

**Direct**  
**Security**

for complete security and peace of mind

Direct Security the smart solution for...

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...keeping intruders at bay for commercial and residential premises

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## A Company You Can Trust

In an increasingly crime-ridden world, businesses need to be safeguarded to preserve their continuity of service. Equally, people's homes and valuable possessions also need to be protected against intrusion.

As a consequence, security has become a necessity rather than an option. At Direct Security we take our responsibility for protecting businesses and homes very seriously.

With over 25 years experience of the security industry, we use our knowledge to offer advice which really makes a difference when protecting your assets. Our consultancy service helps identify where your business or home premises are exposed to unwanted or unnecessary risk.

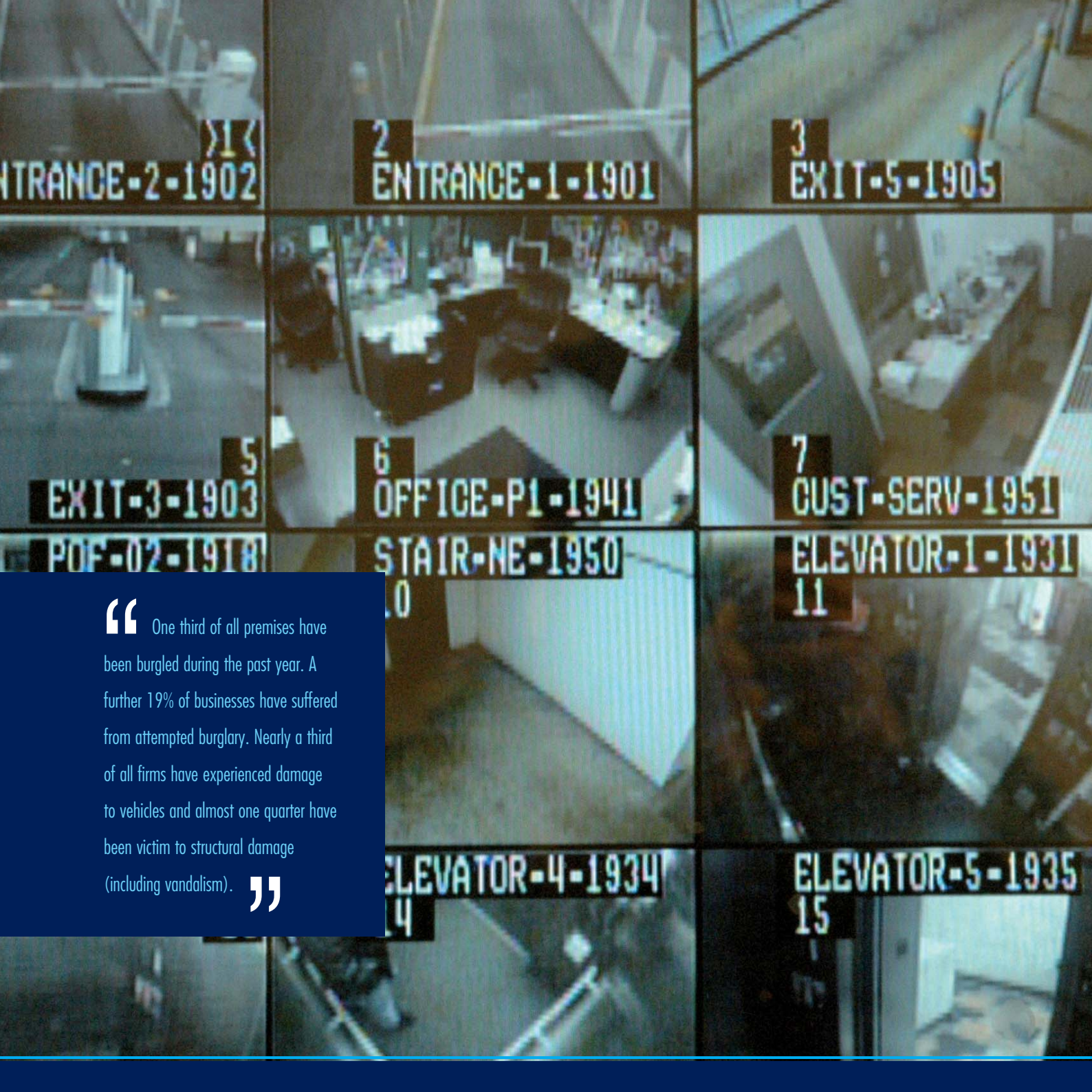
And with a knowledge of thousands of security products, we are able to recommend, and install, state-of-the-art solutions to even the most unusual and unique security problems.

With a 'Best Practice' philosophy, underpinned by adherence to all of the industry's recognised operating standards and accreditations, we have become the natural choice for providing security solutions for businesses from a wide range of sectors. From hospital trusts to commercial clients, local councils to retail outlets as well as homes.

## Our Products, Systems and Services

Security, like many other areas of business involving technology, benefits from considerable Research & Development, with innovative new products being launched on a regular basis. At Direct Security we are proud of our reputation for embracing innovation across all of the following specialist areas, and in which, we also provide servicing and maintenance support programmes:

- CCTV
- Electronic Visitor
- Access Control
- Fire Security
- Intruder Alarms
- Badging Systems
- Entry Systems
- Audio Visual



“ One third of all premises have been burgled during the past year. A further 19% of businesses have suffered from attempted burglary. Nearly a third of all firms have experienced damage to vehicles and almost one quarter have been victim to structural damage (including vandalism). ”

## CCTV

Closed-Circuit cameras have developed considerably in the past few years and are now a highly effective method of protecting property and people. The latest high-resolution surveillance systems have become a real force in helping the police beat crime.

Systems are available for inside or outside premises, with footage in monochrome or colour and with a range of lighting options to illuminate difficult-to-see areas. Footage can be viewed in real-time from a single monitor or several monitoring locations, or can be recorded and also connected to a local or wide area network


We also provide Remote Monitored CCTV and Site Management systems to businesses. These are ideal for protecting many sites simultaneously; eliminating the need for on-the-spot manned protection at each and every company location.

With links to all monitoring points, if any site is under threat from intruders, our trained monitoring staff can immediately inform the police, so that preventative action can be implemented.

Our Remote Monitored CCTV Systems also have an integral audio function, which enables audible warnings to be issued at the site at risk.

Direct Security is able to design a CCTV system specific to your premises and manage the installation, maintenance and technical support for large or small applications.





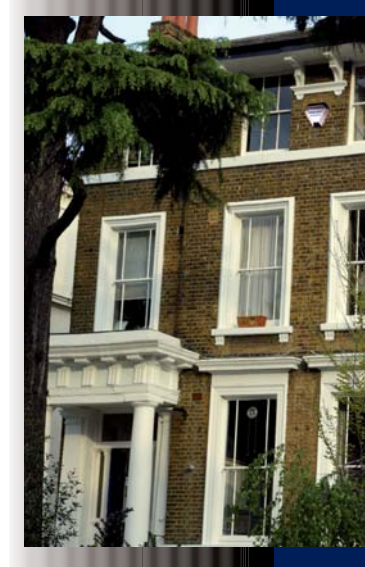
“ Crime against business shows no sign of diminishing. If anything, it appears to be escalating. 64% of all businesses surveyed have experienced at least one crime in the last 12 months - a rise from 58% in the 2001 survey. ”

## Intruder Alarms

Statistics show that burglary attempts on business or home premises are two thirds less likely to occur if intruder alarms have been installed. Providing an instant notification of unwanted intrusion, they also act as a deterrent, which can help to reduce insurance costs.

Today's alarms are cost-effective, reliable and very easy to use. The latest technology offers protection via infra-red, microwave, vibration and acoustic detectors to monitor unauthorised entry inside and outside a building.

Alarms can be linked to a remote Monitoring Station which will summon the police when necessary, providing round-the-clock protection, 365 days a year.



## Electronic Visitor Security Badges

For some premises, it can be difficult to keep track of who is wandering around your building. ID badges for employees and visitors ensure there is a quick and easy way to validate anybody's presence.

Direct Security can create employee ID badges or temporary visitor identification with graphics, logos, holograms and photos, plus we can encode information or biometrics in bar codes or magnetic stripes to meet the needs of multiple identification, access control and time recording systems.

Electronic Visitor Badges may also help you comply with Fire and Safety by providing your visitors with details of evacuation procedures printed on the badge.



## Access Control

Installing access control systems into your business is an effective way of protecting your property, your employees and your visitors. Professionally installed products allow for freedom of movement for authorised personnel whilst managing and monitoring access into and out of any area or building, however large or small.

Direct Security can install simple tools such as coded key-pads, swipe cards and proximity readers or more complex PC based systems which offer greater protection. These can be integrated with other systems such as CCTV or intruder alarms.

We provide professional advice on how these systems can work with HR departments' requirements for management or staff. If required, we can also ensure that each installation is compliant with current Disability Discrimination Act legislation.



## Entry Systems

Do you feel uncomfortable answering an unexpected doorbell? Or is the main entrance to your business or residential premises some distance away from you?

Audio and video entry systems could be the solution.

These convenient and economic systems ensure that visitors are identified before they are allowed entry. This makes Entry Systems especially suitable for the elderly and disabled; with due consideration given at the installation stage to allow easy access to those in wheelchairs.

Products are also available with swipe card facilities to allow authorised visitors or employees easy access.



“ One third of firms suffered a disruption from trading as a result of crime committed against them. A further 10% has lost business due to crime consequence. A quarter of firms have seen insurance costs increase and staff morale is also damaged. ”





“ Arson is the single most common cause of fire in business premises. Much of this is not targeted either - the vast majority of arson attacks are down to opportunist vandalism. Up to 80% of businesses never fully recover from a serious fire. ”

## Fire Security

Fire is one of the most serious dangers a business or homeowner can face. It can ruin a business and take away the livelihood of all those who work within it. Research shows that 80% of businesses that suffer fire damage never recover to trade again.

For many the loss of livelihood might impact on their ability to keep up with mortgage payments and this, in turn, can also lead to the loss of their homes.

The loss of a home is just as traumatic as the loss of a business through fire damage.

Yet many of the problems could be overcome by an initial fire risk assessment of a business or home, followed by the accompanying strategic placement of fire alarms and extinguishers. If activated, prompt action can prevent a minor fire outbreak escalating into a full-blown fire; causing thousands, even millions of pounds of damage.

Direct Security provides a range of fire detection and alarm units featuring the very latest technology to detect smoke and early signs of fire that much faster. These alarms are a great way to preserve your peace of mind and a small price to pay to minimise the damage fires can cause.

Of course, a planned maintenance programme of fire alarm equipment is also advisable and can be managed together with our routine checks on security equipment installations.



## Audio Visual

In addition to protecting your business or home through the provision of a range of security systems, we can also enhance those premises through the supply and installation of audio visual equipment.

An increasing number of companies have embraced the digital revolution; installing plasma screens in their receptions, meetings, board rooms and staff canteens. Where televisions may not be appropriate, audio systems can be a great way to keep staff happy whilst they are working.

At the same time, we are also able to assess the ambient lighting of companies and advise where improvements can be made. Yet again, lighting is a crucial factor in helping with productivity and maintaining staff morale.


Of course, audio visual & lighting systems are not just the preserve of business. We are also able to offer audio visual solutions for the home too, including advice on the installation of home cinemas.

Quite naturally, with protection for your business or home provided by Direct Security your valuable audio visual equipment will be 'well protected'.



“ Good lighting design and adequate daylight have been linked to a 15% reduction in absenteeism, and increases of between 2.8% and 20% in productivity. ”





“ One third of businesses surveyed estimate crime costs them more than £1,000 per year. For 15% of firms, the cost of crime is estimated greater than £5,000 a year. The average cost of crime per business is over £8,000 per year. ”

## Complete Peace of Mind

Whether you are looking to protect your business or your home, Direct Security can provide the right solution for your specific requirements.

We understand and appreciate the unique requirements of our diverse client base and work in partnership with them to provide a truly bespoke service. This experience, plus our extensive product knowledge, means our recommendations are always backed by real expertise.

Direct Security adheres to all industry standards and current legislation. We are an ISO 9002 quality assured company and NACOSS Gold and Construction Line accredited. We also operate to the guidelines approved by the Association of Chief Police Officers (ACPO).

We are committed to supplying the highest level of customer service at all stages of our working relationship with our clients, from the initial consultation to the system design and installation, through to

customer training, ongoing maintenance and advice. We believe this is why our clients keep coming back to us, year after year.

We place great importance on supporting our staff and investing in systems, to ensure that we are at the forefront of the security industry, so that whichever organisation we are protecting runs smoothly and efficiently, every day.

Helping our customers rest easy in the knowledge that their security requirements are in safe hands.

*"A Driving Force in Security Solutions"*



# Direct Security

- CCTV
- Intruder Alarms
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Badging Systems
- Access Control
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- Fire Security
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