

We C.A.R.E. Our pledge to:



Care for your personal safety and peace of mind.



Answer your calls and alarms quickly.



Reflect Godly character in all we do.



Earn a fair profit to fuel our positive impact on people's lives.

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"Alexa, Arm the Alarm."

Have you noticed more and more people talking to their electronic assistants lately? Apple's Siri, Samsung's Bixby, Amazon's Alexa, and Google's Assistant are used by over 100 million people in the U.S. each month. With just a voice command, electronic assistants can place a call, send a text message, start a timer, look up information, and more. They definitely make life easier and more convenient.

Now they can keep you more secure as well. Security Central's latest alarm devices utilize electronic assistant technology to make securing your home and business easier than ever. The new Security Central ProSeries alarm system allows you to arm and disarm the alarm without having to enter a code or even touch a keypad.

Jordan Jackson, president of Security Central, recently explained, "Many clients don't use their alarm system as often as they should because they feel it is a hassle to arm and disarm each time they come and go. That is no longer an issue. With the new handsfree technology, you can arm the alarm as you are walking out the door by simply telling the alarm to turn on. Then when you return, the alarm can use bluetooth technology to recognize you as you enter and turn off the alarm automatically. Now there is no excuse for not using the alarm system everyday!"

The handsfree arming and disarming capability is not only faster and easier, it is also healthier. By not having to touch keypad buttons, it eliminates one common touchpoint surface that could potentially pass germs from one person to another. That is a real plus in the current COVID environment.

The new Security Central systems can also help you automate other areas of your home or office. Through Z-Wave wireless technology, the alarm controller can turn lights on or off, set thermostats, lock and unlock doors, open and close garage doors,

(Continued on Back Cover)



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KING OF C.A.R.E.



Brian Flores, one of our newer technicians, recently completed our apprenticeship program. Although he is still fresh, he is already going above and beyond to C.A.R.E. for his clients.

Brian was finishing up a security camera system installation at a client's house recently when the client's entire neighborhood lost electrical power late in the afternoon. Brian could not complete the internet setup and activation of the cameras without power, so he packed up his tools and headed home, advising the client that he would need to return when the power was restored.

The client called him later that evening to say the power had restored. Normal protocol would be to have the office reschedule a return appointment during regular business hours. But Brian knew his schedule was booked full for the next two weeks, so instead Brian jumped into his service van and drove back to the client's house to finish the camera activation that evening. The client was delighted!

Brian's commitment to C.A.R.E. for his clients' personal safety and peace of mind anytime day or night earned him this quarter's King of C.A.R.E. award. Thank you, Brian, for demonstrating how we C.A.R.E.! 💎



Million Dollar Impact Initiative Update

In January 2016 Security Central unveiled its Million Dollar Impact Initiative to support local and international charities. At that time, Security Central pledged to themselves and their community to give away \$1,000,000. Being a small company, they knew it would take some time, so they set a ten-year time frame for their goal.

In addition to giving away cash from the Security Central coffers, the initiative also includes their commitment to quarterly community-service projects by Security Central team members. Security Central also welcomes clients to join them

in the philanthropic effort and offers up to a \$500 match for donations that clients make to the Impact Partner charities that Security Central has chosen to support.

The Million Dollar Impact initiative is now five years old. During the first half of the proposed ten-year time frame, Security Central has accomplished the following:

- \$605,487 Donated by Security Central
- \$54,566 Additional Donations by Clients
- 20 Community Service Projects Completed
- Over 800 Volunteer Hours Invested

Security Central strives to make the world both a safer place and a better place. Their Million Dollar Impact Initiative is proof of that. To learn more about the Million Dollar Impact Initiative or to make a donation yourself to one of the worthy Impact Partner Charities, go to <https://securitycentralinc.com/about-us/1m-initiative/>. 💎



Prevent Hacks into Home Security System



The latest home security gadgets are a far cry from the early days of simple motion detectors. Whether it's the Ring video doorbell, which alerts you to someone at your front door (and allows you to talk to them), or other systems that use facial or voice recognition, we've got cameras and eyes everywhere.

The downside, of course, is the potential for hackers to access those cameras and find their way into our homes.

Consumer Reports offers tips to keep our home security cameras from being hacked:

- Keep your camera's firmware up to date. Some cameras automatically download and install these updates, which fix software bugs and patch software vulnerabilities, while others require you to check for updates on your own.
- Change your camera's password. You should approach your security camera's password the same as your other devices, and use long and complex passwords without personally identifying information.
- Set up two-factor authentication if possible. This means the camera

company sends you a onetime-use passcode via text, phone, email, or authentication app that you input in addition to your username and password when you log in to the account. As CR points out, even if a hacker cracks your password, they won't be able to access your camera unless they also gain access to your onetime code.

- Set up a password manager. A password manager generates strong, random passwords and stores and remembers them for you. Many are free. 💰



Help at the Press of a Button!

24/7 ASSISTANCE WHEN YOU NEED IT.
OUR PERSONAL ALERT DEVICES CAN HELP
KEEP YOU CONNECTED IN AN AGE OF
SOCIAL DISTANCING.

MORE INFORMATION AT
SECURITYCENTRALINC.COM/MEDICAL

Here's how it works...

speaker

With this powerful speaker, it's easy to hear the specialist answer your call.

call button

Just press one button to speak with a specialist and get help. It's that simple.

circular light

The light around the button lets you know when a call is in progress and when the pendant needs to be charged.



microphone

A powerful microphone allows you to speak with a kind, courteous specialist. They can send emergency help or contact a loved one to assist.



Medical
Emergency



Fire
Safety



DirectNet
Radio



Flood &
Freeze



PSRST STD
U.S. Postage
PAID
Lancaster, PA
Permit #299

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Honeywell

Security Partner

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(Continued from Front Cover)

and more. These automated functions can be tied to schedules or other trigger events, and they can be initiated by your voice command.

The new ProSeries alarm system integrates fully with Amazon's Alexa automation ecosystem. Each alarm touchscreen becomes another smart speaker similar to Amazon Echo or Dot devices. That means you can give alarm commands through your other Alexa devices or you can give Alexa commands through your alarm system. It is a beautiful relationship!

Dave Howell, one of Security Central's technical-support experts shared, "I love my Alexa home automation system. It does things for me everyday from waking me up, to telling me the weather report, to giving me reminders of my daily appointments. Now that my alarm system integrates with it, I don't even have to think about the alarm each time I leave or come home."

Jordan Jackson added, "I used to pooh-pooh home automation, thinking 'How tough is it to turn on a light switch?' But once I experienced it in my own house, I became a HUGE fan. Having all the appropriate lights turn on when we arrive home means my wife doesn't walk into a dark house. That is extremely comforting to both her and me. Then having all the lights turn off automatically when we go to bed is super convenient. I would never want to own a car again that doesn't have automatic headlights, and I will never live in a house that doesn't have full automation. It just makes life much nicer and safer!"

To learn more about the latest handsfree automated security and automation for your home or business, call a Security Central consultant today at 303-721-0111 or email us at CARE@securitycentralinc.com. 