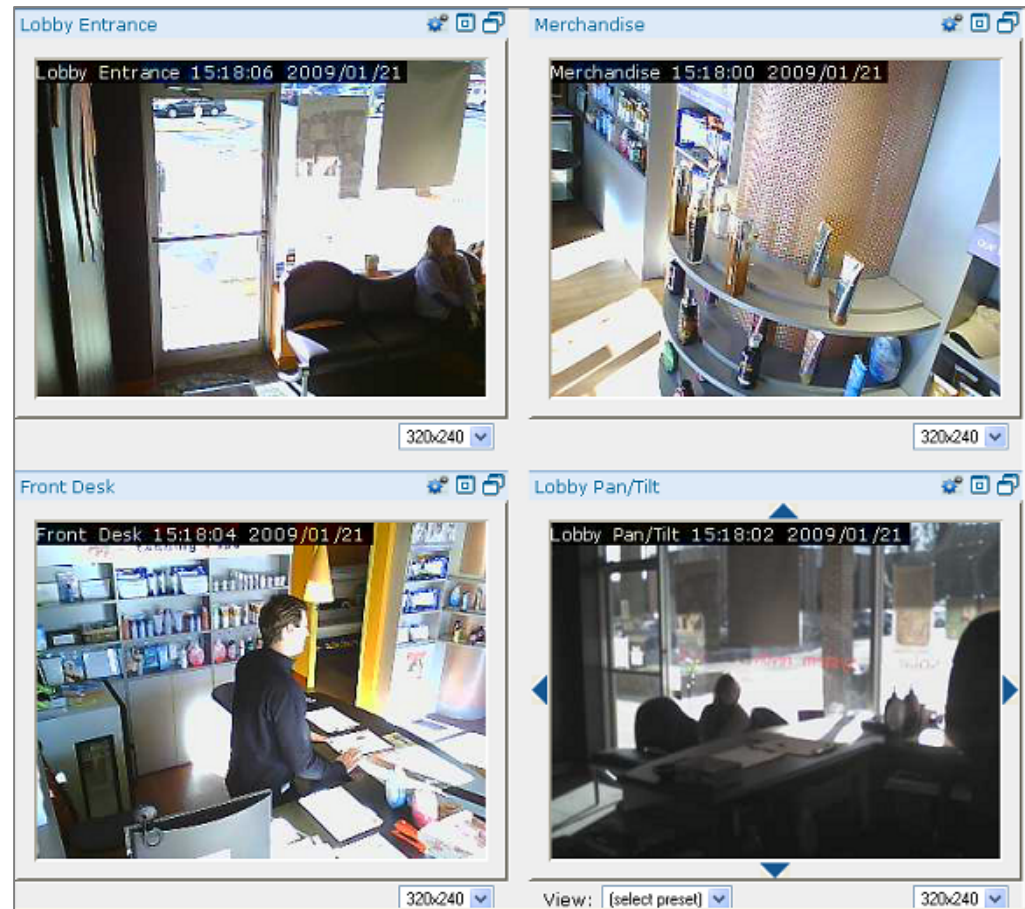# ALARM.COM™

McLean, VA

January 22nd, 2009

Introduction to Alarm.com Video

- Watch Live

- Review Recordings

- Control Pan/Tilts

- Monitor via PC, PDA or Cell Phone

Agenda

- Value Proposition

- How It Works

- Target Customers

- Features & Benefits

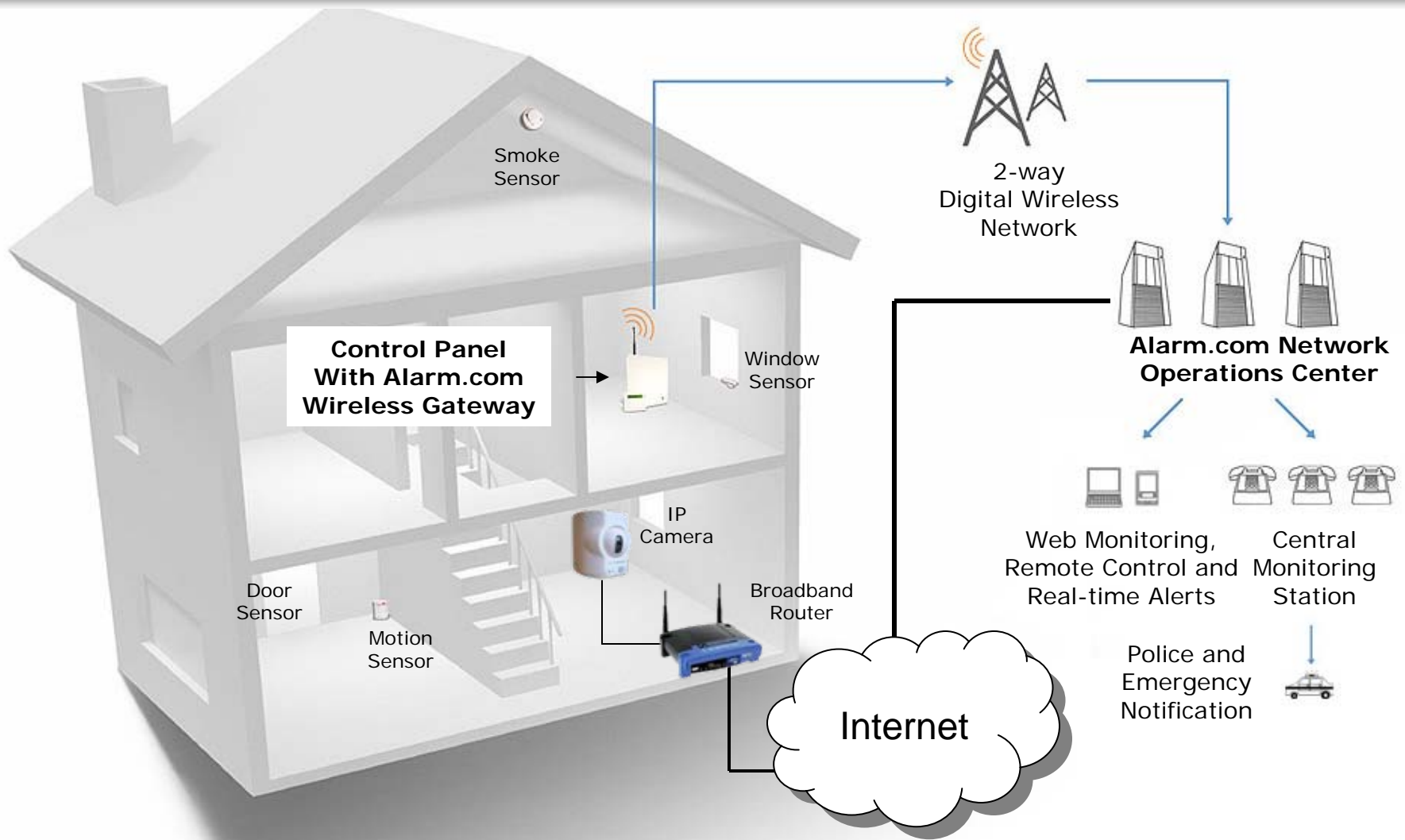- Mobile Video Features

- Camera Options

Alarm.com Video Value Proposition

Many small businesses and homeowners want video security but do not have the budget for a DVR-based surveillance system.

Alarm.com's hosted, subscription-based solution has low up-front costs and provides an affordable yet powerful option for this market segment.

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Smoke
Sensor

2-way
Digital Wireless
Network

**Control Panel
With Alarm.com
Wireless Gateway**

Window
Sensor

**Alarm.com Network
Operations Center**

IP
Camera

Web Monitoring,
Remote Control and
Real-time Alerts

Central
Monitoring
Station

Door
Sensor

Broadband
Router

Motion
Sensor

Police and
Emergency
Notification

Internet

5

Compatibility

- Video is compatible with all Alarm.com gateway modules on all supported panels.

- Customers must have a broadband Internet connection and a router.

- Alarm Customers must have an Interactive service plan.

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Target Customers

- Residential
- Small retail/commercial properties
- Any potential video surveillance customer who does not have the budget for a DVR.
- Great for occasional recording, but *not suitable for full-time recording because of upload constraints*

Service Plans

Alarm.com offers Pro Video and Pro Video Plus video plans, with options for additional storage.

Option Name	Details
Pro Video	50 MB, up to 4 cameras
Pro Video +	250 MB, up to 8 cameras
Additional Storage	250, 500 or 750 MB extra

Notes:

- Standard activation fee applies to Standalone Video accounts

- 50 MB of storage can hold ~90 minutes of recorded video

- Monthly video uploads are limited to 10x account storage.

-100 free email/text video clip attachments are included each month per 50 MB of account storage.

Sample Recording Options

Video Option	Extra Storage	Total Hosted Storage	Monthly Upload Limit	Average Clips per Day*
Pro Video	0 MB	50 MB	500 MB	30
Pro Video +	0 MB	250 MB	2500 MB	150
Pro Video +	250 MB	500 MB	5000 MB	300
Pro Video +	500 MB	750 MB	7500 MB	450
Pro Video +	750 MB	1000 MB	10000 MB	600

*Shared across all cameras, approximate value assumes default recording settings

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Features

- Low upfront equipment cost

- Tightly integrated with GE alarm panels

- Up to 8 cameras per account

- Record up to 1000 MB of video-motion and alarm-triggered video to hosted storage

- Flexible Video Motion Detection settings minimize unwanted recordings

- Accessible from Windows, Macintosh or Cellphone web browsers

- Monitor primary and vacation homes from a single account

- Email recordings for immediate review

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Features (Cont.)

- Alarm.com Dynamic DNS finds the cameras even if the IP address changes!

- DVR-like recording scheme ensures that customers do not have to manually delete old clips to make room for new ones

- Important clips can be "protected"

Camera Controls

- Live resolution and quality

- Recording resolution (up to 640x480), quality and frame rate

- Image brightness, contrast and sharpness

- Wireless cameras support all wireless encryption schemes

- Preset creation for Pan/Tilt cameras

- Camera supervision can send alerts when cameras are offline

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General Benefits

- Help confirm alarms issued by the system

- Record burglars, vandals and trespassers

- Deter
  - Trespassing
  - Theft
  - Vandalism
  - Violence

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Residential-Specific Benefits

- Confirm latchkey kids arrive home on time

- Watch babysitters/childcare

- Monitor housekeepers, home health workers, pet services, etc.

- Watch pets remotely

- Check in on vacation property

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Commercial-Specific Benefits

- Record entrances during openings/closings
- Record activity at employee, delivery, stock room, and manager office entrances
- Ensure the business is clean and presentable
- Monitor customer traffic
- Confirm all scheduled employees are present

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Live Video

View Recorded Clips

View Recorded Clips

VMD Setup

Video Support for Cell Phone

- www.alarm.com/pda
  - Wide Compatibility
  - Live Snapshots
  - Live Streaming
  - Playback of Saved Clips (only on video-enabled phones)
- Playback of video clips attached to emailed notifications (only on video-enabled phones)

Camera Options

**Alarm.com IP Video Camera
ADC-V510**

> Fixed-lens, indoor IP camera
> Supports **Alarm.com Video** services:
>> Live Video through Web, Mobile, PDA
>> Motion-triggered Recording
>> Alarm-triggered Recording
>> Real-Time Video Alerts
>> Remote Storage
> Ethernet and 802.11 b/g connectivity
> Privacy button

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Camera Options

Alarm.com IP Video Server ADC-VS1

Suitable for new installations and retrofits, the Alarm.com Video Server converts analog camera signals from any standard CCTV camera into Alarm.com-compatible video.

It's ideal for supporting a variety of special applications including outdoor, day/night and wide-dynamic range.

Camera Options

Alarm.com Pan/Tilt IP Video Camera
ADC-V610PT

All the features of the ADC-V510, plus:

> "Live Look Around" - Lets you control the camera remotely to look around in real-time

> Preset positioning - Save and toggle between specific camera angles instantly while viewing live video

> Greater coverage - One camera can be used to cover multiple viewing angles

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