

THE A NEWSLETTER FROM DIAL ONE SENTINEL

VOLUME II, ISSUE 2

WINTER 2003

Dear Readers,

Happy holidays!
We are proud to present
the winter issue of
The Sentinel.

Our newsletter is a
resource on important
safety and security issues
in the community, as well as an opportunity
to tell you about the latest Dial One offerings.

We appreciate your business and hope you
enjoy this issue!

If you have any comments or suggestions about
the newsletter, please call me at (513) 527-4400.

Sincerely,

John Lindberg



John Lindberg, President

HOLIDAY BUSINESS CLOSINGS

If your business will observe special hours or
closures during the holidays, please notify the
Central Station or the Dial One Security office
as soon as possible.

Letting us know now will prevent needless
notifications later (e.g. your store did not open
this morning) when you are enjoying some
well-deserved time off.

We wish everyone a happy, safe and joyous holiday!

Central Station (513) 921-4300
Dial One (513) 527-4400

**Dial
ONE**
General Electronic Security, Inc.

DIGITAL VIDEO RECORDER CAPTURES BURGLAR

In September 2003, a Digital Video Recorder
caught an exceptionally clear image of a man
breaking into a local beer and wine drive thru
store the moment it happened.

The video evidence left behind by the Digital
Video Recorder (DVR) was so compelling that
when confronted, the suspect confessed to
the crime.

Located on Kellogg Avenue in Cincinnati,
Harvey's Drive Thru had Dial One Security
install a cutting-edge commercial security and
camera system in 2001. The camera system
included a DVR.

Owners Tom and Ann Harvey have vowed
never to switch to a different system. The
reason? This break-in was the second time the
Harvey's DVR system successfully caught a
criminal on video. In the first incident, the
Harvey's business was struck by a hit and run
on the back of the building and the system
caught the crime and offender on video.

In this case, not only did the security system
at Harvey's Drive Thru detect the break-in
and notify the police, but the DVR also

captured a photo of the suspect, Berry Gaddis,
from about 24 inches away.

Using digital technology and cameras, DVRs
are used to monitor a number of areas in and
around commercial buildings and businesses,
such as hallways, parking lots or entryways.
The camera creates images, which are then
decoded into three-color channels, and
digitized for transmittal through a computer
network, Internet or stored on a hard drive.

Detective Ken Woellert of the Cincinnati
Police Department said the recording from
the DVR system was one of the best he's ever
viewed on any video surveillance system. He
commented that videotapes from time-lapse
recorders often have been used over and over
again and the police are lucky if they can even
distinguish between male and female suspects.
This video, however, was incredibly clear.

The benefits of DVR systems include:
immediate retrieval of video, the ability to
quickly and easily search for events by location,
date or time, archiving and surveillance footage

(Continued on page 2)

Below: The Harvey Drive Thru burglar caught in the act. Detective Ken Woellert of the Cincinnati Police Department said the original video was one of the best he's ever viewed from a video surveillance system.





EMPLOYEE SPOTLIGHT DAVE MONTAG

Dave Montag has been employed at Dial One since 1988. Dave has over 21 years' experience in the alarm industry, 15 of which have been with Dial One. He is the company's senior residential installer.

Dave's specialty is installing residential alarms in older homes. "It's important to have an excellent working knowledge of building construction so you can visualize what is behind the wall and the most efficient way to get a wire from point A to point B," said Dave.

Dave also said that he prides himself on excellent customer service. "It's more than just being there to do a job. We are guests in our customers' homes and every job has to be approached from that perspective."

Dave was born and raised in Cincinnati. His philosophy on life is to always find the joy in whatever he is doing.

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If you have any questions or suggestions that you would like us to address in this newsletter, let us know. You can write to:

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6114 Madison Road • Cincinnati, OH 45227
(513) 527-4400 • Fax: (513) 271-9643
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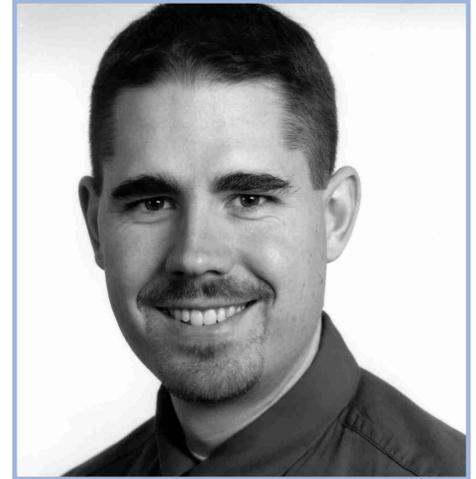
PSST. PASS IT ALONG... DIAL ONE OFFERS REWARDS FOR REFERRALS

Do you have a friend, relative or business associate who is interested in a new security system?

As a thank you for referring your friends and neighbors to Dial One, we'll give you one free month of Dial One monitoring for referring someone with an existing system that connects to our monitoring service. We'll give you three free months of Dial One monitoring for referring someone who purchases a new security system.

Dial One can monitor most brands of alarm systems. This means that even if your friend has a security system from another company, it can still be hooked up to Dial One's central monitoring station. There is normally no charge for reprogramming and testing of the system.

Dial One prides itself on outstanding service and reasonable rates. Dial One monitoring service charges are \$16 for residential systems and \$18 for basic commercial systems.

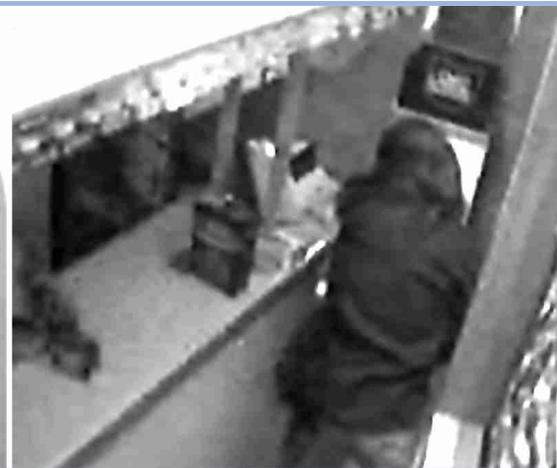


Scott Watkins is the Dial One service coordinator. He has been with Dial One for five years.

Dial One also specializes in updating and repairing older security systems.

We appreciate your business!

Please contact Scott at (513) 527-3033 ext. 104 or sw@doges.com for more details.



DIGITAL VIDEO RECORDER

(Continued from front cover)

searching capabilities. It also gives the customer the ability to highlight a specific area in the camera's field of view and search for movement in that area only.

The versatility offered by a DVR system is another benefit. It allows almost any type of camera to be used with the digital recorder. This means that standard camera systems using time-lapse recorders can be converted for digital

use and small, hidden cameras can be used in situations where discretion is a must. Customers are able to select the type of camera that meets their individual needs and adapt it for use with a DVR.

More information on the Harvey video can be found at www.doges.com/testimonials/default.htm.

More information on DVR technology and products can be found at www.doges.com/products/cctv2.htm.

RANDY'S REMINDER: HOW TO REDUCE FALSE ALARMS



Randy Johnson is a senior service technician with Dial One. He has been with the company for 14 years.

It's important that we all do our part to reduce false security alarms. Here are a few simple steps that you can take as an alarm owner to reduce incidents of false alarms, save yourself from costly fines and help the police better protect the homes and businesses in your community.

Add a password to your account. The password can be used to verify an actual or false alarm with our central station. It is normally much easier to remember a password than the central station number.

Add a second callback number to your account. This number is used by Central Station to track you down and verify an alarm

when there is no answer at the first number. The second number is usually a cell phone.

Increase entry and exit delay times. Normally 30 seconds is long enough, but if you find yourself often running to the keypad consider adding more time.

Make sure all contacted doors are closed and latched when you leave. This may seem obvious, but it often happens that an inside garage door isn't latched and it blows open when the overhead garage door is shut.

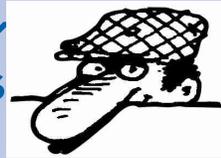
Keep decorations away from motion sensors. Motion sensors can be activated by balloons, hanging plants, moving fans, cobwebs and pets just to name a few.

Clean smoke detectors after remodeling. Dirt and dust from remodeling or new construction can damage wires and cause false alarms. Test your system after work is done to make sure it is operating properly.

Test frequently. All alarm systems should be tested at least twice a year by the owner. It should be noted that the manufacturers of alarm equipment recommend testing weekly. Don't forget to test battery-operated devices such as remote panic buttons and wireless transmitters as well. All of these devices can cause false alarms, or worse fail completely, if the battery is weak.

Contact Dial One security at (513) 527-4400 or e-mail us at rs@doges.com for more information.

BURGLARY BLUNDERS



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"News of the Weird," Universal Press Syndicate

IN OUR OWN BACKYARD

Pamela J. Reardon was arrested in Monroe, Ohio, in August and charged with buying groceries using a stolen check; she was easy to track down because she had tried to save even more on her purchase by using her own Marsh Supermarket discount card. [Cincinnati Enquirer, 8-29-03]

SINKING YOUR TEETH INTO A JOB

A 39-year-old man was arrested for burglary in Muncie, Ind. after police found his name-imprinted dentures at the scene, surmising that he had stumbled over something in the dark but was forced to flee before he could find them. [Star Press (Muncie), 10-9-03]

BUTT HEADS

Zachary G. Holloway, 20, and a pal were arrested in Springfield, Ill., in September and charged with breaking into one car (and stealing, among other things, a motorcycle helmet) and attempting to break into another. To try to get into the second car, Holloway put on the helmet, stood back from the car, and charged into it, head-butting a window, unsuccessfully, twice. The two were arrested shortly afterward. [State Journal-Register (Springfield), 9-5-03]

ALL THAT WORK FOR NOTHING!

In Tampa, Fla., in August, one man was arrested and several others sought in a labor-intensive burglary of a Sports Authority store; police estimate that the crew spent a week digging an elaborate 40-foot-long tunnel underneath the store, and once they finally surfaced inside, they apparently got only about \$3,500 in athletic shoes and Tampa Bay Bucs' jerseys before an early-arriving employee called police. [St. Petersburg Times, 8-14-03, 8-16-03]

ALARM REGISTRATION FEE ELIMINATED

Good news for Cincinnati alarm owners! In August 2003, Cincinnati City Council eliminated the registration fees on security alarms. Originally, residential alarm owners were required to pay \$50 every two years to maintain a valid registration. Non-residential alarm owners were required to pay \$100. These fees no longer exist.

The remainder of the ordinance is unchanged. There is a civil penalty of \$100.00 for operating an unregistered alarm system. This penalty is waived if the system is registered within 15 days. The Cincinnati Police's False Alarm Reduction Unit (FARU) will send out a notice every two years to re-register each alarm. Only security systems that notify Cincinnati Police must be

registered. Fire and medical systems that notify the Emergency Call List only or a private guard service do not need to be registered.

Alarm users will be charged increasing fines for false alarms, beginning with a \$50.00 fine for the third false alarm within a year. The year used for counting false alarms starts with the date of the first false alarm. There is a 30-day grace period for new installations.

For more information, visit Dial One's Web site at www.doges.com/links/cityofcincinnati.htm

To register an alarm, call the City of Cincinnati at (513) 352-1272 or e-mail cpdalarms@cincinnati-oh.gov.

PRIVACY POLICY

Dial One respects your privacy. We will never sell or disclose our customer information to third parties. This includes e-mail addresses and phone numbers.

For a complete copy of our privacy policy, see www.doges.com/customer_service/privacy.htm.



*From all of us at Dial One,
we wish you a joyous
and safe holiday season.
Thank you for your business.*

General Electronic Security, Inc.
6114 Madison Road • Cincinnati, OH 45227



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