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ADT Adds Video Alarm Verification Services to its Award-Winning ADT Pulse® Platform

Improve Police Response Times and Reduce False Alarm Fees with the Ease-of-Use and Convenience of ADT Pulse

BOCA RATON, Fla., December 21, 2017 - [ADT](#), the leader in security and automation solutions for homes and businesses in North America, today announced the availability of video alarm verification services specifically designed for small and medium-sized businesses through its ADT Pulse solution.

A multi-step verification process, which includes video alarm verification, has the potential to vastly cut down on false alarms and increase police response. Video enhanced alarm systems can provide police with valuable information during the dispatch process. Visually confirming a human presence in a facility is significant and desirable information for police when responding to an alarm.

With ADT's Video Alarm Verification, alarms from your security system trigger video clips from the Pulse cameras. Both the alarm event and video footage are sent to the ADT Monitoring Center and to your Pulse app on your PC or Smart Phone. The monitoring center professional will review the video clip and contact the individuals on the call list. In the case of an actual event, our monitoring center professionals will contact the authorities and provide them with descriptions of the incident and individuals visible on the video helping to facilitate a prioritized response. With notification of a confirmed crime in progress, local authorities have the information they need to respond quickly, helping to reduce losses to property and assets while helping to increase the probability of criminal apprehension.

ADT Pulse acts as your online security toolkit, allowing you to go to one place to manage your site activity. Pulse gives you actionable data and analytics related to events at your business and stores your video for 30 days. With ADT Pulse, you have the ability to connect and monitor up to 10 cameras per location.

"Adding video alarm verification features to our award-winning Pulse platform was a natural extension for this solution," stated Ray North, ADT's Director, Service Platforms. "Pulse has been delivering state-of-the-art alarm management capabilities to our small business clients for

years, with video alarm verification we can now offer the same benefits that Pulse has always offered coupled with the potential to reduce false alarm dispatches and improved response times from local authorities – a win-win for everyone involved.”

About ADT

ADT is a leading provider of security and automation solutions for homes and businesses in the United States and Canada. ADT's broad and pioneering set of products and services, including ADT Pulse® interactive home and business solutions, and health services, meet a range of customer needs for today's active and increasingly mobile lifestyles. Headquartered in Boca Raton, Florida.

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