

CLARITY

New Age Security Systems *newsletter*

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NASS

Darin's Corner

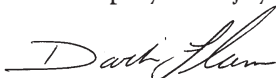


Welcome to *Clarity*, the newsletter of New Age Security Systems. In this and future issues, we will share insights that will help you get the most out of your security video system. You will also discover the value of our services and understand why many financial institutions have switched to NASS.

Much of the knowledge we will divulge includes advice you are probably not receiving from your current service. For example, you will learn how to ensure your videos always provide real evidence to legal authorities when needed. This includes guidance on camera angles, lighting, focus and more. You will also gain a better idea about what you should expect from your current video company. This will help you demand better service.

If there is a specific subject concerning videos you would like us to cover, please tell us. We want to address issues that are of interest and value to our readers.

We hope you enjoy this first issue of *Clarity*.



Founder & CEO

Nearly half of financial institutions' CCTV systems produce substandard quality images

Today's CCTV equipment is complex. Thus, only a company that understands the intricacies of installing and servicing video surveillance systems can guarantee quality performance when it is needed. This is what sets New Age Security Systems (NASS) apart from other companies.

What it takes to guarantee sharp pictures when you need them

The key to video surveillance systems functioning correctly is precise setup and positioning of cameras, and proper programming. Technicians must be meticulously trained and should focus their efforts only on video equipment. Financial institutions whose security companies' service reps attempt to perform a variety of tasks, such as for alarms, safes and access control, are at risk. These technicians are rarely trained thoroughly enough in all aspects of cameras, lenses and DVR's to ensure the performance legal authorities require. It just takes too much training time to achieve the level of proficiency required. NASS's experience, focus on video equipment and 20-week in-depth employee training program enable us to provide the level of

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NASS Sponsors Security Management Conference

NASS is proud to have been a major sponsor of this year's CBA *Security Management Conference* (June 21-24) held in Rancho Mirage. We want to thank everyone who stopped by our booth.

Take the Security Video Reliability Test

Answer the following questions. Fax your response to (661)257-7661 and we'll send you your evaluation FREE.

On a scale of 1 to 5, with 5 being the highest and 1 the lowest, to what degree are each of the following statements true for your system ("U" means uncertain):

- | | | | | | | |
|--|---|---|---|---|---|---|
| 1) Your video system is thoroughly checked every 6 months | 5 | 4 | 3 | 2 | 1 | U |
| 2) The technicians who are sent by your security video company are expert in maintaining your system | 5 | 4 | 3 | 2 | 1 | U |
| 3) The technician who checks your system knows everything he needs to know about your system | 5 | 4 | 3 | 2 | 1 | U |
| 4) You are certain your cameras are positioned at the proper angle | 5 | 4 | 3 | 2 | 1 | U |
| 5) You are certain your cameras will produce clear, sharp images of robbery suspects | 5 | 4 | 3 | 2 | 1 | U |
| 6) The technicians your security video company sends services only security video systems (not alarms, etc.) | 5 | 4 | 3 | 2 | 1 | U |
| 7) Your video cameras are set to give you the best picture under varying lighting conditions | 5 | 4 | 3 | 2 | 1 | U |
| 8) Your camera angles will produce the 3/4 profile image required by law enforcement for proper identification | 5 | 4 | 3 | 2 | 1 | U |
| 9) Your digital recorders are programmed correctly to take advantage of all of its features | 5 | 4 | 3 | 2 | 1 | U |

Thank you for completing the Security Video Reliability Test. Fax your response to (661) 257-7661. We will evaluate your answers and contact you shortly. Please provide us with your name, institution name, phone number and e-mail address.

service required to eliminate all uncertainties. Thus, our clients can provide sharp, clear images to legal authorities whenever needed.

Frequency of service

Having fully trained technicians is great, but equally important is for them to answer to the needs of clients. It is obvious that service people must respond immediately when a client has an emergency. Many crises, however, can be avoided by providing frequent maintenance and training the financial institution's staff. NASS believes that a video security company should make routine checks and adjustments at least twice a year. These checks should also include reviewing with staff how to properly use the equipment.

See it then believe it

NASS routinely provides a free demonstration on how to get much better pictures from existing surveillance systems by making critical adjustments. Chances are you will find that you are not being serviced well by your existing vendor. Through proper setup and configuration, excellent video images are more than just a possibility. We guarantee it.