or precinct so that we can put an accurate dispatch number on your account.
- G. The Call List (Contacts) must contain your password and at least one contact number which cannot be the premises (home/business) number.

These are things to keep in mind when choosing your contacts and passwords:

Your password is a word, phrase or series of numbers that allow us to identify you as the account holder.

- a. Please choose something that you will recall easily, but that an intruder could not guess.

- b. Do not use your arm/disarm code.
- c. When your alarm goes off, we will automatically call your home or business. If there is no answer, or the correct password is not given, we will then dispatch police or fire, depending on the signal received (unless you are in an area where we can only notify your contact list. If we did not ask you to sign a waiver, this does not apply to you.)
- d. After dispatch, we will begin calling your contact list. Please put them in the order you would like them to be contacted.
- e. Usually, you or another household member will be our first call on your cellular or work phone number. Any person who is authorized to be in your home and could accidentally set off the alarm should have a password.
- f. Your other contacts can be neighbors, friends or relatives. They will also need a password; it does not need to be the same as yours. Again, choose something that will be easy for them to recall, such as your first name.

II. Terms of Service

- A. On the first page of the Terms of Service Agreement, please fill in the name, address, phone number and email sections at the top of the form.
- B. Next, fill in the day, month and year, as well as your first and last name in the first section of the agreement.
- C. On the second to last page, choose "I agree to the terms stated above". **You must agree to these terms in order to start your monitoring service.**

III. Billing Information Section

- A. The breakdown of charges is detailed in the first section.
- B. If you would like one or more yard signs, check the box and then click on the button corresponding to the number of signs you would like. The first two are \$12/each, the third is \$11.
- C. Your total charges will be listed at the top of the next page.
- D. Choose your method of payment (check or credit card).
 - 1. If you are paying by check or money order, please include it with your New Customer Form and Terms of Service Agreement. We need the actual check or money order in hand to begin service.
 - 2. If you are paying by credit card, complete the Credit Card Holder Information Section.

3. Check the box at the bottom authorizing AlarmRelay, Inc. to run your credit card for the specified amount.
 4. (*Optional*) If you choose, you may also check the last box authorizing AlarmRelay, Inc. to sign you up for automatic bill pay for subsequent subscription years.
- E. When you have completed the form, you may save a copy for your records by clicking File>Save As>. Choose your save location, name your file, and click “Save”.
- F. Form Submission
1. When you have completed the form and saved a copy for your records, click “Submit” at the bottom of the form. This will launch your email program with this file attached to it and forms@watchlight.com in the TO: field. **Please type your name in the subject line of the email and click send.**
 2. If you use a public email service such as Hotmail or Yahoo, Reader will prompt you to save a copy if you have not already, and then instruct you to open your email service through your web browser, attach the saved form, and send it to forms@watchlight.com. **Please type your name in the subject line of the email and click send.**
 3. We should receive your forms shortly. Please note that this email will deliver **ONLY THE ATTACHED FORMS**, and nothing you type in the body of the email message. If you need to correspond further with us you may reach us at sales@watchlight.com, or by calling us at 1-800-624-6866.

IV.VoIP Addendum

- A. You only need to complete this form if your alarm is NOT transmitting signals via a traditional landline or cellular module. If the alarm is connected to a phone line that runs through a modem, you have VoIP and will need to sign the waiver. For more information on VoIP and alarm systems, please refer to the “VoIP Explained” section of this document.

Part 2

How to Obtain Zone Information

Zones are simply the way that your alarm system is connected to the sensors of your main alarm “brain”. The sensor is either connected by a wire running behind the walls or there is a wireless device transmitting a signal into a receiver at the keypad or main board. Sometimes the installer ties more than one sensor into a zone; in this case, the zone will be triggered by any of these sensors reporting in.

Some installers will leave a list of zones inside the panel box or on the owner’s manual. If you are currently being monitored, your monitoring company should be able to give you your zone information.

Many modern systems have a keypad which has an LCD/LED read-out on it. If you have one of these, sometimes you can scroll through a list of zones simply by pressing a button on the keypad. Write down the number of the zone and what it says, i.e., Zone 1 – Front Door.

If the keypad does not tell you which zone is which, **get a partner** and open the doors and windows where you see sensors. One of you will announce “This is the front door” and open it. The other one will write down the zone number which appears or is lit on the keypad.

At the very least, walk around the home or facility and identify where the sensors are, and our technicians will assist you in putting numbers to the zones.

Your sensors can consist of the following (*note – not all alarm systems have all of these sensors*):

- Door/window contacts
- Motion detectors (also known as PIRs)
- Glass breaks
- Smoke detectors
- Heat/rate of rise detectors
- Carbon monoxide detectors
- Water flow detectors
- Temperature sensors
- Panic buttons

Determining what and where these sensors are will assist us in the proper dispatching of your alarms, and it will also help you if one of these sensors has a problem and needs repair.

Part 3

Additional AlarmRelay Services

*ELINK Access

This gives you access to your account via the internet where you can view alarm history, print reports, zone information and call list information. You will also have access to view your openings and closings (when the system is armed or disarmed) **if you sign up for this feature**. Additional set up and monitoring fees will apply. If you are not programmed for this feature, you will not be able to access it through Elink.

Email Notify

You are already being called when your alarm goes off... Now you can receive an email notification as well. We will email you an activity report of your alarm history every time we handle an alarm activated at home or business.

Here is an example of what the alarm history will look like:

```
06/24/08 TUE
Name: TEST ACCOUNT Acct: TEST123 Dlr:
901 09:23:34 SIGNAL RECEIVED: ( ) 2
BURGLARY BACK DOOR
09:23:56 CALLED PREMISE DIALED (555) 555-5555
SPOKE WITH LAURA CONTACTED EVERYTHING OK
09:24:02 LAURA - PASSCODE VERIFIED
09:24:05 ADDED MESSAGES
* ALL OK
* LV
09:24:34 ALARM RESOLUTION
```

You will be able to see what activation the central station received, when it was received, and how the alarm was handled.

Cellular Backup

In order for the alarm to communicate via cellular with a Central Monitoring station, the alarm system must have a module added. We do not install equipment, so you would need to do this yourself or hire a local technician to install it for you – then we can program it for you. If you are already using a cellular module and want to convert it to our service, you will need your current monitoring company to deactivate it before you leave them.

We support the following modules:

- Telguard TG-1 - (we cannot support this in a commercial environment)
- Telguard TG-4 - (we cannot support this in a commercial environment)
- Uplink AnyNet
- DSC 3055/3060
- Napco Starlink

- AlarmNet (there are many versions of AlarmNet – we cannot support the old analog versions. The latest version is 7845)
- Powermax and Rokonet GSMs. These modules use a SIM card. You would purchase a bank of minutes to use for the module and be responsible for refreshing these minutes when they are used or expired. We do not charge anything extra to monitor these modules.

The Telguard modules are very easy to install yourself. For this reason, we do sell them and would be happy to send you additional information if you are interested. The main differences between the TG-1 and TG-4 are that the TG-1 is primary only. The TG-1 is ideal when you do not have a regular phone line in your home. The TG-4 can be used with or without a regular phone line. However, the Telguard modules cannot be used with older alarm systems that do not support Contact ID signal format, and we cannot support them in a commercial environment. If you aren't sure whether your alarm system supports Contact ID format, please call us. In order to set up an account for this module, we will need the serial number of the unit 24 hours in advance.

Uplink is best used as a back-up to a phone line. Uplink connects to the bell circuit of the alarm, so the bell circuit must work in order for the signal to be sent. Uplink gives only generic signals unless you purchase additional equipment. This means that if you are using Uplink by itself, we will not know if it is the front door, the motion detector or the panic button that is sending the signal. In order to set up an account for this module, we will need the serial number of the unit prior to the appointment.

Napco Starlink is compatible with Napco alarm systems. The models are SL-1/12 and SL-ISD-T. The ISD-T sends full zone information.

AlarmNet modules may or may not give zone information, depending on the model used. We will need to schedule the appointment to bring the AlarmNet online Tuesday through Friday before 6 pm EST. We will need the serial number and MAC number prior to the appointment. AlarmNet is compatible with Ademco, Caddx and other GE systems.

DSC 3055/3060 GSM modules need to be activated 24 hours before the appointment to bring the alarm online. We will need the serial number and SIM number to activate the module. There is a surcharge on signals from these modules. Ten signals a month is \$12; extra signals are 16 cents each, which will be billed to your credit card on file. These modules are compatible with DSC alarm panels using Contact ID format and provide zone information.

Rokonet and Powermax GSM users will need to contact T-Mobile for SIM cards, and activate the module with T-Mobile yourself prior to the alarm set-up with AlarmRelay. If using either of these GSMs, please be aware that you will need to keep track of the minutes used and refresh them when needed, or we may not receive signals. These modules may not work in connection with other brands of alarms. For more information on these modules, please consult the seller or manufacturer.

Monitored Openings and Closings

While these services are geared towards commercial locations, anyone may subscribe to monitored openings and closings.

Openings/Closings: Log Only

Every time the system is armed or disarmed it is logged into the accounts history. You may call at any time to get the information, or view the information via Elink if you are enrolled in that program.

Supervised Openings/Closings

At the time of programming, you will provide us with a schedule that informs us when the location should be open/closed. Every time the system is armed or disarmed it is logged into the accounts history. If the system is armed or disarmed outside of the set schedule, we call and notify. If the system is not armed or disarmed at scheduled time we call and notify. You may call at any time to get the information, or view the information via Elink if you are enrolled in that program.

Openings/Closings: Log Only with Reports

Every time the system is armed or disarmed it is logged into the accounts history. You may call at any time to get the information, or view the information via Elink if you are enrolled in that program. We will mail or email (your choice) you a copy of the month's history at the end of the month.

Supervised Openings/Closings with Reports

At the time of programming, you will provide us with a schedule that informs us when the location should be open/closed. Every time the system is armed or disarmed it is logged into the accounts history. If the system is armed or disarmed outside of the set schedule, we call and notify. If the system is not armed or disarmed at scheduled time we call and notify. We will mail or email (your choice) you a copy of the month's history at the end of the month. You may call at any time to get the information, or view the information via Elink if you are enrolled in that program.

If you would like more information on these available services, please call our sales staff at 1-800-624-6866 or email us at sales@watchlight.com.

Part 4

VoIP Explained

Alarm Relay/Watchlight is committed to providing Security Monitoring to our customers in technologically savvy, cost effective ways. As you may be aware, new changes to telephone technology are challenging the security industry. Many of our current and potential clients are switching their telephone providers from POTS (plain old telephone service) to **VOIP** (voice-over Internet Protocol). Our plan is to help them realize a maximum savings while keeping them safe and monitored correctly.

Why does **VOIP** present such a challenge, you might ask?

Here is the quick and easy: **VOIP** is a voice service; your alarm transmits data signals. If you read the terms and conditions when you signed up for **VOIP**, you'll see that digital communicators, alarms, dial up modems and such cannot reliably communicate over **VOIP** and most **VOIP** providers tell you to maintain a regular POTS line for safety and security.

Since **VOIP** is officially classified as an Alternative Information Technology and not regular phone service, it adheres to no known telephone standard for operation and thus fluctuates in its method of operation based on time of day, usage, traffic, server issues, providers, etc. This creates problems for alarm transmissions, as they must adhere to specifications that are absolute, not whatever is going on at the moment. In order for alarm manufacturers and Central Stations to use non-POTS communications, they must have both the security and every bit of the reliability as POTS service. Most consumer adapters being hawked over the internet for **VOIP** communications fail to address the need for BUILT IN battery backup, BUILT IN communications control, and BUILT IN positive response. Those adapters place the entire burden on the consumer to provide those items or pretend that they exist. Alarm panels with POTS service absolutely have those items built in. Currently, Alarm Relay acknowledges that there are some customers who appear to transmit reliable alarm signals via **VOIP**; we will ask the customer to sign a waiver, however, as due to circumstances beyond Alarm Relay's controls – i.e., the Internet goes down – we may not get the signals that our customer's alarm transmits via **VOIP**.

If the customer's system does not send signals during the initial attempt to program the panel, in order to be monitored the customer will need to purchase a device that allows the unit to communicate reliably with the outside world. Here are the current options, with some notes.

1. Get a landline (POTS) for the alarm system. A basic landline with emergency outbound calling only can run as low as \$8 monthly; this is how the alarm was meant to transmit signals and is still the most reliable way for your alarm to communicate. Usually, this is the most cost effective way to keep the savings you realize from **VOIP**, and still be monitored safely. Alarm monitoring will remain at the regular price.
2. Purchase a TG-1 cellular module. This module was designed for consumers who have alarm systems but no POTS line. The cost of the module is \$275 plus shipping. The cost of alarm monitoring will be \$20.95 per month. The advantage of this option is that there is no phone line to be cut and your signals will be supervised and transmitted reliably – even if your Internet is down.
3. Purchase a cellular or radio module to transmit signals. These will cost approximately \$250 or more, depending on which module you purchase. This option can be used with or without a POTS line. We support UpLink, Telguard and AlarmNet. AlarmNet is \$23.95 per month;

the others are \$20.95 per month to monitor. Alarm Relay pays these providers a subscription fee on the client's behalf which is covered by the additional monitoring fees.

If you have questions regarding VoIP alarm monitoring or any other alarm monitoring concerns, please call us at 1-800-624-6866 or email us at watchlight@watchlight.com.

Part 5

COMMERCIAL FALSE ALARM PREVENTION TIPS FOR BUSINESSES

- Be sure all employees are thoroughly trained before attempting to use the alarm system.
- Hold monthly training sessions to ensure alarm users are aware of:
 - Any changes to the system
 - The importance of careful pre-arming checks
 - Designated entry/exit doors
 - Proper opening/closing procedures
 - Correct pass codes and arming codes
 - How to cancel accidental activations
- Watch out for holiday-related false alarms:
 - Thoroughly train temporary holiday employees
 - Watch last minute schedule changes leading to inexperienced employees arming or disarming your system
 - Be careful with the placement of seasonal decorations; long hours and/or holiday parties can result in careless use of your alarm system by employees.
- Look for items that can move within the “view” of your motion detectors, causing false alarms (fans, heaters, hanging signs, seasonal decorations, balloons, curtains, plants, pets, etc.)
- Confirm that special consideration has been given to the installation of motion detectors in high bay areas with overhead doors, large exhaust fans or ceiling vents which allow entry of birds. Discuss with your alarm provider whether your location’s environment requires specially designed and installed motion detectors that will not false due to birds, wildlife, rodents, cats, etc.
- Ensure all doors and windows are secure and locked before arming your system.

- Ensure that floor mounted contacts are not being used on overhead/rollup doors. Instead, use track-mounted contacts by placing a track-mounted contact on BOTH sides of the door tracks at 4–5 feet on one side and at 7-8 feet on the other side. Require that BOTH contacts must be activated to trigger the alarm. This will reduce and/or eliminate false alarms due to wind or shaking of the door. Have your alarm provider check the type and condition of contacts installed on your overhead doors.
- Don't change pass codes without advising your central monitoring station.
- Don't change pass codes and arming codes without advising the appropriate authorized users.
- Train new users thoroughly, notifying your monitoring station of new authorized users.
- Your central monitoring station should not request a police dispatch for power outages, low battery signals or loss of telephone connections.
- If you believe your alarm system is not working properly, immediately contact your alarm provider.
- Service and maintain your system including (batteries) regularly before false alarms occur.
- If your business requires wireless hold-up protection, use dual-action devices only.
- Replace old police department direct-connect monitoring equipment with newer, high security monitoring technology. Dirty or wet phone lines, telephone repairmen and service interruptions do not require police response!
- Upgrade old alarm systems to current equipment conforming to Security Industry Association (SIA) false alarm prevention standards, further reducing false alarms.

FALSE ALARM PREVENTION FOR BUSINESSES

What Do False Alarms Cost YOUR Business?

- False alarms cost system users a lot of extra money
- False alarms waste valuable Police resources
- “Crying Wolf” can delay response when you really need it

THE HIDDEN COSTS OF FALSE ALARMS

- Are you operating under the assumption that false alarms are just another “cost of doing business?”
- Do you think every commercial institution is always entitled to unlimited police response?
- Are you at risk when police are used to responding to chronic false alarms and a real emergency happens at your facility?
- The reality is that police resources are limited and should never be wasted. Thousands of police patrol hours are spent investigating alarm reports that turn out to be “False Alarms.”
- Alarm companies and alarm users must be responsible for the use and maintenance of alarm systems to help ensure prompt police response when an emergency really does exist.
- Commercial establishments share unique circumstances often contributing to the overall false alarm problem. These circumstances include frequent employee turnover, constant public access, daily opening and closing procedures, working with multiple goods and service providers, and use of janitorial services.

BUSINESSES CAN CONTROL THE HIDDEN COSTS OF FALSE ALARMS

- Identify the magnitude of your problem and “The Hidden Costs” will quickly become visible.
 - What do you pay in false alarm fines?
 - Which locations generate the most false alarms?
 - Does someone involved in upper management approve payment of the fines?
- Talk to your alarm provider and become re-educated in the design and use of YOUR security system.
 - Does your system identify the device that caused the alarm activation?
 - Is equipment installed to make activation easy when needed, but safe from accidental trips?
 - Is there a way to abort police response on an accidental activation?
 - Do you use internal verification procedures where, upon an alarm activation (including robbery, holdup, duress or panic alarms), the monitoring operator contacts your location to obtain a code word confirming or discounting the alarm activation prior to requesting police dispatch?
 - Are all employees fully trained in use of the equipment?
 - Are the problems occurring during specific opening and/or closing times?

If you have any questions about any of the information in this document, please call us at 1-800-624-6866 or email us at sales@watchlight.com