



WHY ALARMS & CAMERAS AREN'T ENOUGH PROTECTION

It's late on a Saturday night. The industrial zone where your business is located is deserted—except for a couple of thieves looking to score.

No problem, you may think. My commercial property has alarms and surveillance cameras to keep them out.

THINK AGAIN.

Although most commercial and industrial sites are equipped with alarms and cameras, this will only record the thieves stealing or breaking in, and not prevent it. There's little data to suggest that these devices alone, actually stop crimes or catch burglars. So there's a good chance those crooks will get away with somebody's valuables tonight.

If your company is relying on alarms and cameras **alone**, the goods they steal may be yours.

The Alarming Fact About Alarms

Americans install
\$1.5 billion
security alarms each year

94 – 98%
of alarm calls are false

False burglar alarms
constitute the highest
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law enforcement—as
much as 25% of all
calls received



Americans install some \$1.5 billion worth of new security alarms each year—a testament to the fact that they make people feel safer.

Unfortunately, according to the Department of Justice, 94% to 98% of alarm calls are false. User error, faulty equipment and poor installation are commonly cited causes.

Nationwide, false burglar alarms constitute the highest volume of calls for law enforcement to respond—in fact, as much as 25% of all calls received are reported as false alarms.

Even with video verification, police response times can be significant, depending on whether other, higher priority crimes are in progress at the same time, as well as the distance officers must travel to get to your business site.

Advantage: thieves.

Surveillance Cameras: The Picture Isn't Always Pretty

Surveillance cameras, another security staple at commercial and industrial businesses, fare a little bit better than alarms when it comes to preventing crime.

According to the Journal of Quantitative Criminology, "Despite the popularity of closed-circuit television, evidence of its crime prevention capabilities is inconclusive."

Over a 4-year period, surveillance cameras contributed to solving **less than 0.5%** of crimes in Chicago

One Chicago city spokesperson, quoted in a *Chicago Tribune* article, boasted that city surveillance cameras had helped solve 4,500 crimes over a four-year period. But, as the article's author pointed out, more than a million crimes had taken place during that time, meaning that the cameras' contribution to solving them was one-half of one percent, at best.

Why cameras may not be effective:

- **Poor image quality** due to the obstruction by trees or debris, cameras getting knocked out of position, dirty or damaged lenses, infrared glare, wiring problems or simply overestimating the ability of the cameras installed.
- **Recording failures.** The ability to view a live feed doesn't mean the surveillance system is recording.
- **Power failures.** Whether wireless or hard-wired, cameras need power to work. No power, no cameras.
- **Communications failures.** Problems with signal strength, signal interference or IP address conflicts can prevent cameras from communicating with the system.



One major equipment rental executive told AMAROK that, after more than 30 years in the industry, he's never found cameras to be an effective deterrent against external crime. "Despite improvements in camera systems, you are rarely able to get the picture you want," he says.

"Even if you are fortunate enough to get a great picture, in most cases it will be useless in catching the criminals unless you know them personally or recognize them. Even in this unlikely event, you have already suffered a crime."

Using alarms & cameras
alone **aren't enough to
deter criminals.**

THE SHOCKING TRUTH

The main problem with relying solely on alarms and cameras is that they don't actually prevent or stop crime. Their main purpose is to alert you that a crime is in progress, so that police can respond.

While some percentage of would-be thieves will be deterred or scared off by alarms and cameras, professional and most amateur thieves know that police can't respond in time to stop them from getting away with your valuable assets.



POWER UP YOUR PERIMETER



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So, the question is...

Would you rather deal with
the consequences of theft,
or stop it from happening?

Fortify Your Perimeter With FORTIFEYE™

To stop burglars before they get in, you need layered perimeter protection, like AMAROK's FORTIFEYE security solution—the World's First Integrated Electric Fence, Video and Monitoring System that is integrated and engineered to deter theft, detect activity, and detain criminals.

FORTIFEYE starts with The Electric Guard Dog™, a 10-foot-high, solar-powered electrified fence, placed just inside your perimeter fence. The Electric Guard Dog delivers a 7,000-volt jolt to anyone foolish enough to make contact.

Contact with the fence also triggers ultra-bright LED lights, blaring alarms and cameras that immediately focus on the area where the attempt to breach is located. You can monitor and verify activity on your site using AMAROK's mobile app, or let us handle the remote monitoring and reporting for you.

With FORTIFEYE, you will have a layered, integrated solution that prevents crime, can dually verify there's a breach, and ultimately increase police response times.

ARE YOU READY TO TAKE THE NEXT STEP TO
POWER UP YOUR PERIMETER?

CONTACT AMAROK TO GET STARTED.
