



## The World Leader In Central Station Automation

### SIMS Pocket Edition Goes Mobile for Alarms

April, 26, 2011

Dear SIMS Customer,

The release of the SIMS Pocket v1.7 this week will contain the new "Mobile Pocket Medical and Panic Alarms". These new features may be used to create a revenue center for your Central Station and Dealers.

Every non-global contact in your database is a potential customer (average is six per account) for these features and the future is very bright as the Pocket editions of all apps will continue to grow as the user education of communication increases.

Clients can be an endless source of new revenue and mobile apps can lead the way. On average, every account you have has six potential mobile clients. SIMS Pocket can develop into a welcomed source of revenue and without investment of the Central Station or Dealer.

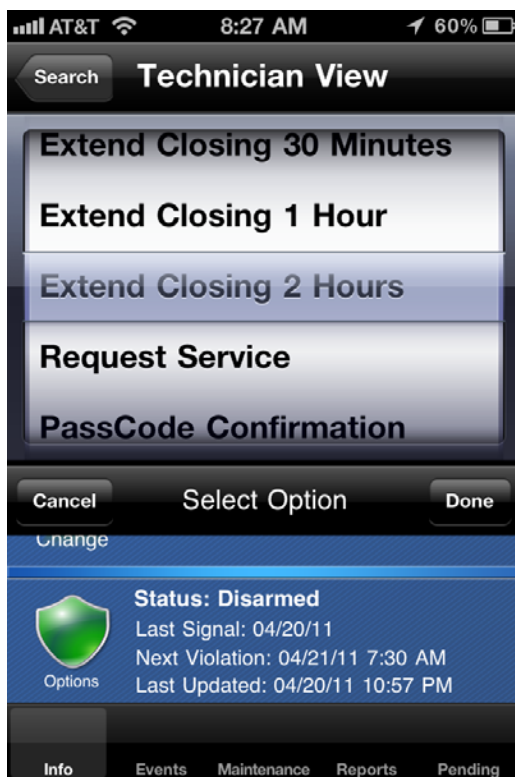


Information sent to the Central Station includes the GPS coordinates and the name of the person that logged in. Dispatchers then can bring up the exact location of the SIMS Pocket party within four feet of their current location. Selection of the alarm buttons is controlled by the user login.

Mnemonics must be added for the GPS Pocket Location (PLO), Pocket Panic (PPA), Pocket Cancel (PCA) and Pocket Medical (PMA) in order for operator to easily know the source (SIMS Pocket). The Pocket can also be used by end users to Cancel Alarms. If Pocket Mnemonics are not added alarms and cancels will follow normal mnemonics (i.e. PAN, MED, CAN). Mnemonic PLO for location must be added or will come in "INV"..

## **SIMS Pocket Edition Reduces Needless Operator Work**

With the release of v1.7 you can also allow your customers to modify their own schedule by extending the closing time and opening early. The iServer will enter a Temporary Schedule that is identified by the User Log-In. They may also Request Service that will create an event on Traffic that may be re-directed directly to the Dealer. For those high-security openings and closings that require confirmation, you may set their account up to require confirmation by the SIMS Pocket thereby providing added security during exits and entrances to the protected premise. These enhanced features can again provide additional revenue for all parties.



## **SIMS Pocket Edition Improves Customer Communication**

SIMS Pocket now can provide easy access to phone numbers that clients find hard to remember. As provided above you can see they may call their premise, your central station or call directly to

the Dealer for additional services. These three numbers will improve communication with the clients and reduce frustration by clients. If phone numbers are not found in the database the buttons will not appear so numbers may be screened out as necessary. "Call Central Station" phone number is provided from the Dealer Callback Phone Number and "Call for Service" phone number is provided by the Primary Dealer Phone Number.

## SIMS Pocket Edition Improves Technician Tools

With SIMS Pocket v1.7 the technician is provided with the On Test termination date and time in his local time along with the zones placed on test and the Exclusionary Mnemonic. The event screen has been enhanced with local time and a more descriptive ten character Brief Description of the mnemonic.

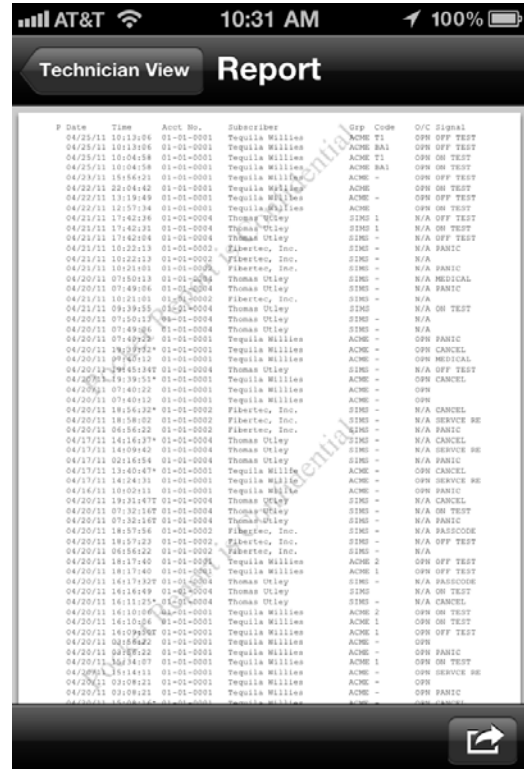
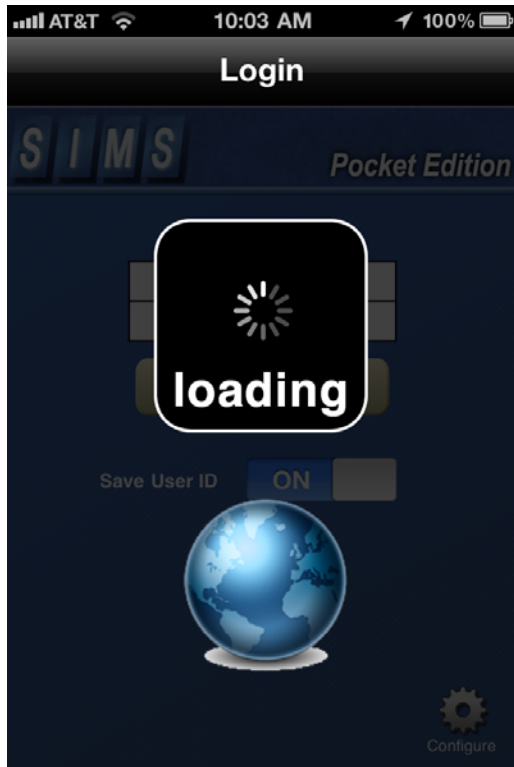


## SIMS Pocket Edition Is the Future

It is hard to imagine security without smaller applications taking over labor intensive Central Station operations and the sooner your Central Station gets on board the sooner you can take advantage of these savings and new revenue centers. Think of it, less operator time, better communication with clients and technicians, a new revenue center that requires no equipment to locate and service; what else could we possibly want?

# SIMS Pocket Edition Now Provides Branding

SIMS Pocket v1.7 now introduces "Branding" for your Central Station and Dealers. You may create your own logo as we have done with a SIMS Logo below. Further to this all reports may now be prepared with a Watermark to show on the report declaring identity or warnings.



Branding will keep your name in front of customers on a continuous basis. With the Central Station Welcome Message and branding during loading, they may know the application is done by SIMS, Inc. but they will see how you have added customization to insure your customers get what they need. For more information in logo branding, please consult technical note:

<http://notes.simsware.com?070101>

## SIMS Pocket Edition Allows Customization

Many of the functions of the SIMS Pocket are programmable include new "Mobile Alarms". Without access granted by the log-in functional capabilities are removed. Please consult technical note for these: <http://notes.simsware.com?031206>

For more information please contact SIMS Support Team as outlined on numbers below or [support@simsware.com](mailto:support@simsware.com).

Kindest Regards, Ken Utley