NOTIFIER®
by Honeywell

Emergency Communications Systems
Sales Playbook






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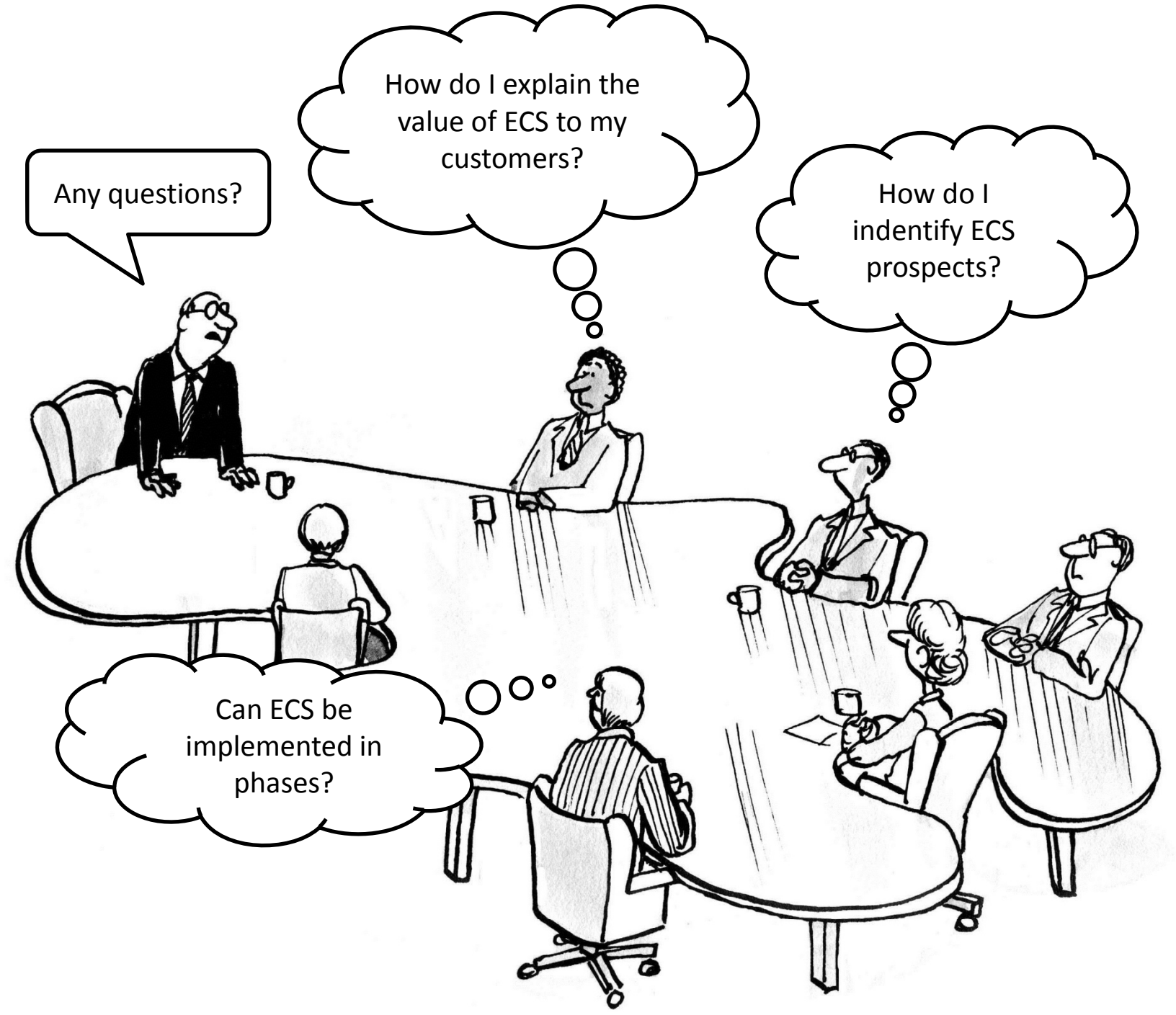
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Whether you're a seasoned veteran who's been selling fire protection systems for years or you're just starting out in the world of life safety technology, you may have some questions about selling Emergency Communications Systems (ECS).



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The Playbook is designed to answer all your questions about NOTIFIER's ECS—and even some you may not have thought to ask.

How do I indentify prospective customers for ECS?

Throughout the Playbook, we identify vertical markets and types of customers who could benefit from NOTIFIER's ECS, then draw the connections between those customers and key sales levers, decision makers, and cost mitigation factors—all to help you better understand which of your customers are strong prospects for ECS.

The **ECS Value Proposition** explains the features of ECS—and more importantly, the benefits they can offer to your customers. Our **Case Studies** show these benefits in action for a wide range of NOTIFIER customers.

How is ECS different from traditional fire voice systems?

Is there value in ECS for my customers' day-to-day operations?

ECS delivers solid ROI in emergency situations, but the benefits go well beyond that. Our **Value Matrix** details potential cost-savings for every ECS customer, as well as market-specific opportunities for healthcare, education, hospitality, manufacturing and other verticals.



When it matters most, trust NOTIFIER.

About the Sales Playbook

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The **Solutions Matrix** offers examples of scaled solutions for new construction, existing sites with voice and existing sites without voice. The **Good/Better/Best Walk** shows the real-world benefits of each ECS component—both as a standalone system and as part of an integrated ECS solution.

Can ECS be implemented in phases?

What's the best way to begin a conversation about ECS?

Our **Elevator Speech** is a 5-minute tour of the Who, What, How and Why of ECS—one that can help you start a conversation about NOTIFIER's ECS any time, any where.

Our **Toolkit** includes links to datasheets, engineering specifications, and an inter-active NOTIFIER ECS demo, as well as regulatory and funding information. We've also included a dictionary of ECS terms, an ECS opportunity checklist and a listing of our value Partners with contact information.

Where can I find technical information and other ECS resources?

We created this guide to help you effectively market and sell NOTIFIER Emergency Communications Systems to architects, engineers, end-users and others who need to know how ECS can help save lives and protect property. We hope you find the Playbook informative and profitable.



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An Emergency Communications System (ECS) is any life safety system designed to communicate one- or two-way emergency messages to individuals and groups. In recent years, we've seen how critical ECS is for public safety in all facilities. Whether fire, gas leaks, severe weather or acts of violence threaten occupants, a robust ECS solution can rapidly distribute vital information to everyone in the target area.

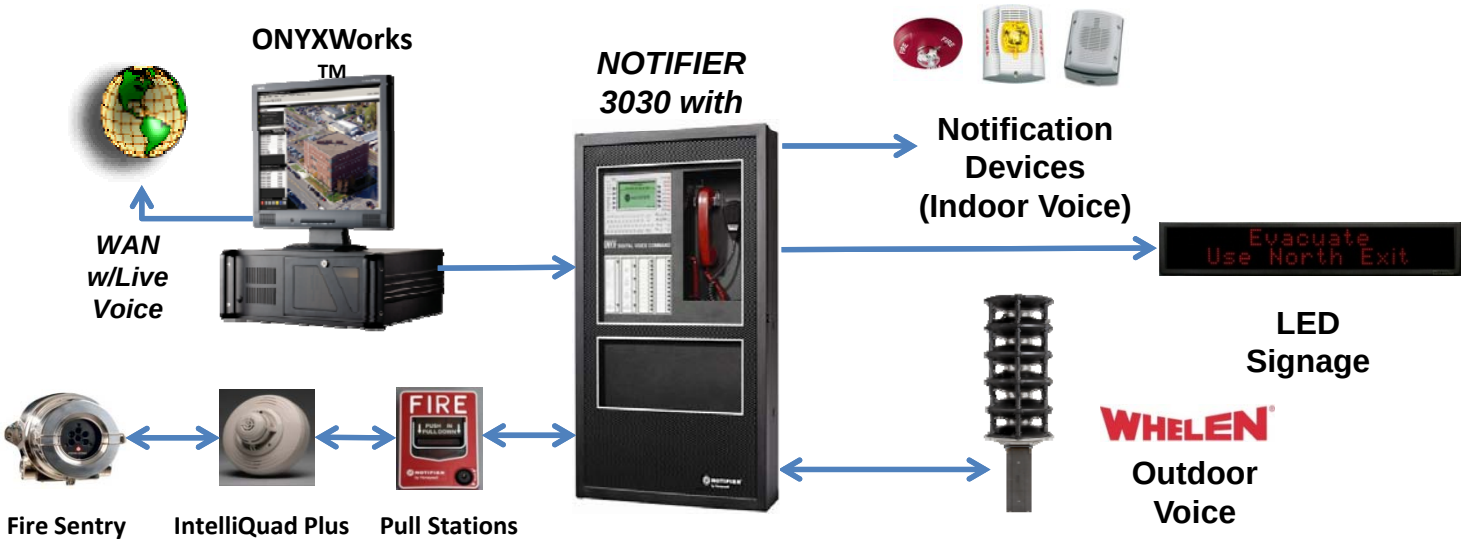


As a leading provider of life safety systems, NOTIFIER is uniquely positioned to deliver ECS. In addition to our comprehensive portfolio of fire and gas detection products, NOTIFER offers scalable ECS solutions that can be tailored for any type of customer.



What is ECS and Why NOTIFIER?

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Our line of ECS products includes indoor digital voice, high-powered outdoor speaker arrays, LED signage and distributed recipient mass notification systems (DRMNS) that can deliver e-mail, text, computer pop-up, voice and social media messages. NOTIFIER Engineered Systems Distributors (ESDs) are experts in developing customized solutions to meet every customer's needs.

Because NOTIFIER's solutions are scalable, ECS technologies can be implemented in phases and integrated as they're brought online—enabling customers to build out their capabilities over time as budgets or construction schedules permit. For customers with existing fire alarm systems, tying those systems to an ECS is a NFPA-recognized best practice.

Finally, NOTIFER's fully integrated designs enhance continuity and control, linking all means of notification into a single console for easy and intuitive management of emergency events.

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You should always be prepared to deliver a short powerful description of NOTIFIER's ECS offerings. Here are some suggested paragraphs.

WHO

From decades of excellence, NOTIFIER and its distributors have earned our customers' trust as a leading provider of fire, voice evacuation, life safety and gas detection systems. Now we lead the way with powerful Emergency Communications Systems (ECS) to save lives and protect property from new and emerging threats using today's most advanced communication and networking technologies.

WHAT

NOTIFIER and your distributor design, manufacture, integrate, install and service the world's leading systems for indoor voice, outdoor voice, LED signage and distributed recipient mass notification (DRMNS) that includes facility-based notification as well as email, text and web notifications to reach thousands of people in seconds.



ECS

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HOW

Our suite of products can be integrated as part of a total NOTIFIER solution or added to existing fire alarm systems to deliver an ECS solution that meets any customer's needs, including single-site operations, multi-building campuses and multi-site corporations.

WHY

Our ECS solutions, delivered by our nationwide network of distributors, provides the same level of reliability, trust and support you've come to expect from NOTIFIER's fire and gas detection solutions. We offer scalable solutions that allow customers to phase-in new technologies as budgets and construction schedules allow. And most critically, NOTIFIER's ECS solutions offer fully integrated designs that tie all means of notification into a single console for easy and intuitive management of emergency events.

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The next few pages offer marketing and value positioning language that you can use in your verbal and written communications with customers, including proposals. Consider your customer's experiences, perspectives and core needs as you edit and select the pieces you feel will be most effective.

NOTIFIER: The Voice of Experience



NOTIFIER continuously develops new technologies that improve fire and life safety—an unwavering commitment for over sixty years. Our decades of experience designing and manufacturing the industry's most advanced fire alarm and voice evacuation systems far exceed the five-year minimum recommended by the Unified Facilities Criteria (UFC) standard 4-021-01 for Emergency Communications Systems. Our emergency communications solutions are also easily integrated with NOTIFIER fire alarm systems, or they can operate independently as standalone systems.

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NOTIFIER Digital Voice Command

Towering high-rises, sprawling college campuses, and mass transit may have thousands of people occupying them at any given moment. Informing everyone of an emerging crisis in these spaces is critical to protecting life and reducing injuries. NOTIFIER's Digital Voice Command makes it possible. Digital Voice Command (DVC) systems can be distributed throughout multiple buildings and linked together via the NOTI-FIRE-NET intelligent network. Each system can operate independently in case of a building-specific emergency, or cohesively as part of unified ECS for large-scale emergencies. Using the DVC command center, authorized personnel can distribute emergency voice messages to an entire campus or to specific areas.





NOTIFIER First Command
(Standalone Sidecar Audio)

Using a combination of interior and exterior speakers, NOTIFIER's First Command will alert an entire building of an emergency situation and instruct the occupants on the appropriate course of action. Live emergency paging is easily accomplished using First Command's integrated microphone.

Remote Paging Unit

The NOTIFIER Remote Paging Unit (DVC-RPU) expands the capabilities of the digital voice command (DVC) system for applications that require a remote paging station in a compact footprint that can be distributed throughout a facility. Though most commonly used in military facilities, remote paging units can be specified or added to almost any facility where the main control panel is inaccessible or a distance away from the incident scene. Remote paging units allow trained operators to activate pre-recorded messages or deliver live voice messages without having to return to the main control panel or workstation. Having RPUs available throughout a facility will save significant time during emergencies when seconds and minutes truly count.



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LED Signage

LED signs can be placed in areas where large numbers of people assemble, such as mass transit terminals, sports arenas and airports. LED signs also play a critical role in buildings where the occupants may be hearing impaired or where high ambient noise levels make voice messages less intelligible.





High-Powered Speaker Arrays (HPSAs)

HPSAs can easily and seamlessly be incorporated into a NOTIFIER ECS to provide intelligible voice messages outdoors. A combination of voice messages and siren tones from the HPSAs will alert personnel who are outdoors on breaks, arriving or leaving work, or visiting the facility. HPSAs are a critical component of any campus ECS system, such as colleges and universities where there are typically many people outdoors, including students, employees and staff.

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Distributed Recipient Mass Notification Systems (DRMNS)

DRMNS provides two-way emergency communications via a wide range of platforms, including phone (voice), text, e-mail, computer pop-ups and social media. Capable of delivering multi-modal communications through a single interface, DRMNS is a powerful ECS tool—one that complements NOTIFIER'S voice products to provide a full range of communication alternatives.



Mass Notification over IP Technology

NOTIFY-IP uses voice over IP (VoIP) technology to send live, direct voice instructions for preserving life and property throughout a single large facility, multi-building campus or multi-site facilities globally. Within seconds, facilities all over the world can be notified of a potential or existing emergency. Activation of NOTIFY-IP is simple; the operator selects the desired paging location(s), clicks the "Start Paging" button, and speaks into the microphone with the appropriate emergency message.

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In this section we show the progression of effectiveness in ECS technology, comparing a range from indoor voice systems to full DRMNS functionality. On the next few pages you'll find comparisons of standalone and integrated systems.

Step 1

Step 2

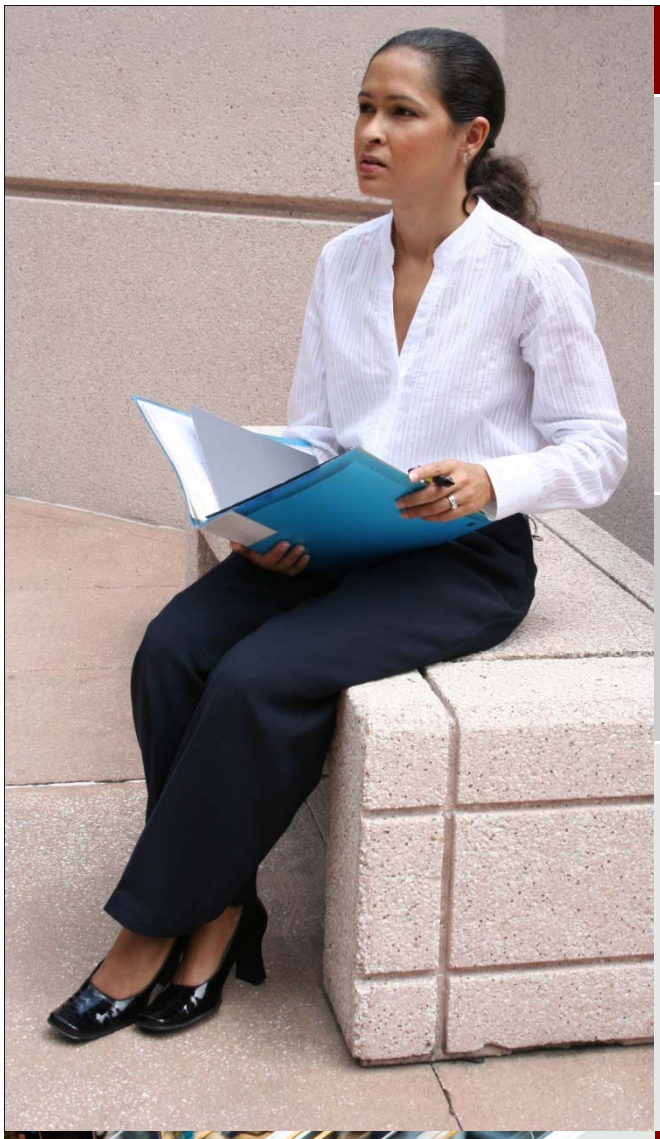
Step 3

Step 4

	Standalone	Integrated
DRMNS	InstantAlert Plus for NOTIFIER	AtHoc DRMNS interfaced with the CAP Gateway
Outdoor Voice	Whelen HPSAs, relay-activated	Whelen HPSAs with NAUXCS voice-activated interface board
LED Signage	LED, Inc relay-activated LED signs	Inova LED signs with LEDSIGN Gateway
Indoor Voice	NOTIFIER First Command - side car audio	Onyx Digital Voice



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Benefits	
Standalone	**Integrated**
Lower initial cost; provides benefits of ECS, but doesn't require complete system upgrade	Single console for controlling all ECS modalities – voice, LED signs and DRMNS
Can be incorporated into non-NOTIFIER systems	Scalable solution; can be developed as budgets and schedules permit
Allows NOTIFIER to deliver ECS solutions despite incumbent fire alarm, positioning ESD for upgrade opportunities	Fully integrated solution, allowing ESD to deliver all fire, gas and ECS capabilities



Targeted Customers	
K-12 & Pre-K Schools Senior Living Centers Factories/Light Manufacturing Warehouses Retail Outlets Office Spaces Churches	Colleges & Universities High-Rise Buildings Corporate Campuses Industrial Facilities Chemical Plants Utility Plants Ports Mass Transit Hubs Sports Arenas Government Complexes

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Markets	Key Sales Levers	Key Players / Decision Makers
Healthcare & Assisted Living 	Leverage for Nurse and CNA callbacks; groups setup for targeted messaging Discrete communications for sensitive events versus public address system; selective and targeted communications	Chief Nursing Officer Information Technology Security/Safety Officer
Colleges & Universities 	Protection of students and staff Distribution of timely, official information to students, staff and parents; ability to get ahead of the Facebook, Twitter and social media wildfire Effective marketing tool for promoting safe campus and institutional investment in protecting lives Reporting and tracking to comply with Clery Act	President Dean of Students Information Technology Public Safety/Security Director
Manufacturing 	Timely communication with employees Distribute official information, including both routine and emergency communications related to weather, workplace violence or other emergencies	Health, Safety & Environmental (HS&E) Leader Plant Manager Facilities Manager Human Resources Information Technology
Government 	Timely communication with staff Distribute official information, including both routine and emergency communications related to weather, workplace violence or other emergencies	Mayor First Selectman Emergency Management Director Police Chief Fire Chief

NOTIFIER® by Honeywell

Markets	Key Sales Levers	Key Players / Decision Makers
K-12 Schools 	Distribute official information, including both routine and emergency communications related to weather, workplace violence or other emergencies	School Principals Director of Facilities Information Technology District Superintendent
	More discrete communications for sensitive events versus public address system; selective and targeted communications	
Financial Services & Banking 	Timely communication with employees; minimize lost revenue due to time away from trading floor and other high-stakes operations	Building Safety & Security Operations Manager Site Leader Information Technology
	Distribute official information, including both routine and emergency communications related to weather, workplace violence or other emergencies	
	Peace of mind for employees; demonstrate the company's commitment to safety	
Hospitality (Hotels & Resorts) 	Timely communication with staff during emergencies regardless of their location	Hotel/Property Manager Information Technology Facilities Manager Corporate Security Liaison
	Ability to register guests into ECS during their stay for direct communications during emergency events	
	More effective scheduling with work groups functionality that provides views of event coverage, open shifts and related information; ability to poll appropriate staff and fill open shifts based on order of responses	

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- Local operator consoles (LOC) enable staff members to quickly initiate and deliver communications, regardless of their location in the building.

- NOTIFIER envisions a world in which traditional horns and strobes no longer exist—and ALL new systems include voice. After all, horns and strobes are simple devices. Does anyone really know the difference between Temp 3 and Temp 4?

- Voice systems can provide detailed response instructions based on the event type and location of individuals.

- During the construction phase, additional wiring can be added easily for future expansion of ECS capabilities, including speakers, speaker strobes and LED signs. Incorporate ECS into the design even if the budget doesn't initially include it.

- Include outdoor voice for parking lots, gathering areas and outdoor venues. Stress the need to extend the delivery of emergency instructions outside the building. For example, if a building is evacuated for a fire alarm or drill, how will official communications about next steps reach the evacuees?

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- Consider DRMNS as an add-on or upgrade to tie out the system. An integrated approach provides a single console for managing emergencies. Funding is often available from the project's IT budget, as this component is primarily software-based.

- Stress the ability to leverage ECS for routine, non-emergency situations—exercising the components and allowing users to become more comfortable with the system *before* there's an emergency event.

- Expand your design to include LED signs for high-noise and common areas in the building(s)—for example, manufacturing spaces, cafeterias, large meeting rooms and corridors.

Solutions Matrix – Existing Sites with Voice

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- Expand your design to include LED signs for high-noise and common areas in the building(s)—for example, manufacturing spaces, cafeterias, large meeting rooms and corridors.
- Upgrade to SpectrAlert® Advance ALERT speaker strobes for improved intelligibility and multi-purpose use.
- Incorporate dual strobe plates for military installations and/or customers interested in maintaining differentiation between Fire and ECS events.
- Add outdoor voice for parking lots, gathering areas and outdoor venues. Stress the need to extend the delivery of emergency instructions outside the building. For example, if a building is evacuated for a fire alarm or drill, how will official communications about next steps reach the evacuees?
- Consider DRMNS as an add-on or upgrade to tie out the system. An integrated approach provides a single console for managing emergencies. Funding is often available from the project's IT budget, as this component is primarily software-based.





Solutions Matrix – Existing Sites without Voice

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- Add side-car voice via First Command, which costs less than integrated voice, leaves the existing fire alarm intact and provides opportunities for customers with other manufacturers' systems to adopt NOTIFIER ECS.

- Upgrade the fire system to include integrated voice. Develop a path from a basic fire and voice system to one with expanded capabilities, including outdoor voice, LED signs and DRMNS. Prioritize your roadmap based on the customer type and needs.

- Offer NOTIFIER's standalone ECS solutions in order to demonstrate the capabilities and benefits of each. Stress the value of each component, but also the "clumsiness" of multiple control/activation points versus an integrated solution. Specifically you can:

  - ✓ Implement a standalone DRMNS like Honeywell InstantAlert Plus for NOTIFIER as a lower-cost starting point.
  - ✓ Install relay-activated LED signs by LED, Inc. throughout the building and tie them to the fire alarm control panel.
  - ✓ Install a Whelen standalone giant voice system for outdoor areas.

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Use these charts to help you communicate specific ECS cost mitigation factors for these verticals.

Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
Financial Services	Lost trading time; inability to notify employees it's safe to return	$100,000 per minute of lost trading time; more if a heavy trading day, IPO, etc.	✓	✓	✓	✓
Colleges & Universities	Safety of students, staff and visitors during and after an on-campus emergency	Assessment of student and staff status during and post-emergency; life safety (injury or death); reputation damage and negative PR; loss of tuition from prospective student; student feeling unsafe and transferring to other schools	✓	✓	✓	✓
	Regulatory compliance with regulations and guidelines	Ability to track emergency events for reporting under the Clery Act.; fines, lost financial aid & grant funds; reputation damage due to non-compliance.	N/A	N/A	N/A	✓
	Operational notifications	Timely notifications of schedule changes, general announcements and/or critical systems outages	✓	✓	✓	✓

Value Matrix - Vertical Markets

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Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
Healthcare	Safety of patients/residents, staff and visitors during an on-premises emergency	Life safety (injury or death); reputation damage and negative PR	✓	✓	✓	✓
	Staff unable to request emergency assistance	Panic alerts for mobile healthcare workers; mobile medical professionals visiting patients & assisted living facilities can send emergency/panic alerts and geo-location to Operations center with one touch button on smart phone application	N/A	N/A	N/A	✓
	Difficulty covering open shifts in a timely manner	Poll relevant nurses and staff about open shifts, collect responses rapidly and fill shifts cost-effectively while fulfilling the HR/seniority requirements	N/A	N/A	N/A	✓





Value Matrix - Vertical Markets

NOTIFIER® by Honeywell

Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
Healthcare (cont'd)	Tracking emergency events to satisfy local, state or national regulatory requirements	Ability to track emergency events to satisfy local, state or national regulatory requirements	N/A	N/A	N/A	✓
	Personnel recall	Rapid recall of off-campus staff in case of patient emergencies, influx of patients due to mass casualty or pandemics	N/A	N/A	N/A	✓
	Operational notifications	Shift/schedule changes, drug recall notification, critical systems outages	N/A	N/A	N/A	✓
Hospitality	Inability to communicate with guests & customers	Life safety (injury or death); lost revenue as guests/customers leave due to inability to inform that it's safe to return; reputation damage/negative PR	✓	✓	✓	✓



Value Matrix - Vertical Markets

NOTIFIER® by Honeywell

Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
Manufacturing	Inability to deliver intelligible voice messages due to high ambient noise conditions	Incorrect actions or inaction by employees, staff and/or visitors resulting in injury and/or death	✓	✓	✓	✓
Industrial	Need to communicate to the public/surrounding area in the event of an emergency	Injury/loss of life, negative PR, fines from regulatory agencies such as OSHA	N/A	✓	N/A	✓
	Need to alert personnel & emergency response teams to potential issues, including leaks, shutdowns and other emergencies	Lack of a timely response resulting in injury or death; expenses incurred due to lost product and cleanup costs during leaks; shutdowns resulting in lost revenues of tens of thousands of dollars per minute	✓	✓	✓	✓
	Operational notifications	Timely & consistent notification of shift schedule changes and critical systems outages	N/A	N/A	✓	✓



Value Matrix - Vertical Markets

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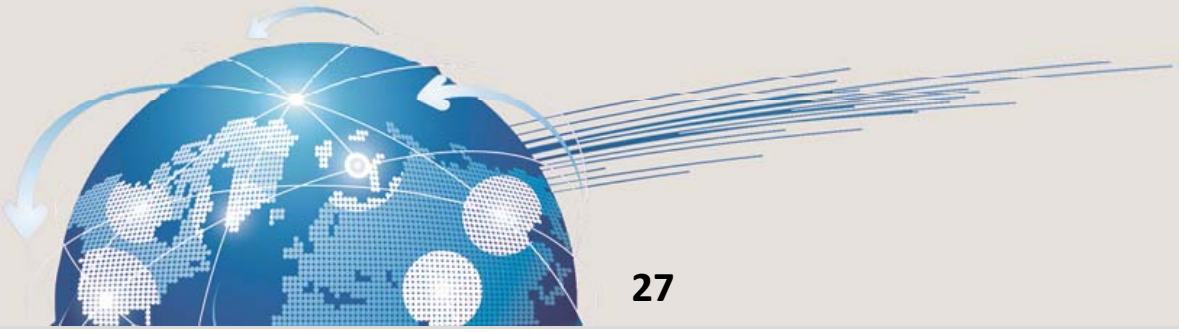
Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
Military	Force protection (mass dissemination of alerts to personnel to accelerate threat response)	Compliance with military concept of operations requires the use of mass notification	✓	✓	✓	✓
	Personnel recall (rapid activation of off-base personnel to report for duty)					
	Personnel accountability (proactive assessment of force status and its ability to perform duties)					
	Response Tracking and Reporting (alert recipients have multiple response options for acknowledgement on all personal communication channels)					
	Regulatory compliance with DoD/Federal Regulations and Guidelines (physical and network security)					

Value Matrix - All Markets

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Use these charts to help you communicate specific ECS cost mitigation factors for any facility.

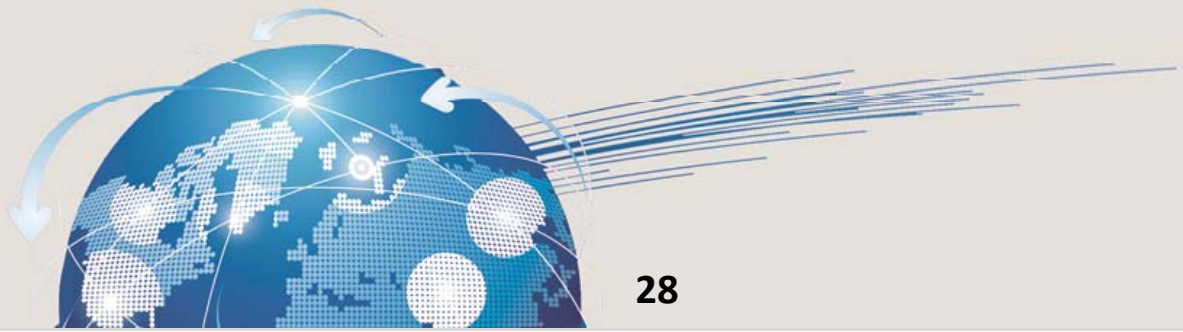
Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
All	Traditional PA systems or mass e-mails are often ignored during emergencies; staff becomes complacent due to routine messages and/or paging throughout the day	Single mode of communication is easy to dismiss, ignore or fail to hear; PA alone offers no means to validate/check content of the message; multi-modal approach provides voice, text and visual communications during emergencies	✓	✓	✓	✓
	Multiple communications methods, each requiring their own inputs/consoles.	Integrated ECS provides a single console for managing emergency events from; multiple inputs, including fire, gas, weather alerts, panic buttons; can be configured to map to multiple outputs based event type.	✓	✓	✓	✓
	No initial budget for full ECS solution	Scalability (components can be added in any order, at any time, as budgets and schedules permit)	✓	✓	✓	✓



Value Matrix - All Markets

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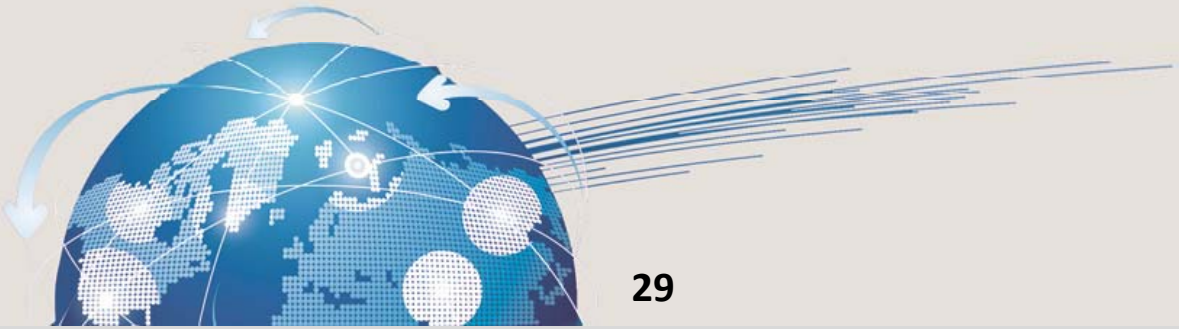
Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
All	Traditional PA systems do not have survivability, supervision and battery backup requirements that ECS provides	Inability to monitor status of the system; injury or death as a result of system not working during an emergency	✓	✓	✓	N/A
	Lack of a mechanism to store pre-programmed scenarios & emergency instructions	Lost time reading emergency instructions into PA systems; tone of message could provoke anxiety (e.g. excitement in the voice); lost time preparing text for mass e-mails	✓	✓	✓	✓
	Personnel accountability	Proactive assessment of personnel status and their ability to perform duties	N/A	N/A	N/A	✓
	Response tracking and reporting	Alert recipients have multiple response options for acknowledgement/requesting assistance.	N/A	N/A	N/A	✓



Value Matrix - All Markets

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Market	Issues	Costs/Opportunities	Indoor Voice	Outdoor Voice	LED Signage	DRMNS
All	Weather/events prior to arrival at the facility	Additional labor costs to manage call trees, send mass e-mails, track responses, assemble reports, etc.	✓	✓	✓	✓
	Inability to broadcast emergency instructions	Incorrect decisions made by uninformed employees, students and/or staff, resulting in injury or death	✓	✓	✓	✓
	Inability to track responses & ensure all intended recipients have received emergency instructions	Resources required to manually contact all employees, staff and/or students to ensure receipt of messages	N/A	N/A	N/A	✓
	Inability to simultaneously communicate to multiple sites with a single message	Lost time contacting individual sites; loss of clarity as message is passed along; additional labor costs to communicate at each site	✓	✓	✓	✓



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Review the customer's relationship with the ESD.

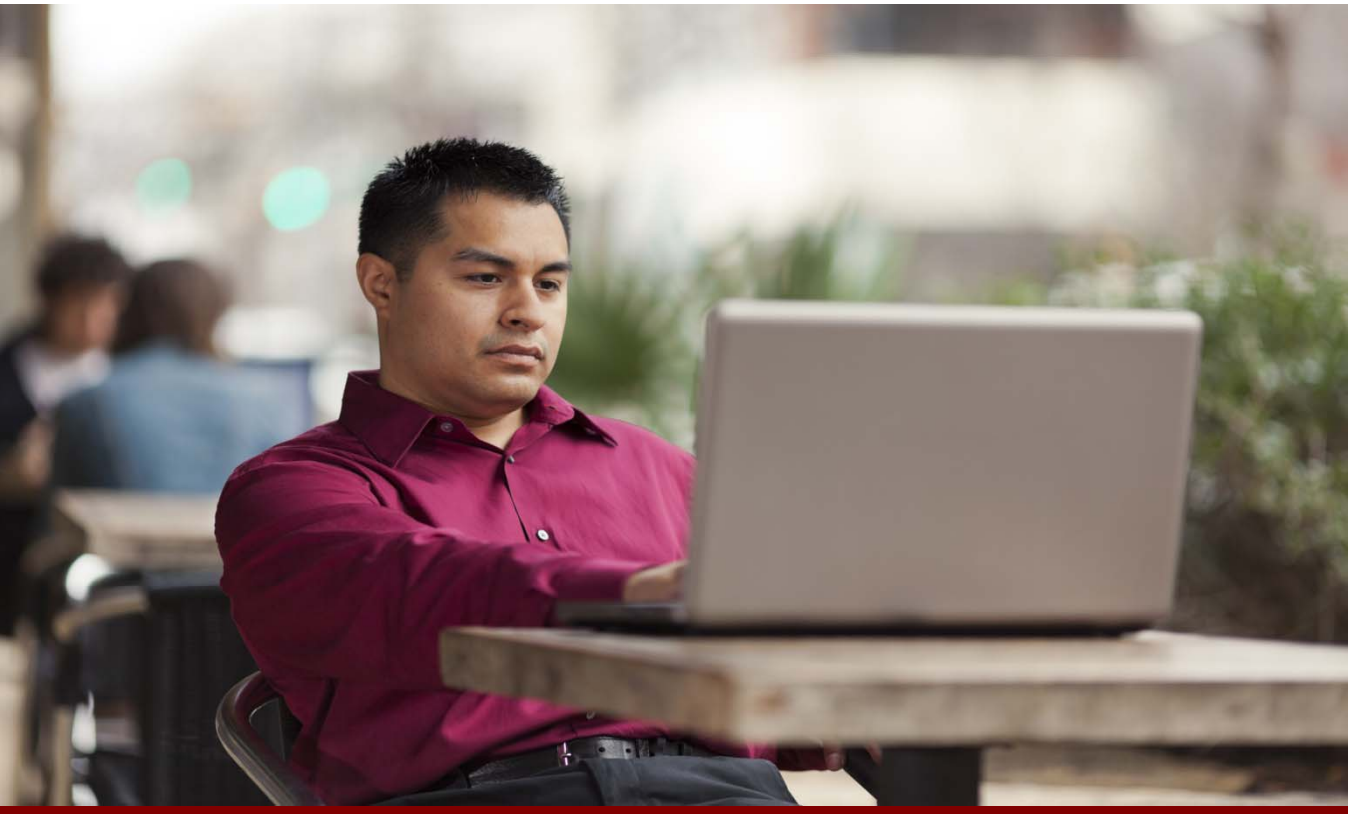
- Are they an existing customer?
- How long have they been a customer of the ESD? What other services does the ESD provide? (It helps to understand how deeply entrenched the ESD is).
- Do they represent a new opportunity for NOTIFIER and the ESD?

Assess the existing capabilities of the customer's fire and ECS systems.

- Is the system addressable or conventional?
    - Addressable systems offer the best opportunity to integrate digital voice.
    - Conventional systems, if not upgraded to an integrated, addressable system, are good candidates for side-car audio.
- Does it account for special hazards, including:
    - Gas Detection
    - Flame Detection
    - Very Early Warning (aspiration or laser)
    - CO/Smoke (sleeping areas)
    - Multi-Criteria Detection (nuisance alarm issues)
- If any of the special hazards above are present, how are the alarms being handled today? Does a CO alarm initiate the same response as a smoke alarm? Without ECS to differentiate based on alarm type, all events will trigger the same response.







Preparing for the ECS Presentation

Review the customer's website to identify ECS opportunities.

- Existing ECS capabilities (many colleges and universities make these publicly available on their websites)
- Needs that have been explicitly identified by the customer or ESD, stemming from:
    - A recent fire or emergency at the site
    - Labor, regulatory or internal/corporate requirements
    - Reaction to a recent event – was a deficiency highlighted during a recent weather or emergency event that an ECS can solve?

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Preparing for the ECS Presentation

Based on the customer's stated or derived needs, identify the resources required to support effective presentations, including:

- Case studies from similar customer types
- Capabilities based on the Solutions Matrix in this guide
- Most beneficial products based on the size of the building(s), campus acreage and number of students and/or employees
- PowerPoint presentations
- DRMNS demonstrations[1]
- Home office product support (on-site or in preparation for the meeting)
- Relevant collateral to use as leave-behinds
- Support from third-party vendors, including personnel, specifications, collateral, etc.

Develop a custom agenda for the customer visit



[1] DRMNS demonstrations should be arranged through Dick Bauer, with at least one week's advanced notice for offsite demos and three week's notice for onsite demonstrations at the customer's location.

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Research

Leading up to your formal presentation you should have assessed the customer's facility requirements, the end-user's business goals and motivators. Maybe it's a high-capacity public space like a university, maybe it's a healthcare facility for elderly people, maybe a corporate campus or military base. Each one and each customer will have a unique set of primary and secondary emergency communication needs—needs you'll explicitly address in your proposal and presentation.









Agenda

Before the presentation, you should prepare and send a formal agenda document so your audience knows how long the presentation will be and which topics will be covered. Make sure you add an item that specifically addresses the facility's or user's primary and secondary safety needs as you understand them. Also remember to provide opportunities for feedback and modification. Every presentation needs to match your specific audience and sales conditions, but your agenda might look something like the example on the next page.

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Customer Logo

Your ESD Logo

NOTIFIER Emergency Communications System

Sample Presentation Agenda

Date, Location, Time

- **Introductions and Time Check**
- **Goals for the Meeting** (Including check-in with audience about *their* goals)
- **Brief History of your Engagement with the Customer** (Including check-in)
- **Distributor & NOTIFIER Qualifications** (Capabilities/Similar Projects)
- **Review of Customer's/End-user's Primary and Secondary ECS Needs**
- **Present High-Altitude Overview of Solution**
  - ✓ Primary components and how they address the primary and secondary needs of the customer (no costs or detailed part numbers yet).
  - ✓ Keep it focused on benefits and major features that the audience will understand.
  - ✓ Refer your audience to the detailed proposal that you have distributed or that you will send after the meeting.
  - ✓ Ask for questions and address any perceived hesitations or objections.
  - ✓ Draw them out of if you sense they aren't being voiced.
- **Q&A**
- **Closing & Next Steps**
  - ✓ Review any action items and/or open issues requiring follow-up
  - ✓ Determine next steps. With whom will you follow-up? What is the timeline for doing so?
  - ✓ Establish primary points-of-contact with ESD and end-user.

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Additional Presentation Components and Strategies



- Ask what their decision-making process will be and who will be involved. Offer to be available for another meeting or downstream questions.

- If there's time, discuss your installation process and duration, as well as NOTIFIER's Support and R&D efforts, which keep the most current and cost-effective technology available to the end-user at all times.

- Time permitting, discuss the NOTIFIER experience and legacy. Offer references.

- Leave printed materials (collateral, hard-copy proposals, etc.) and direct them to follow up demos, marketing resources and other technical information online.

- Before concluding:

  ✓ Review any open issues/questions identified during the presentation. Provide accountability for closure. Specify who will provide the information and when it will be sent.

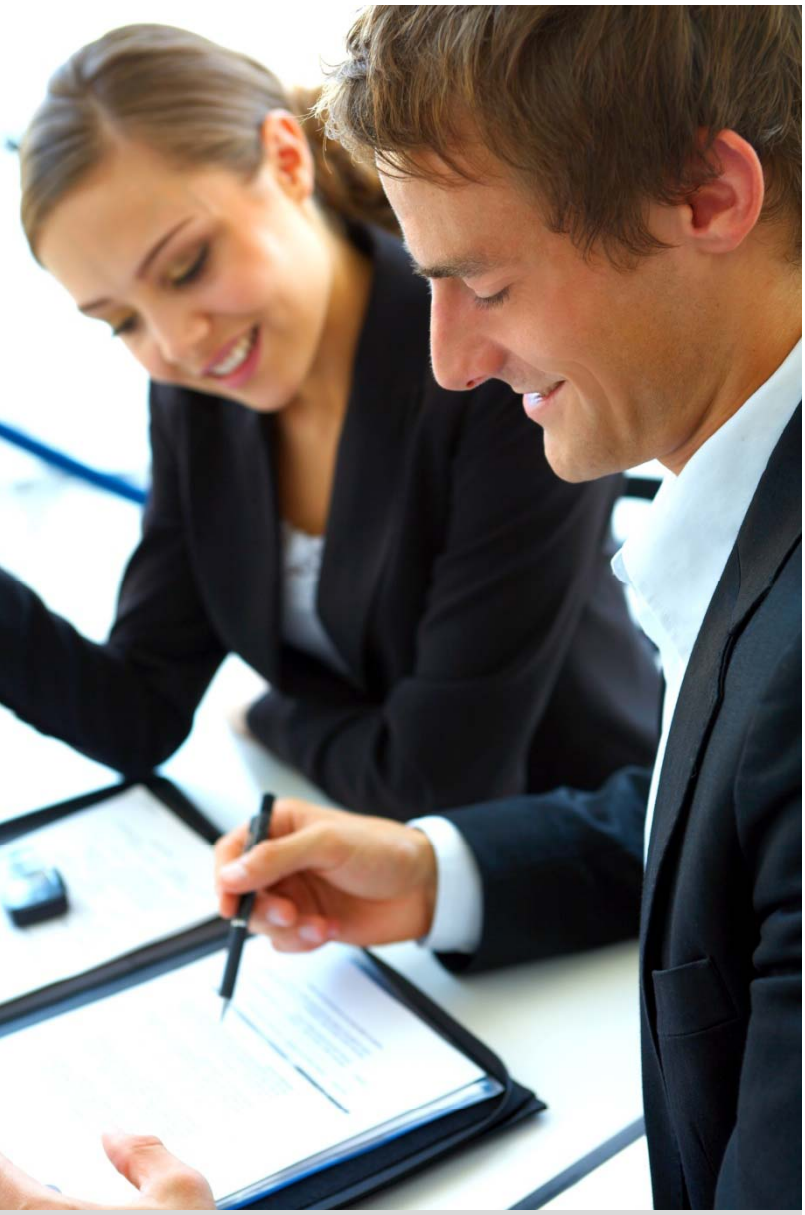
  ✓ Ask the customer to identify one point of contact to be the primary interface for follow-ups. Provide a single point of contact at the ESD to manage next steps. It helps to demonstrate ownership.

- Ask for final questions and thank your audience for their time.



Include Background ECS Information and Education

As an experienced distributor, you will have your own style and template for your proposals. Emergency Communication Systems tend to have more "moving parts" than some straight fire or fire voice systems. Since ECS is still a relatively new field—and since your customer or the end-user may not have a lot of experience or detailed knowledge about ECS, you might include a basic explanation of the various communication layers and how all of them are integrated in an ideal ECS.



Sell Benefits by Way of Features

Make sure you're selling the benefits of the system you propose—not just technical features. This will be especially important for competitive reasons—and to make sure your customer is comparing "apples to apples." As an example, when proposing DRMNS, it's very important to explain the facility-specific features and benefits. Feel free to paraphrase or use the details in the prepared sales PDFs that describe the system—especially if you're selling into a vertical market for which we have a prepared sales sheet. And be very clear about what the proposal DOES and DOES NOT include—from an equipment perspective as well as a service and support perspective. Consider carefully whether your budget includes complete installation, as well as downstream maintenance details and costs.







Details and Audiences

There's always a delicate balance between providing enough useful detail and overwhelming audiences with too much highly technical information. It can often be effective to prepare two or three separate sections of a proposal with varying degrees of technical detail—one level for executives who only want the high-level overview, one level for facility managers and perhaps a third, more detailed section for technical consultants, engineers or others who will want to see it. Make sure you have staff available to speak to each of the audiences at the appropriate level if questions arise.

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Whether you're following up on your proposal during a presentation meeting or you're doing so hours or days later, make sure you address a few important issues.

Because ECS is still new—and many end-users or customers may not know much about it—assess the extent to which your follow-up should be "educational" or "competitive" in tone. In fact, your actual goal is to instill confidence in the prospect that you personally and your company as a whole represent the best choice for the customer. That becomes your competitive advantage. And in most cases, the best way to do that is to evoke self-assurance, knowledge, experience and your customer's best long-term interests in everything you do.







First and foremost, you need to demonstrate technical competence and mastery. You can do that by citing other ECS installations you've completed and NOTIFIER's impressive legacy. Offer references if you can, and explain how you integrated business functions, operational sustainability and excellent communications for your other customers.

What often makes the most difference in a sales environment is the one-on-one relationships you build with decision-makers and how successful you are at associating yourself with the highest principles of life safety and facility protection.

As you address questions and objections, focus on big picture safety concepts and the full costs of a disaster or crisis at the customer's facility—which help justify the ECS investment. Emphasize the key competitive advantages of NOTIFIER—like long-term support, reliability, service, engineering experience and the true cost of ownership.

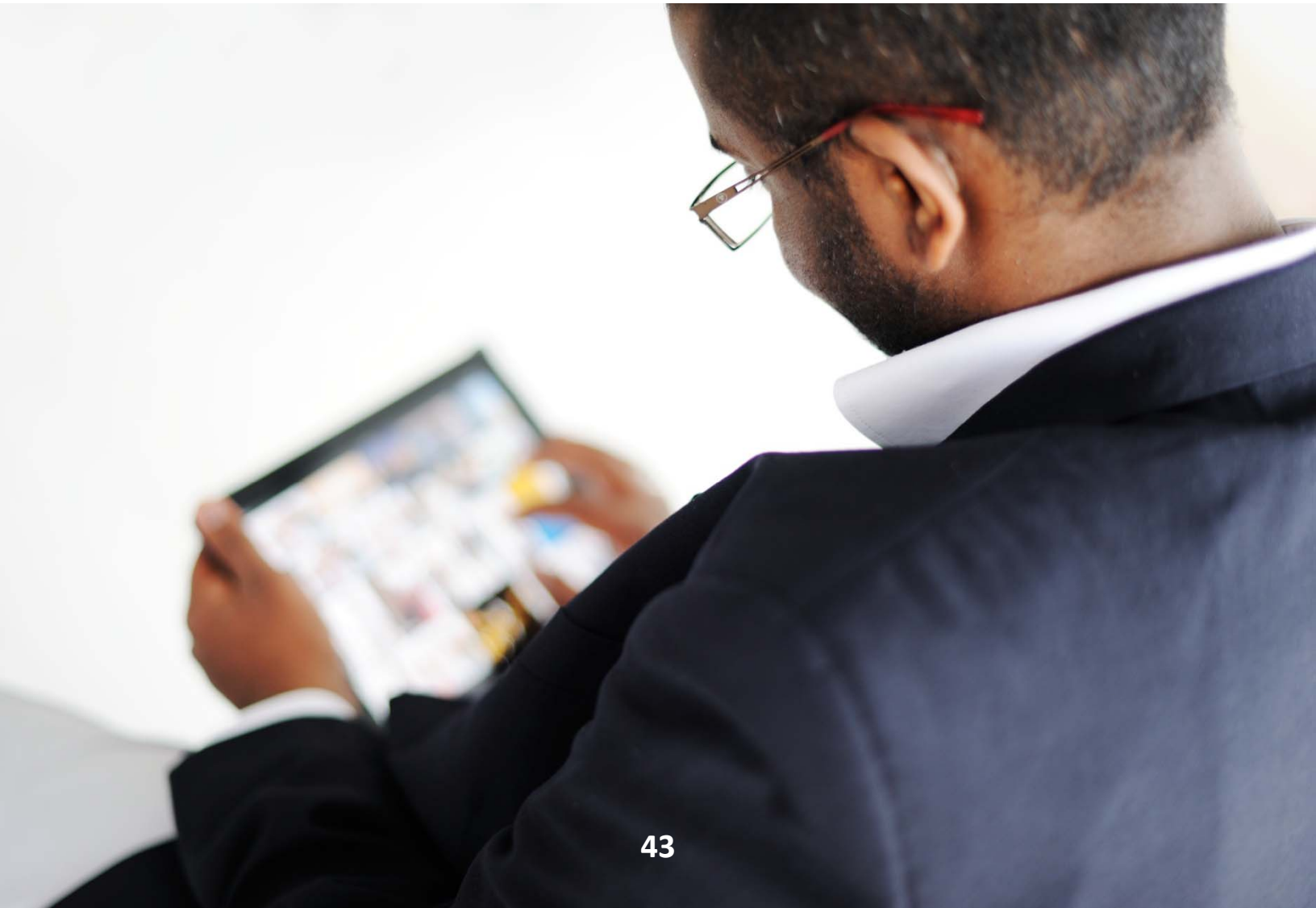
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Whether you win the project or not, it's also useful to request feedback from your customer or end-user. Ask what worked and what you can improve upon in your presentation, your research, your proposal and your overall sales execution. If you ask politely and honestly, many people will give you useful insights for your next opportunity. In some cases, you may need to "read between the lines" to determine what the key dynamics were—both for winning and for losing a project. Remember, keeping your engagement top-shelf and professional from end-to-end may earn you more business from this customer—whether you won this specific project or not.

The remaining materials in this ECS Playbook include web links to sales resources, datasheets and specifications as well as definitions of key terms, checklists, funding sources, NOTIFIER business partners and information about code and legislation.

This section is intended to serve you as on ongoing reference that you can refer to as needed.



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NFPA CODES

NFPA 72: National Fire Alarm and Signaling Code (Chapter 24: Emergency Communications Systems)
http://www.nfpa.org/aboutthecodes/AboutTheCodes.asp?DocNum=72

NFPA 1221: Standard for the Installation, Maintenance, and Use of Emergency Services Communications Systems
http://www.nfpa.org/aboutthecodes/aboutthecodes.asp?docnum=1221

NFPA 1600: Standard on Disaster/Emergency Management and Business Continuity Programs
http://www.nfpa.org/aboutthecodes/aboutthecodes.asp?docnum=1600

UNIFIED FACILITIES CRITERIA DOCUMENT

UFC 4-021-01, DESIGN AND O&M: MASS NOTIFICATION SYSTEMS
http://www.wbdg.org/ccb/DOD/UFC/ufc_4_021_01.pdf

CLERY ACT

http://www2.ed.gov/admins/lead/safety/handbook.pdf

NOTIFIER ECS INTERACTIVE DEMO

http://www.honeywellfire.com/notifier/ecs/index.html



ECS

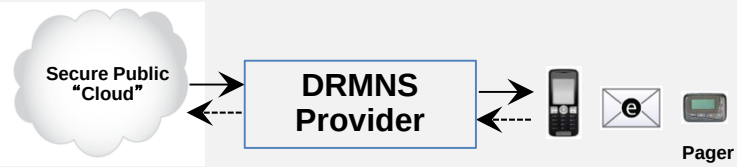
An Emergency Communications System (ECS) is any system that is organized for the primary purpose of supporting one- and two-way communication of emergency messages between both individuals and groups. These systems are commonly designed to integrate messaging across a variety of technologies, forming a unified system intended to optimize communications during emergencies.

DRMNS

Distributed recipient mass notification systems (DRMNS) generally refers to communications that target individuals, such as text messages, e-mails, computer pop-up alerts, and voice messages/phone calls. DRMNS-initiated communications typically originate from web-based software products such as AtHoc or InstantAlert Plus.

Hosted DRMNS

A DRMNS product that resides on the vendor's computer network (versus being installed on the customer's computer network). Some customers prefer a hosted solution as it is not impacted by any events or outages at their own site.



Giant Voice

Primarily a military term for outdoor voice systems like those provided by Whelen.

High-Powered Speaker Arrays (HPSAs)

Outdoor speaker assemblies capable of broadcasting voice messages and/or siren tones to wide areas outdoors. These systems can be standalone or integrated with the NOTIFIER voice panel.



Clery Act

The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act or Clery Act is a federal statute codified at 20 U.S.C. § 1092(f), with implementing regulations in the U.S. Code of Federal Regulations at 34 C.F.R. 668.46. The Clery Act requires all colleges and universities that participate in federal financial aid programs to keep and disclose information about crime on and near their respective campuses. Compliance is monitored by the United States Department of Education, which can impose civil penalties, up to $35,000 per violation, against institutions for each infraction and can suspend institutions from participating in federal student financial aid programs. The law is named for Jeanne Clery, a 19-year-old Lehigh University freshman who was raped and murdered in her campus residence hall in 1986. The backlash against unreported crimes on numerous campuses across the country led to the 1990 Clery Act, which was originally known as the Crime Awareness and Campus Security Act.

Integrated ECS

An ECS which includes multiple products (indoor voice, outdoor voice, LED signs, DRMNS, firefighter telephones, etc.) all tied together through a central control point (versus operating as independent products and/or system, each with their own means for initiating an emergency message).

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LED Signage

Signs that can provide visual emergency messages inside a building for the hearing impaired and/or to improve intelligibility in high ambient noise areas. LED signs can be activated from a fire alarm control panel via relays or via the NOTIFIER LEDSIGN Gateway.



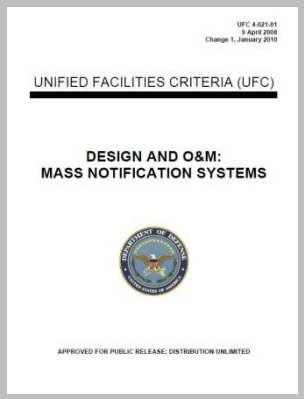


Firefighter Auxiliary Radio Communications Systems

Firefighter Auxiliary Radio Systems are being installed in high-rise buildings in place of firefighter telephones. These typically consist of a radio head-end panel which is located in the building's lobby next to the fire alarm control panel. A "leaky coaxial cable" is then run from the radio up an elevator shaft(s) to provide coverage on all floors of the building. This system allows firefighters to communicate to the Incident Commander at the head end using their portable "walkie-talkie" radios on the fire department's radio frequency. Without this system portable radios are typically unable to communicate across more than 1-2 floors. Major metropolitan areas such as New York City are beginning to adopt this technology.

United Facilities Criteria (UFC)

The Unified Facilities Criteria (UFC) document provides planning, design, construction, sustainment, restoration, and modernization criteria, and applies to the Military Departments, the Defense Agencies and the DoD's Field Activities.* UFC 4-021-01 incorporates new mass notification system (MNS) design requirements for the Air Force, Army, Marine Corps, and Navy. The UFC is used as the design guideline for all DoD projects and work for other customers where appropriate. We have also seen instances where military contracts are contingent upon the contractor's compliance with the UFC within their facilities.



*UFC mandates the installation of mass notification systems in all Department of Defense (DoD) buildings.



Emergency Response Plan

A document outlining the types of emergencies that could impact a business or site, the resources available to mitigate such emergencies and the actions required of individuals during each emergency. An emergency response plan typically provides details for severe weather events, fires, chemical leaks and /or domestic violence events. The emergency response plan is a document created with the assistance of management personnel, facilities and local responders (fire/police/EMS) and should be reviewed and exercised regularly.



Side Car Voice

A standalone voice evacuation panel (NOTIFIER First Command) that is typically mounted next to the fire alarm panel (thus the term “side car”). Integration between the two systems was minimal prior the introduction of First Command. Now the two panels are UL-listed to work together and First Command can override the NAC of the fire alarm panel when an emergency message is being broadcast.

Mass Notification

A term used primarily by the military for ECS and often employed interchangeably with it. NFPA and NOTIFIER have standardized on Emergency Communications Systems.

NFPA 72

Emergency Communications System guidelines are included in the 2007 edition of NFPA 72 under section 6.8.4.7, and are found in Chapter 24 of the 2010 and 2013 edition of NFPA 72. NFPA 72 covers the application, installation, location, performance, inspection, testing, and maintenance of fire alarm systems, fire warning equipment and emergency warning equipment, and their components.

Homeland Security Grant Program

The Homeland Security Grant Program (HSGP) is a primary funding mechanism for building and sustaining national preparedness capabilities.

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NOTIFIER® by Honeywell

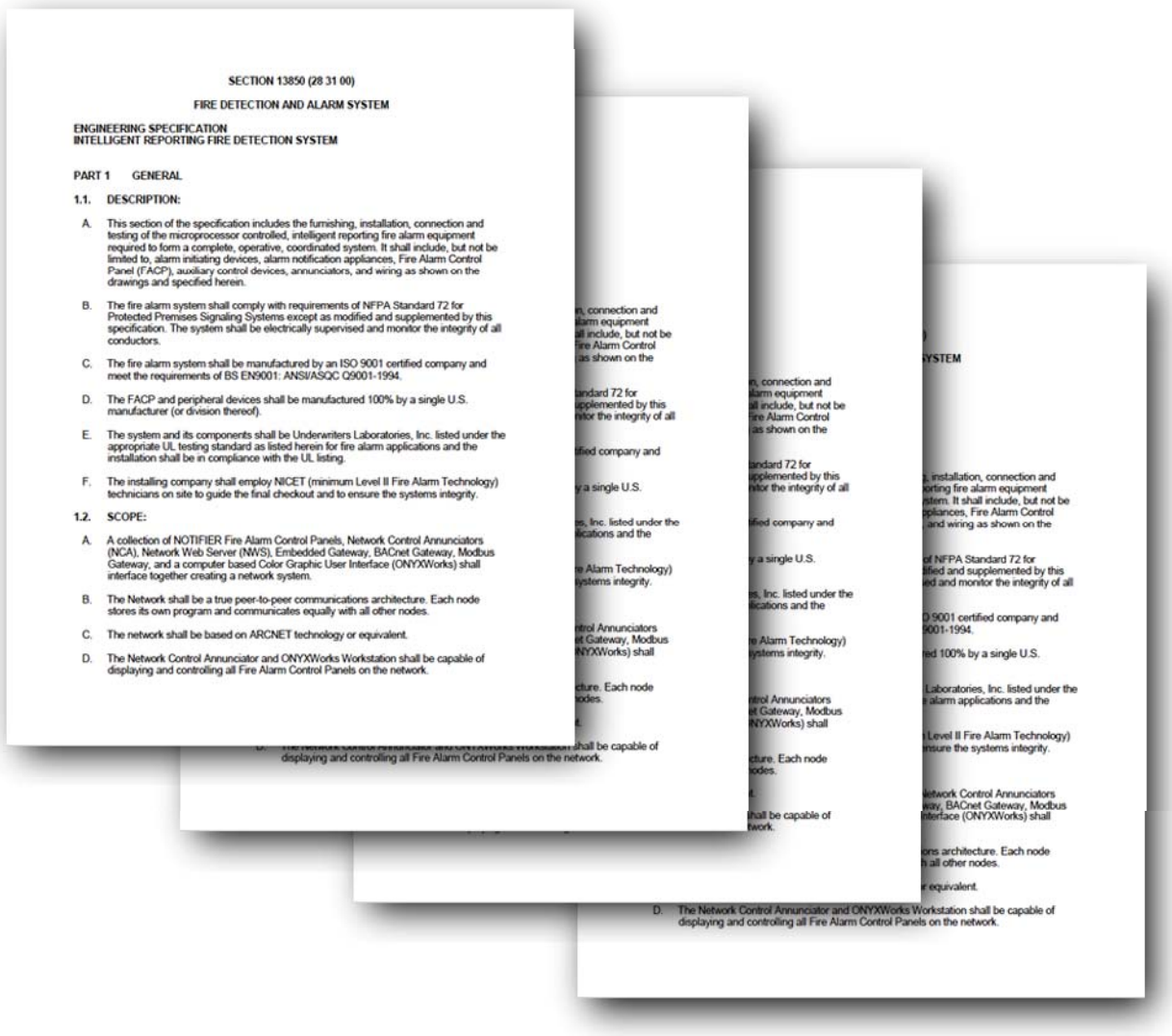
Feature	Honeywell Instant Alert® Plus	AtHoc
E-Mail Alerts	●	●
SMS/Text Messaging	●	●
Voice Messaging/Alerts	●	●
Recipient Tracking	●	●
Dial into Bridge Line from Alert	●	●
Customer Support: 24/7/365	●	●
Customer-Branded Website	●	●
NOTIFIER Fire Panel Integration		●
External Inputs – e.g., Weather Radio		●
LED Sign/LCD Display Integration		●
Telephone System Integration		●
PA System Integration		●
Social Media Integration – e.g. Facebook, Twitter		●
Hosted by Vendor or On-Site		●

NOTIFIER® by Honeywell



- **First Command NFC-50/100 Voice Evacuation Control Panel (Coming Soon!)**
- AA Series Audio Amplifiers
- DAA2 Series Digital Audio Amplifiers
- DVC Series Digital Voice Command DVC-EM
- WPS2900 Series Mass Notification Warning Systems
- LEDSIGN-GW Instant and Integrated Emergency Notification System
- ONYXWorks Integrated Facilities Monitoring Network
- Alpha-215 Indoor Display Mass Notification System Series
- SEP-SW(A), SEP-SPSW(A) Dual Strobe Expander Plates for Emergency Communications
- System Sensor SpectrAlert® Advance Indoor Speakers & Speaker Strobes
- System Sensor SpectrAlert® Advance Outdoor Speakers & Speaker Strobes

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SECTION 13850 (28 31 00)

FIRE DETECTION AND ALARM SYSTEM

ENGINEERING SPECIFICATION
INTELLIGENT REPORTING FIRE DETECTION SYSTEM

PART 1 GENERAL

1.1. DESCRIPTION:

A. This section of the specification includes the furnishing, installation, connection and testing of the microprocessor controlled, intelligent reporting fire alarm equipment required to form a complete, operative, coordinated system. It shall include, but not be limited to, alarm initiating devices, alarm notification appliances, Fire Alarm Control Panel (FACP), auxiliary control devices, annunciators, and wiring as shown on the drawings and specified herein.

B. The fire alarm system shall comply with requirements of NFPA Standard 72 for Protected Premises Signaling Systems except as modified and supplemented by this specification. The system shall be electrically supervised and monitor the integrity of all conductors.

C. The fire alarm system shall be manufactured by an ISO 9001 certified company and meet the requirements of BS EN9001: ANSI/ASQC Q9001-1994.

D. The FACP and peripheral devices shall be manufactured 100% by a single U.S. manufacturer (or division thereof).

E. The system and its components shall be Underwriters Laboratories, Inc. listed under the appropriate UL testing standard as listed herein for fire alarm applications and the installation shall be in compliance with the UL listing.

F. The installing company shall employ NICET (minimum Level II Fire Alarm Technology) technicians on site to guide the final checkout and to ensure the systems integrity.

1.2. SCOPE:

A. A collection of NOTIFIER Fire Alarm Control Panels, Network Control Annunciators (NCA), Network Web Server (NWS), Embedded Gateway, BACnet Gateway, Modbus Gateway, and a computer based Color Graphic User Interface (ONYXWorks) shall interface together creating a network system.

B. The Network shall be a true peer-to-peer communications architecture. Each node stores its own program and communicates equally with all other nodes.

C. The network shall be based on ARCNET technology or equivalent.

D. The Network Control Annunciator and ONYXWorks Workstation shall be capable of displaying and controlling all Fire Alarm Control Panels on the network.

- [High-Speed NOTI-FIRE-NET]
- [NFS2-640 with Digital Audio]
- [ONYXWorks]
- [NFS2-3030 with Digital Audio]



NOTIFIER® by Honeywell

AtHoc is a leader and proven innovator in network-centric mass notification systems with solutions deployed at over 2,000 locations across U.S. military, federal government, commercial, healthcare and higher education organizations. AtHoc transforms an organization's IP network into a unified, multi-modal mass notification system that activates computer pop-ups, telephone alerts, SMS text messaging, email, social networks, fire alarms, outdoor / indoor voice systems, Cable TV, AM/FM radio, digital signage and VoIP technologies.

www.AtHoc.com

Inova Solutions is a leading provider of real-time visual reporting technology for emergency communications systems that fosters instant awareness and drives informed action. Schools, public facilities and businesses utilize Inova's LED displays and digital signage solutions to instantly broadcast emergency and informational messages to large groups.

www.inovasolutions.com

Patti Baker
Channel Operations & Help Desk Manager
T: 434.951.8125 | F: 434.817.8002
Email: pbaker@inovasolutions.com
110 Avon Street | Charlottesville, VA 22902 | USA

NOTIFIER® by Honeywell

System Sensor is a global manufacturer of fire detection and notification devices, focusing on the needs of the NOTIFIER ESDs. System Sensor places a premium on research and development, resulting in products that are reliable, sophisticated and designed for real-world applications. System Sensor has sales, service and manufacturing facilities throughout the Americas, Europe and Asia.

www.systemsensor.com

Honeywell

Instant Alert® Plus

Instant Alert Plus is a unique, two-way communication system. In an emergency, almost instantaneously, customized messages are sent to multiple recipients through multiple communication devices, such as phone, e-mail and/or pager, so the message is received. Citizens or staff needing immediate help can quickly respond to a simple menu of emergency options, while officials continue to post critical information about ongoing recovery efforts. Plus, you can also automatically set up a conference call with first responders for closed-loop emergency planning and coordination.

https://buildingsolutions.honeywell.com/Cultures/en-US/ServicesSolutions/EmergencyNotifications/

NOTIFIER® by Honeywell

Honeywell
Fire Systems

Honeywell FSG (Fire Systems Group) Services is a full-service company that provides application, technical, marketing and financial services to NOTIFIER's Engineered Systems Distributors. FSG Services has expertise in designing & laying out comprehensive emergency communications systems including products from NOTIFIER and its partners.

Overall FSG supports NOTIFIER's ESDs with a broad range of services, including:

- Computer Aided Design (CAD)
- Technical review of a project
- Applications, design, and layout
- On-Site technical assistance (survey and evaluation)
- System programming
- Comprehensive training
- Project management
- Preparation and distribution of submittal packages

FSG Services provides versatility to assist ESDs during peak demand periods. FSG Services is an ISO 9001:2008 Certified Company with NICET certified staff. HFSG Services is ready & able to support you – contact them via their website for additional information:

http://www.honeywellfsgservices.com/contact.html

NOTIFIER® by Honeywell

WHELEN

Whelen designs and manufactures electronic Mass Notification Voice and Tone Outdoor Products, from 107dBC to 130dBC, for Public, Community and Industrial warning applications. Whelen is the industry leader, providing innovative products and systems for alerting and informing employees and communities, before and after an emergency situation occurs.

WHELEN AUTHORIZED MANAGING SALES REPRESENTATIVES
MASS NOTIFICATION PRODUCTS

DON RONEY-AMSR PO BOX 942 1802 SOMERSET DRIVE MURFREESBORO, TN 37129	OFFICE: 615.896.4949 CELL: 615.481.3132 CELL: 615.218.1495 donroney@gmail.com	Alabama Florida Georgia Kentucky	Mississippi North Carolina South Carolina Tennessee
KELLY RONEY 2310 ELLIOTT AV SUITE #606 NASHVILLE, TN 37204	CELL: 615.429.9640 Kelly.Roney@gmail.com	Connecticut Delaware Maine Maryland Massachusetts New Hampshire	New Jersey New York Pennsylvania Rhode Island Vermont Virginia West Virginia
JC JENKINS-AMSR 3016 ROBERTS ROAD LITTLE ROCK, AR 72223	CELL: 501.779.6720 whelenmidwest@comcast.net jonclaudejenkins@mac.com	Illinois Indiana Iowa Kansas Michigan Minnesota	Missouri Nebraska North Dakota Ohio South Dakota Wisconsin
MAX WRIGHT-AMSR PO BOX 1100 HARRISON, AR 72602 4827 COTTONWOOD RD HARRISON, AR 72601	CELL: 870.391.6644 whelen@windstream.net	Arkansas Arizona California Colorado Idaho Louisiana Montana	Nevada New Mexico Oklahoma Oregon Texas Utah Washington Wyoming

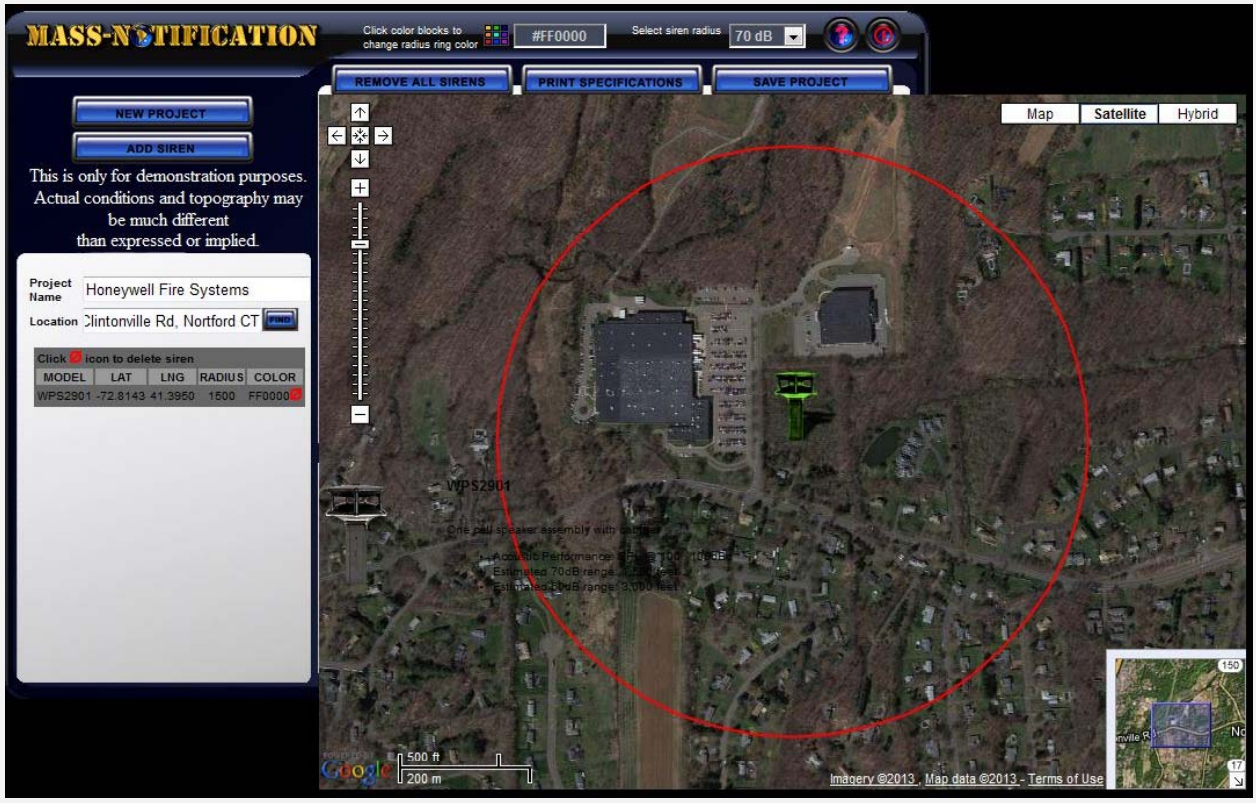
www.whelen.com

Whelen's WEPlan™ allows you to prepare conceptual maps of your customer's facilities using Google Maps, including the placement of Whelen's outdoor speakers / sirens. While all designs should be reviewed by Whelen to ensure proper application & coverage, the conceptual images WEPlan™ produces provides a visual depiction of where sirens could be placed and the area of coverage. Including an image of the customer's site from WEPlan™ is a powerful way to show the area that would be covered by these high-powered speaker arrays.

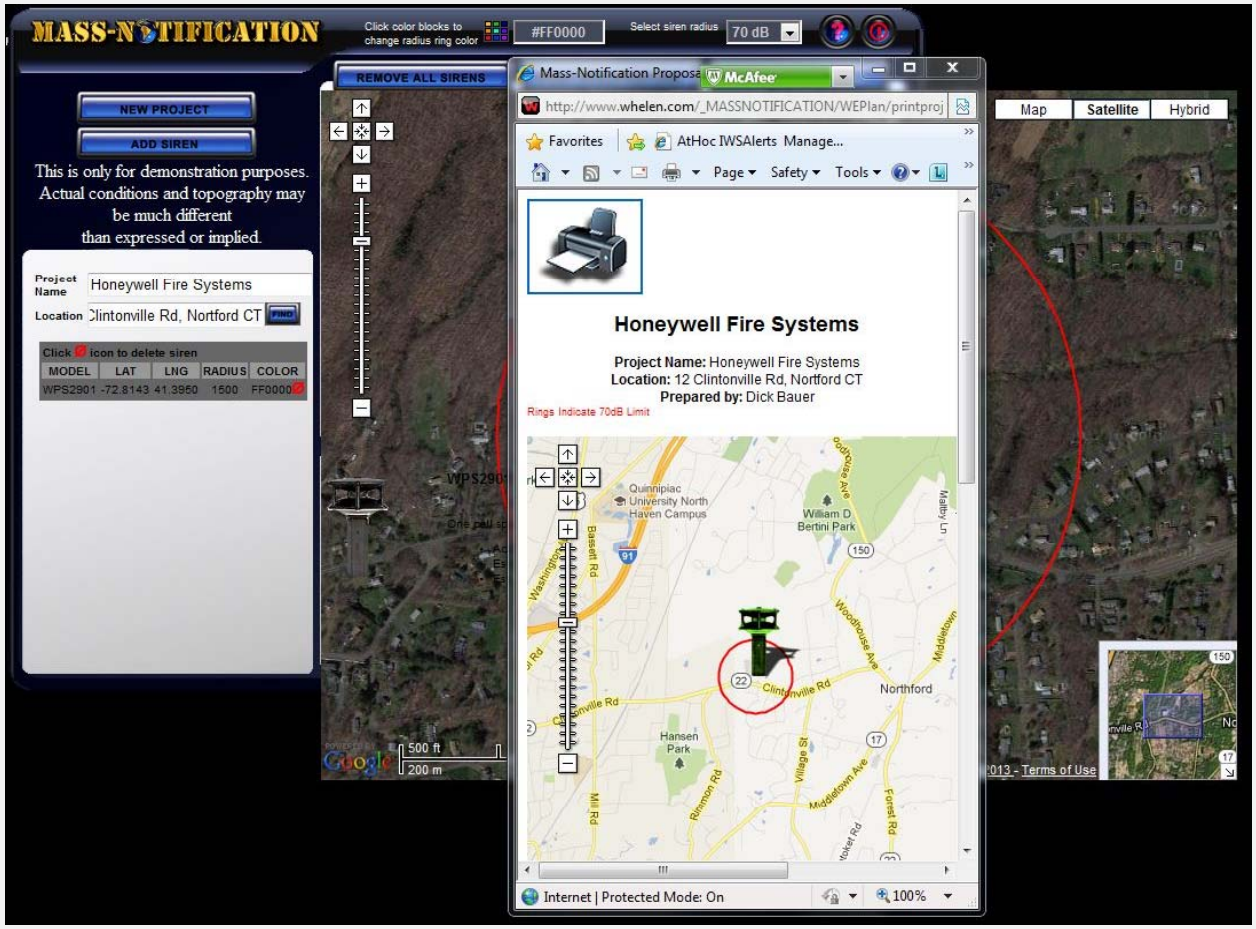
WEPlan is free to NOTIFIER ESDs and can be accessed via the following link:

http://www.whelen.com/_MASSNOTIFICATION/WEPlan/index.php

Below is an example which places a high-powered speaker array on the property of NOTIFIER's headquarters in Connecticut.



Different views are available, including an option to print out the proposal. All work can be saved for future reference / modifications.



NOTIFIER® by Honeywell

Customer Profile	
Customer name	Honeywell Fire Systems
Location (city, state)	Northford, CT
# of buildings/approx. sq. footage/floors	1 building / 300K SF / 2 floors
Number of employees	900
Type of Business	Manufacturing / office
Current System (Voice, LED signs, etc.)	NOTIFIER addressable, PA system
Any competitive product? If so, describe.	No
Are they an existing customer or new prospective customer? If a current customer, how long?	Current customer – 10+ years
What is their parent company? Does NOTIFIER have a relationship with the customer on a higher level?	Honeywell International
Key Contacts (Name, Role)	
Facilities	Len Antinozzi
IT	Paul Smith
Safety Manager	Veronica Libby
Site Leader	Reggie Soares
Other	Todd Rief, President

NOTIFIER® by Honeywell

Sales Strategy Assessment	
What are the inherent risks in the building?	High noise in manufacturing / warehouse; ice rink next door (ammonia storage); visitors / vendors on-site that are not familiar with the emergency plan.
Do they have an emergency response plan? Attempt to get a copy before the session.	Yes
Who owns the emergency response plan—or who gets the first phone call when there's an emergency in the building?	Veronica Libby
Any plan to upgrade the fire alarm or ECS system in the next 12 months?	Yes
Any stated customer needs? Did they specifically request information on a particular product/solution?	Ability to communicate with employees before / during storms to update on plant status (recent hurricanes / blizzards). Ability to communicate with employees that have been evacuated during fire alarms to advise when it's safe to return.
Were there any recent emergency events?	Two hurricanes (2011 & 2012); Blizzard (2010)
Perceived needs – based on your knowledge of the customer	Provide a path to integrated ECS that allows for phased-in approach. Tie ECS components to specific aspects of site's emergency plan.
Offering and benefits to customer	LED signage (add now – does not require DVC); upgrade to digital voice; addition of outdoor voice for parking lots / outside areas.

NOTIFIER® by Honeywell

Customer Profile	
Customer name	
Location (city, state)	
# of buildings/approx. sq. footage/floors	
Number of employees	
Type of Business	
Current System (Voice, LED signs, etc.)	
Any competitive product? If so, describe.	
Are they an existing customer or new prospective customer? If a current customer, how long?	
What is their parent company? Does NOTIFIER have a relationship with the customer on a higher level?	
Key Contacts (Name, Role)	
Facilities	
IT	
Safety Manager	
Site Leader	
Other	

Sales Strategy Assessment	
What are the inherent risks in the building?	
Do they have an emergency response plan? Attempt to get a copy before the session.	
Who owns the emergency response plan—or who gets the first phone call when there's an emergency in the building?	
Any plan to upgrade the fire alarm or ECS system in the next 12 months?	
Any stated customer needs? Did they specifically request information on a particular product/solution?	
Were there any recent emergency events?	
Perceived needs – based on your knowledge of the customer	
Offering and benefits to customer	

NOTIFIER® by Honeywell



Towson University

Challenge: Towson University, a 328-acre campus outside Baltimore needed an integrated solution that would enable them to notify all staff and students across more than 40 buildings about an emergency situation—and to do so in time to make a real difference.

NOTIFIER Solution: Towson's fire protection contractors utilized NOTI-FIRE-NET technology to tie together new and existing emergency voice/alarm communications systems throughout the campus. The campus-wide Ethernet network was leveraged to establish connectivity between individual buildings. And a NOTIFER ONYXWorks graphic workstation, located at the university police department, gave school officials a common point of command and control.



Results: The NOTIFIER retrofit solution delivered a smooth, cost-effective transition for the university—one which not only addresses their current emergency communications needs, but which allows for easy integration of similar systems during future campus expansions.

NOTIFIER® by Honeywell



General Motors Engine Testing Facility

Challenge: General Motors (GM) needed to expand their engine testing facilities in Indianapolis, which they did by making use of an adjacent 45,000 square-foot facility that had formerly been a tool shop. Instead of specifying individual systems for their expansion project, they wanted a unified solution for fire alarms, engine test cell fire suppression, hazardous gas detection, medical emergencies, digital voice command (DVC) and emergency weather monitoring.

NOTIFIER® by Honeywell



System Sensor SpectrAlert Speakers & Speaker Strobes





ONYXWorks

General Motors Engine Testing Facility

NOTIFIER Solution: A NOTIFIER NFS-3030 fire alarm panel was installed as the central control unit for the facility's fire and emergency communications network. Automatic sprinkler and water mist systems were linked to the panel, and a Honeywell Analytics gas detection and emissions system was added to ensure proper ventilation of carbon monoxide (CO), as well as other hazardous gases. Voice announcements, wall-mounted LED signs and color-coded strobes—blue for medical and amber for weather—were leveraged to automate notifications during emergencies. Finally, three NOTIFIER ONYXWorks graphic displays were installed for centralized monitoring and control accessible at multiple points throughout the plant during emergencies.

Results: The installed NOTIFER solution provided comprehensive detection and notification capabilities tailored to the facility's specific operations. Medical emergency push-buttons installed throughout the plant allow any employee to instantly alert the facility and summon an ambulance automatically. Point-of-use bypass switches made activities like welding and system maintenance easier to execute. And because the whole system was built with durable parts and materials, it provides world-class survivability under harsh environmental conditions.

Challenge: New York City Station wanted to upgrade their existing systems to a single, integrated fire alarm and emergency communications system. The 50 year-old train station operates 20 hours out of every 24, moving more than 250,000 passengers daily. The new system had to be installed without service interruptions. It also had to contend with high ambient noise levels, high-voltage station equipment and other environmental extremes.

NOTIFIER Solution: The new system connected 53 subpanels and more than 2,600 devices across 500 rooms, tunnels and platforms via 3 NOTIFIER NFS2-3030 Onyx Series fire alarm control panels. Conventional smoke and heat detection devices were installed in most terminal areas, with linear heat detection and fiber-optic linear heat detection for more challenging platform and utility areas. CD-quality voice functionality and more than 1,000 synchronized strobes provided effective, ADA-compliant mass notification.





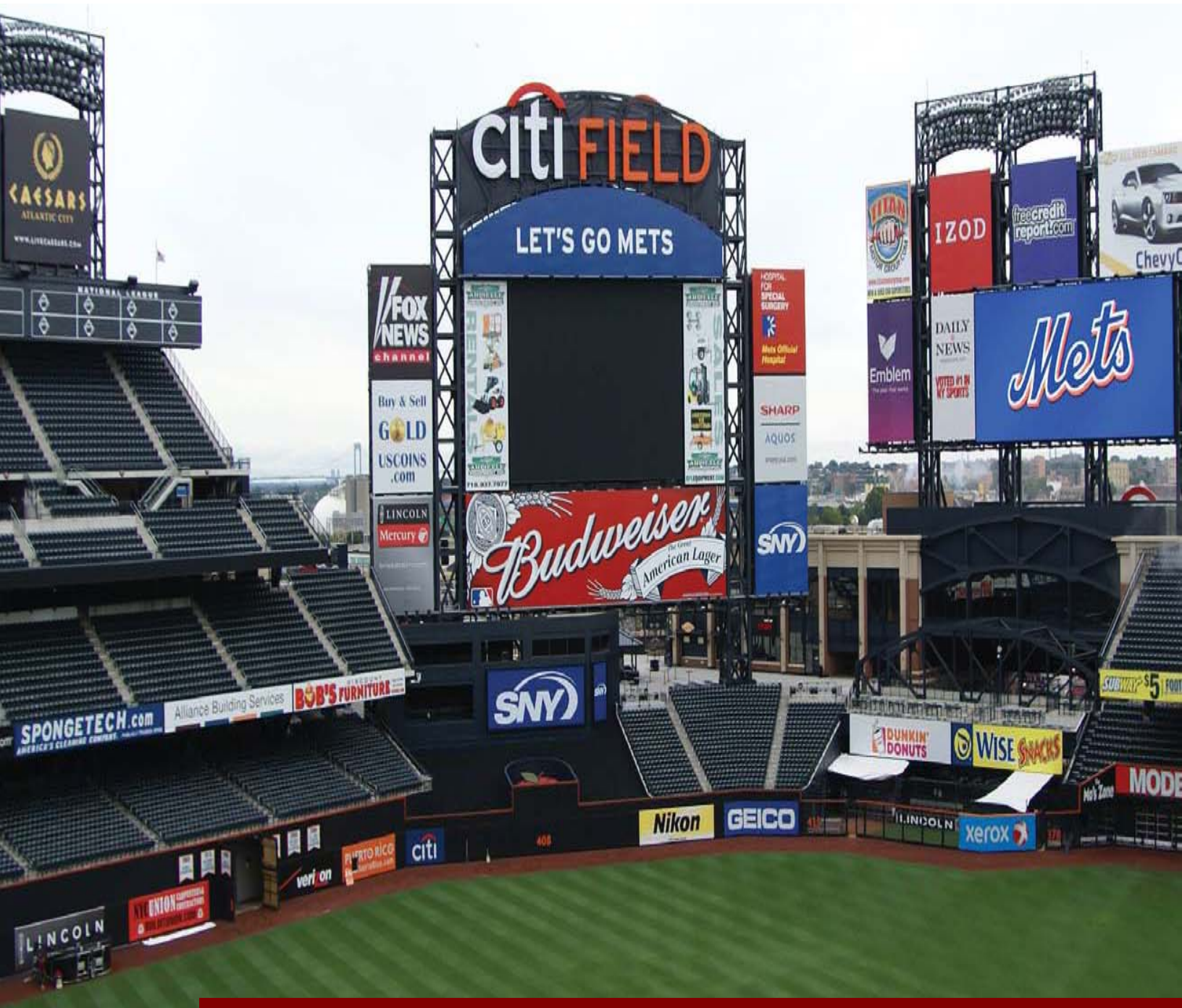
New York City Station



New York City Station

Results: NOTIFIER's on-time equipment deliveries, field support and modular flexibility allowed contractors to build and test the system component-by-component, then integrate everything as a last step without interfering with the station's normal operations. The installed system meets the 21st-century needs of a large, urban transportation center and can be easily expanded to add functionality as needed in the future. With three command centers—two on-site and one out-of-state—New York City Station is ready to respond to any emergency.

NOTIFIER® by Honeywell



Citi Field

Challenge: Citi Field in Flushing, Queens is home to the New York Mets. A 1.2 million-square-foot facility completed in 2009, the ballpark holds 45,000 people at maximum capacity. With public safety at stake, they needed a large, centralized detection and emergency communications system that would work flawlessly and fast.

NOTIFIER® by Honeywell



NFS2-3030
with Digital Voice Command

Citi Field



NOTIFIER Solution: In each quadrant of the stadium, an ONYX Series data-gathering panel (DGP) was installed and linked to the main NFS2-3030 fire alarm panel. The NFS2-3030 was configured to issue commands in-turn as needed. The DGPs use FlashScan®, a protocol unique to NOTIFIER, which is capable of polling 318 devices in two seconds and initiating a full system response in less than five seconds. Interconnection of panels, annunciators, DGPs and other command/control devices was accomplished via NOTI-FIRE-NET. Distributed intelligence enabled each DGP to function independently should its connection with the head-end panel be lost. Finally, an input from a NOTIFIER DVC integrated the ECS with Citi Field's main PA system.

Results: The installed solution, which is tested twice a month, performs exactly as designed. Synchronizing all strobes in the bowl-shaped stadium to meet NFPA 72 and ADA requirements would have been a major challenge with a different system, but NOTIFIER's NFS2-3030 accomplished it easily. And installation of more than 2,000 duct and spot-type smoke detectors created superior protection while helping to prevent false alarms by eliminating the need for manual fire pull boxes. When Citi Field added a new bar and restaurant in the administration building, extending their protection was as simple as adding another NFS2-3030 fire alarm panel to the existing system.

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UC Santa Barbara

Challenge: University of California Santa Barbara (UCSB) already had NOTIFIER fire alarm systems installed in several buildings. They also had a notification system capable of alerting students and staff via email, text message and Facebook during emergencies. But they needed a mass notification system with greater redundancy to ensure they could reach everyone—particularly if any one system failed.

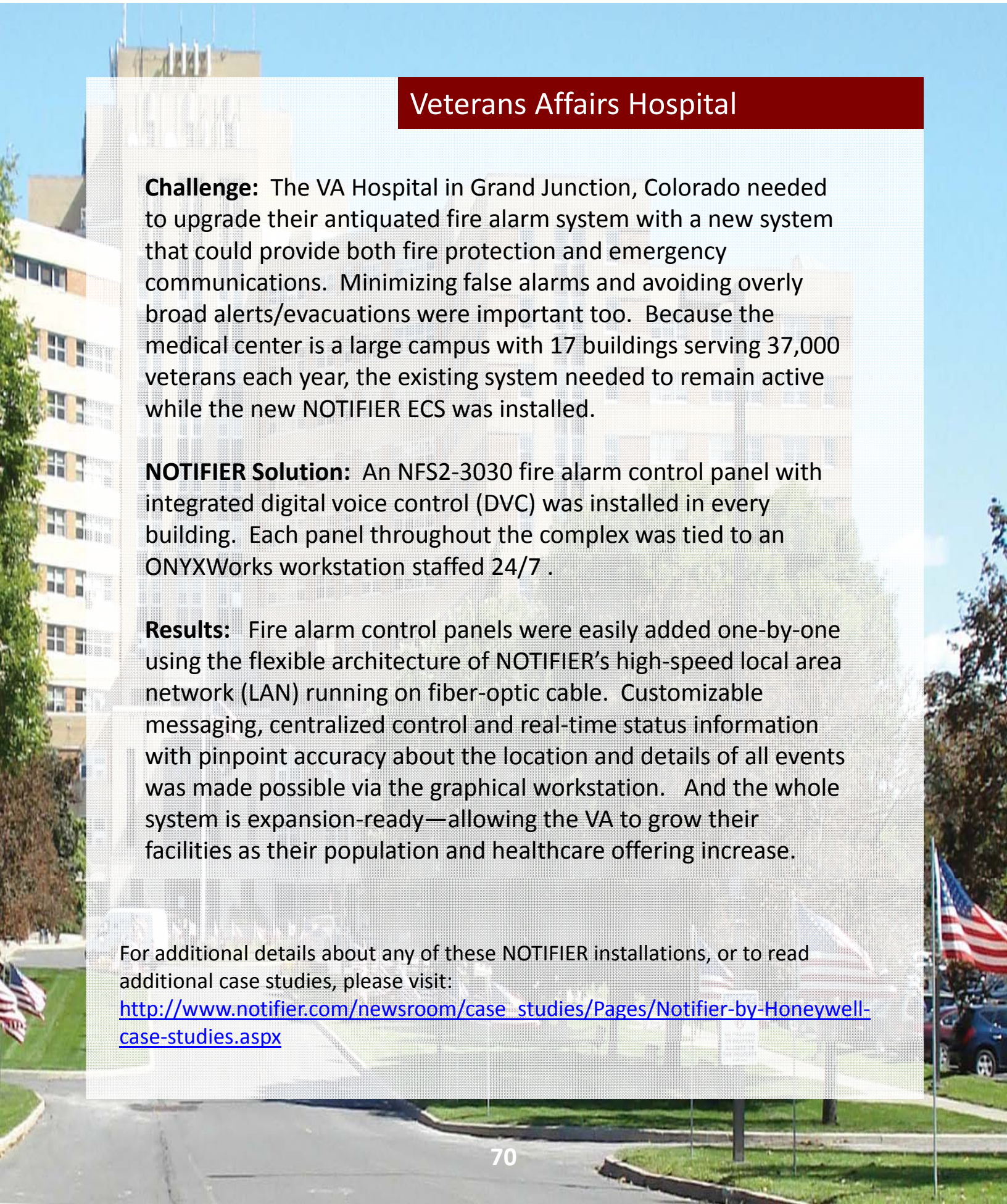


Whelen HPSA installed on roof

NOTIFIER Solution: Five outdoor voice speakers manufactured by Whelen Corporation were installed throughout the campus—each with a range of 2,400 feet at 70 decibels. The speakers were installed atop buildings with pre-existing NOTIFIER alarm systems and emergency generators—so messages could still be broadcast even if the campus lost power. And everything was controlled by the UCSB Police Department's dispatch center, which could activate one of 12 pre-recorded messages during an emergency, or deliver instructions in real-time via a telephone connection to the system.

Results: With the addition of just five outdoor voice speakers, UCSB has dramatically enhanced the speed, effectiveness and survivability of its mass notification system. Competing systems required up to 30 speakers throughout the campus. Associate Vice Chancellor Ron Cortez noted, "Aesthetically, these are nicer, too. They're high, up on top of buildings. You can't really see them.

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Veterans Affairs Hospital

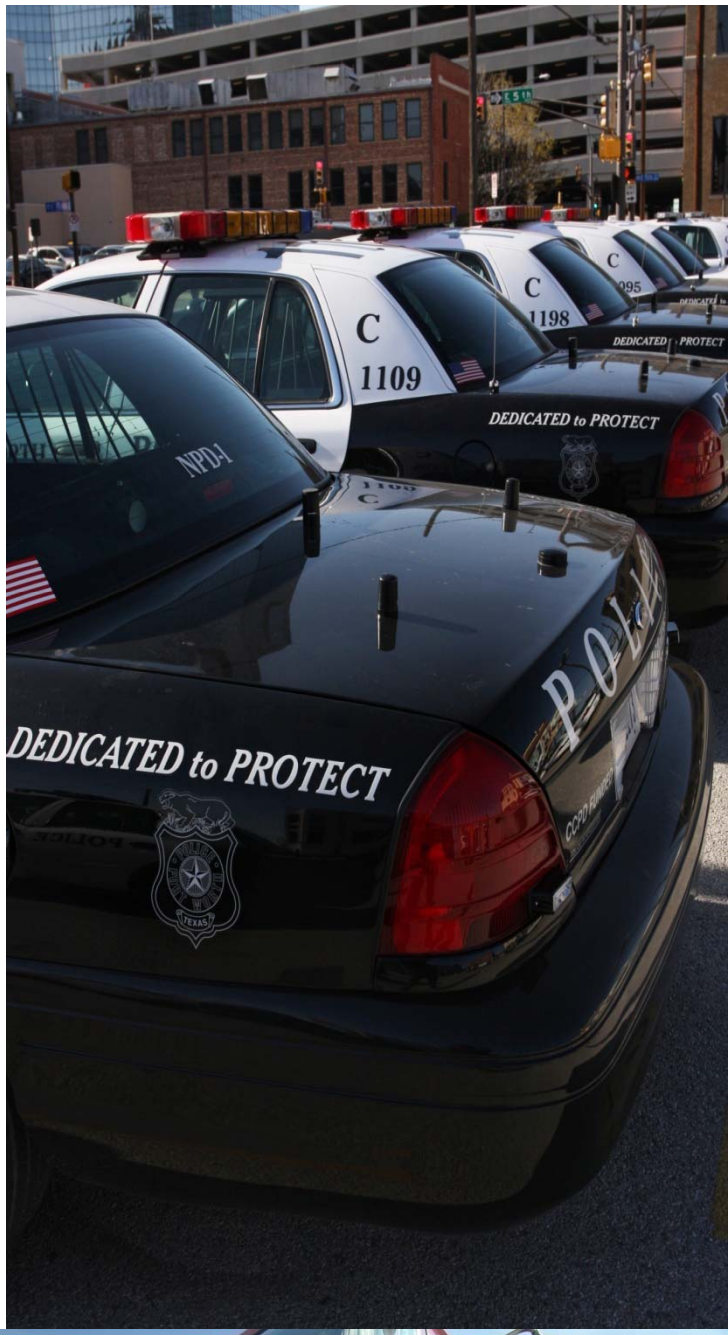
Challenge: The VA Hospital in Grand Junction, Colorado needed to upgrade their antiquated fire alarm system with a new system that could provide both fire protection and emergency communications. Minimizing false alarms and avoiding overly broad alerts/evacuations were important too. Because the medical center is a large campus with 17 buildings serving 37,000 veterans each year, the existing system needed to remain active while the new NOTIFIER ECS was installed.

NOTIFIER Solution: An NFS2-3030 fire alarm control panel with integrated digital voice control (DVC) was installed in every building. Each panel throughout the complex was tied to an ONYXWorks workstation staffed 24/7 .

Results: Fire alarm control panels were easily added one-by-one using the flexible architecture of NOTIFIER's high-speed local area network (LAN) running on fiber-optic cable. Customizable messaging, centralized control and real-time status information with pinpoint accuracy about the location and details of all events was made possible via the graphical workstation. And the whole system is expansion-ready—allowing the VA to grow their facilities as their population and healthcare offering increase.

For additional details about any of these NOTIFIER installations, or to read additional case studies, please visit:
http://www.notifier.com/newsroom/case_studies/Pages/Notifier-by-Honeywell-case-studies.aspx

The Homeland Security Grant Program (HSGP) is a primary funding mechanism for building and sustaining national preparedness capabilities. Covered activities may include planning, organization, equipment purchase, training, exercises, and management and administration. HSGP is comprised of three interconnected grant programs, one or more of which may provide funding for ECS for some types of customers.

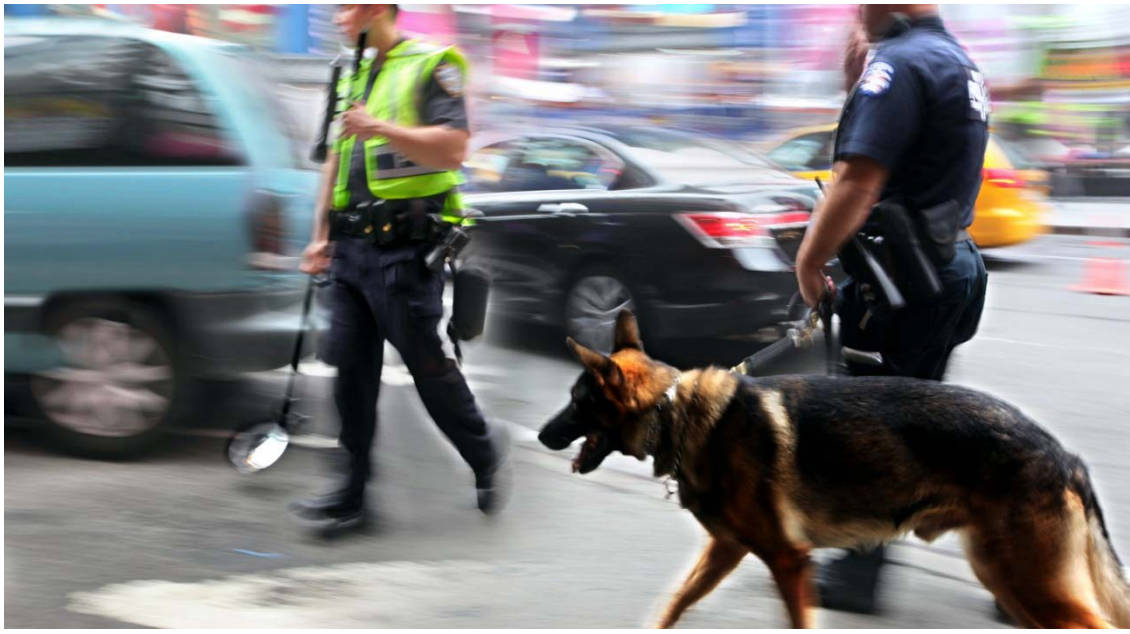


The State Homeland Security Program (SHSP) provides support at the state level for activities designed to prevent, protect against, mitigate, respond to and recover from acts of terrorism and other catastrophic events.





The Urban Areas Security Initiative (UASI) addresses the unique needs of high-threat, high-density urban areas, and assists them in building an enhanced and sustainable capacity to prevent, protect against, mitigate, respond to, and recover from acts of terrorism.





Operation Stonegarden (OPSG) funds efforts to increase cooperation and coordination among local, tribal, territorial, state, and federal law enforcement agencies in a joint mission to secure the United States' borders along routes of ingress and travel corridors, as well as states and territories bordering international waters.

For more information about these programs, including Funding Announcements, Fact Sheets, Planning Worksheets, FAQs and Supplemental Resources, please visit http://www.fema.gov/fy-2012-homeland-security-grant-program.

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