



SMS Security Systems, LLC
295 Bloomfield Ave.
Caldwell, NJ 07006

**STILL TIME TO WIN
A \$100
AMERICAN EXPRESS
GIFT CARD**



**SMS
GOING GREEN
GIVEAWAY**

Peace of Mind When You feel Secure, We've Done Our Job

**WE'VE EXTENDED
THE DATE FOR
YOU TO WIN A
\$100
AMERICAN
EXPRESS
GIFT CARD**



**...There's still
a little time left
to enter - But Hurry!**

SEE INSIDE...

Product Showcase Carbon Monoxide Monitoring

Continued from front cover...



As much as we try to keep this newsletter light hearted, Carbon Monoxide is a serious subject and is indeed what we refer to as a silent killer. Exposure to the gas accounts for an estimated 15,000 emergency room visits and 500 unintentional deaths in the U.S. every year. Those are statistics that no one wants to be a part of.



Think about the money we spend on entertainment, dining out, movies and video games, but sometimes let the truly important things go on hold. You can get a Carbon Monoxide monitoring system that is surprisingly affordable and you'll NEVER be sorry for making the investment.

It actually works through your existing alarm system, sending a signal to the central station when a problem is detected. It's a 24 hour defense system that will protect the ones you love, ensuring that precious commodity we call "peace of mind."

Call us today - we'd be more than glad to discuss how we can protect your family from the dangers of Carbon Monoxide.



Peace of Mind

When You Feel Secure, We've Done Our Job



A Piece of My Mind...

*Candid Thoughts From SMS Owner,
Scott Stellfox*

Twenty-five years... Wow... That's a quarter of a century. While it sounds like such a long time, it's like I blinked my eyes and the time just shot by in a flash. I'm sure you know exactly what I mean.

Twenty-five years is also a very long time to be in business, and the good part about that is - it means I've done something right. And while I'm proud of my accomplishments in building my business, I can honestly say that I wouldn't be where I am today without my great employees and wonderful customers like you.

When SMS started out, all we did was install fire and burglar alarm systems. But with the incredible advancements in technology, we've branched out to a host of new areas in safety and life protection. We offer services that were considered total science fiction a couple of decades ago, and I can't get over it myself. We all laughed at the *Jetsons* crazy gizmos and gadgets, and now those things have become a part of our everyday life.

We have card access systems like the stuff I watched on *Mission Impossible* as a kid. The camera and surveillance equipment can protect us in ways we never thought possible. I mean we can watch video clips of our home or business from anywhere in the world that has a computer! And there's even an iPhone

application for it! The broadband, through the voice and data cabling we provide, increases by leaps and bounds almost every day. We run one small cable that could have basically launched an entire Apollo moon mission! And our custom audio systems, gives you what we once referred to as the "home of the future." Hey, so much good has happened over these past twenty-five years and I really do feel like celebrating. So, to show

you my appreciation for your patronage towards SMS, **we're sending you in the mail a \$25 Gift Card** that you can use on any of our products or service calls. While we have thousands of customers, every single one is important to us and we hope you appreciate this gesture of thanks.

So I invite you to read the rest of our newsletter. I guarantee you'll learn a few new things and hopefully be entertained as well. My purpose was to honestly make it a "good read" while keeping you up to date on all the important happenings in this ever-changing and evolving industry of security and life protection. Thanks again for being a loyal customer and feel free to call us anytime for anything that you need.

Warmest Regards,
Scott
scott@smsalarms.com

Winter 2010 • ISSUE TWO



In This Issue...

- **WIN A \$100 AMEX GIFT CARD**
Enter to Win! The Contest Continues!
- **COOL TECH** The future is here in your house and at work.
- **Facts you NEED TO KNOW:**
In case of cut phone line connections

Product Showcase



Carbon Monoxide Monitoring

Your loved ones are worth it

You know, we use the term "Peace of Mind" an awful lot around here, but this is a product that speaks it in volumes.

Carbon Monoxide is invisible, tasteless, odorless and makes no sound, but make no mistake that its presence can be devastating. It's actually a gas that is a chemical byproduct of combustion and can come from different areas from within your home. Dangerous in even in small amounts, this toxic gas can generate from faulty vents or pipes, heating systems, clogged flues, or even from your garage.

...Continued on the back page >

CONTEST DEADLINE EXTENDED! WIN A \$100 AMERICAN EXPRESS GIFT CARD - ENTER TODAY!



OFFICIAL CONTEST RULES

SMS must have your proper current email address by 4/30/2010 • All winners must be an active customer of SMS Security Systems by 4/30/2010 in order to be eligible for a prize • Random drawing will take place in early May, 2010 by an independent party • Winners will be notified by SMS via phone, then sent their prize • If winners can not be reached or fail to contact us back within 30 days of our first attempt of contact, that prize will be forfeited and awarded to another entrant.

We've extended the date for you to WIN a \$100 American Express Gift Card in the SMS GOING GREEN Giveaway!



We want you to win and that's all there is to it. Just go to our web site at www.smsalarms.com and enter your email and you'll automatically be entered in the **SMS Going Green Giveaway** (a random drawing) and have a real shot at winning a **\$100 American Express Gift Card!**

Five people will win the Grand Prize Amex Gift Card, and five, second place winners will get an authentic, stitched SMS baseball cap! **Wow, ten winners in all and YOU could be one of them!**

Enter now! Contest ends on April 30th, 2010



My Senior Watch equals Peace of Mind

My Senior Watch puts you or your loved ones in direct touch with emergency responders in case the need for help was ever to arise.

Whether it's a wrist band, pendant, or clip on, the transmitter is so simple to use and there for you, 24/7. Trained EMT's will be on call if ever a situation arises, and with that kind of response, there's no need for anyone to live in fear. Plus, the service is nationwide, so you could get it for anyone, wherever they live in the U.S. Please see it on our website and give us a call.

We'd be so glad to help you attain the peace of mind that you and your family deserves.



www.myseniorwatch.com

Facts You NEED To Know

Switching Home Phone Service Providers?... URGENT - WE NEED TO KNOW!

People are saving money and switching their home phone providers to services like Optimum Online, Fios, Vonage and Comcast. An unforeseen problem that has developed is that many of the alarm manufacturers (no matter who you would choose) are not yet fully compatible with these high-speed cable based phone services.

providers, call us to discuss your options. We're here for you.

The Newest & Safest Solution to Consider...



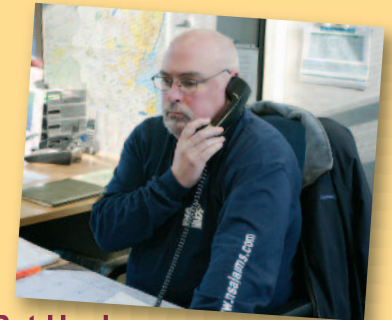
It seems that the whole world is going wireless and the security business has made some amazing advancements. SMS offers the safest, state-of-the-art, and cost effective solution of wireless alarm system monitoring with Alarm.com. You're never susceptible to cable

phone outages, and in the event that vandals or burglars tamper with your phone lines, your wireless system won't be affected.

It's affordable, easy to get up and running, and a smart choice in today's climate.

Call us now to discuss the best option for you!

Employee Spotlight



Pat Healy Customer Relations, Dispatch, Tech Support

He may be new to SMS, but for over ten years, Pat has been performing inspections and fieldwork for similar type companies in the security industry. With a strong business management background, and a genuine love for working with people, he has fit right in at his new position.

"Dealing directly with customers is my strong point, but I also just can't get enough of the advancements in this industry," he claims. *"The growth in technology over the past decade is mind blowing."*

You can tell that Pat is a passionate guy, and one of his greatest passions is cooking. He's a gourmet chef who spent several years at prominent Bed & Breakfasts. But the hours were rough, always working while others enjoyed the holidays, so a career in safety and life protection is where he now excels.

Genuinely excited about his move to SMS, Pat is glad to be a part of the company's continued growth.

"The forward thinking here is fantastic," he says, *"the technology and the marketing is shoulders above a lot of firms out there and I hope to make a real name for myself for a long time to come."*

**Contact Pat @ Ext 109
Pat@smsalarms.com**

COOL TECH

One new and amazing piece of tech that continues to blow my mind is video monitoring. Not too long ago, we had oversized clunky cameras positioned on ceilings and rooftops. They displayed grainy black and white images sent to a control panel, monitored by a guy who wore a badge and an official looking hat. And while everything in the security business is changing and evolving, the ability to monitor your most valuable personal assets has risen to a whole new level of "cool."

Through our partnership with ALARM.com, we now offer video monitoring that allows you to watch with your own eyes what's going on at your home or business – from absolutely anywhere you have computer access. Powerful cameras that fit in the palm of your hand send you images of anything you want to keep a watch over. For the home, you can see your loved ones coming and going, while keeping a watchful eye on your property. And when you can't be at your business, it allows for staying on top of things almost as if you are there. Plus you can view recorded clips from anytime during the day. As you can see, the

VIDEO MONITORING LIKE YOU'VE NEVER SEEN BEFORE!



piece of mind that this product can deliver is simply unparalleled.

I Can Watch On My What?!

For you tech heads, it gets even geekier! There's an iPhone and Blackberry app that allows you to monitor your property and people from just about anywhere! It's groundbreaking, yet easy to use technology that even outdoes George Jetson, himself!

Alarm.com Video Features

- Fully integrated with Alarm.com web-based security system monitoring and alerts
- Live video from one or more cameras through web
- Customizable recording settings based on security events, video motion detection and schedule
- Email and cell alerts (including optional video clip attachments) when new video is recorded
- Recorded clips can be viewed through PDAs and cell phones*
- No local storage device or DVR required (all video is stored remotely)
- Cameras include built-in 802.11/WiFi connectivity
- PDA and cell phone features vary by device & carrier

Call us to find out how you can get the surprisingly affordable video monitoring for your home or business.

<https://www.alarm.com/us/SMS-NJ>

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SCOTT'S MIND BOGGLING TRIVIA



- In the English hospitals of the seventeenth century, children were entitled to two gallons of beer as part of their weekly diet.
- The number of Twinkies that Twinkie inventor Jimmy Dewie ate in his lifetime was 40,177. (*Doesn't say anywhere what Jimmy weighed.*)
- By the law of averages, you are more likely to be killed by a flying champagne cork than by a poisonous spider. (*Just don't celebrate this fact.*)
- Hippopotomonstrosesquippedaliophobia is the fear of long words.
- Some of the chariot racers in 'Ben Hur' were seen to be wearing wrist watches.
- The Chinese were the first people to ever use toilet paper. (*Hope it wasn't rice paper, ow.*)

SHARE YOUR MIND BOGGLING TRIVIA ...

Email me your best stuff, and if it's printed in the next issue, I'll send you a beautiful SMS baseball cap and shirt from my own personal stash! So, let's see what you've got! Email me: scott@smsalarms.com



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Service: Press 1
Central Station: Press 4
Billing Dept: Press 5