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Thanks to Security UTC Fire & Security ESA for sponsoring this issue.

ESA INTEGRATOR

SECURITY Partners - Remote Video Monitoring *...out little Secret.*

The basics of temporary installations
ezee Share [1](#) [2](#) [3](#)
 A shock or arc blast from a temporary installation can be just as deadly as one from a permanent installation, and other type of installation is capable of igniting a fire if the conductors overhead or an arc is produced by faulty wiring. It is only reasonable that the same rules in regard to workmanship, conductor ampacity limits and overcurrent protection should apply to both kinds of installations. Temporary installations are not different because of relaxed care in respect to maintaining a safe installation, although Art. 590 does allow some modifications in certain wiring methods and materials. [MORE](#)

HSI FIRE! **HSI is Proud to be GREEN!** [CLICK FOR MORE](#)

Combating sub-standard cables
PEACE FM Share [1](#) [2](#) [3](#)
 The subject of sub-standard electrical cables and accessories is a major challenge that poses danger to lives and property in the country. Electrical cables per se are considered as high-risk items due to the sensitive roles they play in our houses, markets, offices and even on our streets. Categories of electrical products identified as high risk by the Electrical Safety Foundation International include control relays for industrial equipment, circuit breakers, fuses, electrical receptacles, ground-fault circuit interrupters, conduit fittings, electrical connectors, lamps, electronic lamp ballasts, dry cell batteries, lithium-ion batteries, smoke detectors, power strips and surge suppressors, electrical extension cords and power cords for computers and other equipment. [MORE](#)

PREMIER SECURITY OUTSOURCING **GRAND**

Protect yourself with the NEC
Radio World Share [1](#) [2](#) [3](#)
 Why the National Electrical Code and what is its purpose? The why and what really are the same: NEC is a standards document intended to protect personnel — like you, me and our families. The National Electrical Code is an amazing document, one of the oldest, most widely quoted and recognizable standards extant. It is also one of the most misquoted and misunderstood documents not read by people who should have done so. This is unfortunate, as the application of the NEC has a daily, profound effect on us personally and professionally. [MORE](#)

SG Digital Joins HDcctv Alliance to deliver HDcctv: Compliant equipment for video surveillance systems
PR Web Share [1](#) [2](#) [3](#)
 The HDcctv Alliance™, the global security industry consortium established to manage and promulgate technical standards for HDcctv™ equipment interoperability, announced that SG Digital, a pioneer in prototype HDcctv equipment including cameras and DVRs, has joined the Alliance to market a complete range of HDcctv-compliant products. [MORE](#)

Number of homes equipped with surveillance cameras slowly rising
The Bakersfield Californian Share [1](#) [2](#) [3](#)
 These days, trips to a shopping center or government building come with the understanding that you're most likely going to be photographed at some point by a surveillance camera. But how about while mowing the lawn? Or riding a bike down the street? That's becoming the case as surveillance cameras move from retail areas to residential neighborhoods. [MORE](#)

Zoig Technologies Wireless Go/Control
OpenAccess Share [1](#) [2](#) [3](#)
 Zoig Technologies' new OpenAccess™ 2.4GHz wireless interface, GSM (cellular) data, integrated two-way voice, built-in 2-way RF protocol, 48 Wireless zones, 2 hardware zones [MORE](#)

URC to expand home control presence at CEDIA Expo
twice Share [1](#) [2](#) [3](#)
 URC will go to the CEDIA Expo to further expand its presence in the home-control market with the launch of its first IP-controlled multi-room audio system, IP surveillance cameras, and rack-mountable MIX-10 home-system controller. The MIX-10 controller receives commands via Ethernet and WiFi to control the new multi-room audio system, surveillance cameras, components in a connected home entertainment system, and other-brand thermostats. [MORE](#)

New research suggests general public support CCTV
CCTV care Share [1](#) [2](#) [3](#)
 CCTV systems representing a substantial IT investment have been under threat from myriad sources: from the Deputy Prime Minister through to Big Brother Watch, a perception has been created that the public does not want public space CCTV systems and that they consider them to be both intrusive and an infringement of civil liberties. Since the mid-90s tens of millions of pounds have been invested in CCTV cameras, complex powerful networks, IP monitoring platforms and vast amounts of data storage. [MORE](#)

PRODUCT SHOWCASES

MediaGateway **LYNX Plus** **High Resolution Varifocal IR Camera**

EL-1000

Ball MediaGateway combines several new technologies to create a ground-breaking product unlike any other in our industry. Through the integration of different media including telephony, video, SIP technology and data, MediaGateway now provides significantly increased efficiency and revenue-generating opportunities for both central stations and alarm dealers. [More info](#)

With its uncompromising technology, reliability and self-contained architecture, Honeywell's LYNX Plus is easier to install and use than any other self-contained system. LYNX Plus is a combination control panel, keypad, siren, dialer, two-way voice system and base station in one. It offers full Contact ID information to your central station via TELCO, Internet GSM communications using the 7847-L or GSMVULP. It also offers two-way voice over GSM radio using the GSMVULP. The GSM radio or Internet communications module easily

The EL-1000 is a Medium to long range varifocal IR camera. It uses a Sony super HAD sensor with 500 TVL and a varifocal 3.5-12 mm f1.8 lens. It is IP 67 which makes the camera ideal for outdoor applications. It has 20 IRs with a viewing distance of up to 65 feet. It comes with a sturdy mounting bracket which can be used as either a top or bottom mount. [More info](#)

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A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

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Prices are for participation in 13 emails to the 12,000 Electronic Industry Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**

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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of alarm dealers and system integration professionals, the ESA Integrator keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

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