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Optex Redwall Sensors Help Car Dealer Reduce Theft and Vandalism

Chino, California, October 31, 2011—Cars and car parts are hot items for thieves, leaving a car dealer’s inventory especially vulnerable to the most common threat to be dealt with.

Sophisticated thieves know how to circumvent security systems to quickly strip or steal them.

Vera Cadillac (veracadillac.com), a dealer in Pembroke Pines, Florida, wanted to combat this threat with an improved security system. The current system, using CCTV cameras connected to motion sensors, proved ineffective and easily vandalized or disabled by thieves.

ADT’s (adtbusiness.com) Miramar branch, working with Optex (optexamerica.com), proposed a better system flexible enough to account for vegetation and natural obstacles but robust enough to foil vandalism. The system uses Redwall SIP wireless passive infrared detectors as triggers for the PTZ security cameras. Once the detectors trigger the camera, the camera records the intrusion. In addition, ADT’s central monitoring station will track the event and alert local authorities and Vera Cadillac personnel.

Twelve Redwall sensors are mounted inside the perimeter on building walls nine feet above ground, making them significantly harder to tamper with. The earlier sensors were mounted outside of the perimeter fence, where they could be disabled.

“The Redwall detectors provided a ready-to-install, cost-effective solution that is perfectly suited for the customer’s application and budget,” says Tony Ebel, account executive for ADT. “The

sensors also make it very easy to mask out unwanted areas or objects so that false alarms are minimized.”

“Since we installed the new systems, theft and vandalism have been significantly reduced,” says John Reis, general manager of Vera Cadillac. “Not only is our property more secure, but the fast response to attempted illegal entry is also a deterrent.”

“The wireless Redwall SIP detector is perfectly suited for even adding to current CCTV systems to make existing security networks more efficient,” notes Chris Adams, Optex’s Eastern regional sales manager. “ADT demonstrated this by installing all 12 units on four buildings in a remarkable six hours.”

Redwall SIP (Synthesized Intelligent PIR) sensors are passive infrared devices that can intelligently detect motion. The units are also equipped with anti-rotation and anti-masking functions to detect vandalism or tampering with the unit.

About Vera Cadillac

Vera Cadillac is a family-owned dealership in Pembroke Pines, Florida, serving Miami, Hollywood, Fort Lauderdale and Boynton Beach. www.veracadillac.com.

About ADT

A unit of Tyco International, ADT Commercial is North America’s leading systems integrator, providing security and business optimization services to 500,000 customers. Headquartered in Boca Raton, Fla., ADT Commercial has more than 10,000 employees and reported 2010 revenue of nearly \$2 billion. For more information, visit www.adtbusiness.com.

About Optex

Optex, Inc. markets indoor and outdoor passive and active infrared technology products manufactured by Optex Company Limited of Otsu, Japan throughout the continents of North and South America. Products include a wide variety of hardwired and wireless outdoor detectors and photobeams, specialized sensors to trigger CCTV systems and a one-of-a-kind Class-1 laser detector for high security applications. Since its founding in 1979, Optex has established a worldwide reputation for quality, innovation, and technical excellence with products that represent an investment in performance and long-term satisfaction.

For more information on Optex perimeter solutions visit www.optexamerica.com/redwall.

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