

Teddy Roosevelt and EST – Ushering in a New Era in Life Safety

[INTRO: Edwards Systems Technology welcomes you to a new era in life safety.

As we approach the dawning of a new millennium, it's only fitting that we take a look back at how things have changed over the last century.

Back in the early 1900's, even though it may not have been termed as such, "life safety" was as important as it is today. As President, Theodore Roosevelt dedicated his life to reminding us that as good citizens, it is our responsibility to practice "preparedness". As life safety professionals, you know that being prepared is what life safety is all about.

Today, it is our great honor to introduce to you the man who was a soldier, a cowboy, conservationist, statesman, author, explorer, and even a Nobel Peace Prize winner... Ladies and Gentlemen...The 26th President of the United States...Theodore Roosevelt.]

Good day! WHAT A SPLENDID DAY. Well, its bully to be [here today!](#) Now, many of you will know that before I became President, before I became a Rough Rider...I was a cowboy. AND COMING HERE TODAY, I remember back in my cowboy days when I was a *rancher in the Dakota Territory*, I came upon a raging prairie fire on one of the ranges. Flames were everywhere, THREATENING MY LIVESTOCK, and in those days...there were very limited resources available to contain such a large fire. So, you know what I did??? I split a steer and dragged the carcass across the prairie to set up a fire break.

Times have changed and you might think that's pretty gruesome but back then...you had to make do, you did what you could with what was available.

Technology has come a long way since then. No longer do you have to "make do". You have a

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tremendous number of choices in determining how you protect your property. There are products that protect you from fire, from security lapses, and from other general hazards. BUT...until today, there has been no single product package that truly integrates all of the life safety features you need and want.

As President I led America into the 20th century with my no-holds-barred philosophy of meeting problems head-on and conquering them...EST is leading the world into the 21st century with the only true integration platform for life safety. Today we're here not to introduce you to a new product, but to *a new era in life safety*.

How many of you know who EST is??? Edwards Systems Technology...Well, I was attending Harvard back in 1872 and that's when Edwards was established.

Back then, if you had to warn your neighbors or co-workers of a fire, chances are you headed straight for an Edwards pull station. In those days, you were just a discarded matchstick away from a major fire. In fact, had Edwards pull stations been around a year earlier when the Chicago fire occurred, I have no doubt that the damage may have been less extensive.

Yes...I've certainly seen many a calamity in my day...the Johnstown, PA flood in 1889...the San Francisco earthquake in 1906...horrific acts of nature which spawned raging fires and fire related accidents. But you know...I came away from all of those tragedies with a single notion. Preparedness! Preparedness is the key to basic human survival. You have to be prepared for the unknown events that life dishes out in your personal and professional life, just as we as a nation have always had to be prepared for the unknown events in our history.

As life safety professionals, you know that preparedness will not prevent fire or security

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problems, but unpreparedness eventually insures utter disaster.

We all like to think that a fire or security breach will never happen to us...which hopefully, is the case...but...we must be prepared in the event of such an occurrence.

My motto has always been: Qui Plantavit Curabit - "He who has planned well, will survive." You can take that one to the bank!

Too often I see people who are re-active rather than pro-active. Now the re-active person will eventually learn the best way to handle a situation, but only after they've already made a mistake along the way. In life safety and security, you can't afford to be re-active. If you are...you may not get a second chance to correct your mistake. That's why EST is taking a pro-active approach to integration.

Now some re-active person will say..."Well, I've had the same alarm for several years and it works just fine. Why should I bother upgrading my existing system"??? WELL , HE'S WISHING, HE'S HOPING, HE'S OPTIMISTIC. As I always told my children, "Optimism is a good characteristic, but if carried to an excess it becomes foolishness."

Certainly, EST is optimistic that their new integration technology will be a forerunner in the marketplace for truly integrated systems, but they're not foolish enough to think that you'll be swayed simply by some interesting anecdotes from Theodore Roosevelt. However, they are confident, as am I, that their top-notch equipment and leveraged technology will speak for itself.

I've always been a firm believer in leveraging your resources to make the most out of what you have. That's exactly what EST is doing with their integrated package. Leveraging existing fire and security hardware like sheet metal, power supplies wiring, and annunciators.

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This isn't simply a "re-use" of existing fire alarm modules, but development of new security modules, access control devices and CCTV interfaces. These modules compose the most comprehensive, event-driven crisis management system in the industry.

Tell me...do you recognize any of these places? You know...as a "rough-rider" I never really cared much for posh accommodations, but I think I could handle staying at any one of these lovely hotels...especially knowing that they're some of the safest places in Las Vegas; safe because they're all protected by EST life safety systems. What a BULLY outfit!

You know, over the years, I have always admired a business that has a good reputation for high ideals and standards.

EST's reputation in the life safety industry has always been very highly regarded. They're a business unit of the SPX Corporation, a multi-billion dollar Fortune 500 company. They're a global company with offices throughout the world, AND ...EST, like myself, is a leader in innovation. They were the first to introduce numerous innovations like networked fire alarm systems, multisensor technology, and utilization of existing wiring without restrictions.

Yes, indeed,. EST is capitalizing on their experience in the fire alarm industry to bring the security industry the first, and most reliable truly integrated life safety solution.

Sounds like a SQUARE DEAL to me. And after looking into what EST has to offer you, I'll tell you right up front it's a SQUARE DEAL if I ever saw one!

They've got the best integration platform going. This isn't simply some "interconnected " or "interfaced" system...No SIRRreeee! This is "true integration"...a single, seamlessly integrated system including smoke and fire detection,

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access and building control and security! Until now, there hasn't been a "truly integrated" system in the marketplace because the technology simply wasn't available. But I'm here to tell you, the time has come.

With products like their new event driven FireWorks NT package with its four quadrant design, and their sleek new Card Reader Interface modules, EST is changing the face of integrated life safety systems.

Let me illustrate that on a personal note.

I'm sure many of you have heard of my daughter Alice! She was rather wild and independent . SHE WAS CAUGHT SMOKING A CIGAR ON TOP OF THE SUPREME COURT BUILDING, SHE RELEASED HER PET SNAKE IN ONE OF MY CABINET MEETINGS, AND WAS DRIVING A 1906 DUSSENBERG AROUND WASHINGTON AT A TOP SPEED OF "25" MILES PER HOUR . SHE gave me a few headaches while growing up. I was once asked, "Theodore, can't you control Alice?" I answered, "I can control Alice or manage the country, but I can't possibly do both at the same time!"

My point is this...

I've always believed in the need for a single management system.

The same goes for life safety AND...

EST recognizes this need for a single point of management and responsibility. As you browse through the booth in a few minutes, you'll see that they're providing just that...a single, event driven management solution for your life safety needs.

By integrating their top of the line, EST3 fire alarm control panel with the FireWorks NT package, EST has developed the most comprehensive life safety system on the market.

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The design of this system is so flexible, that it supports a virtually endless number of migration paths. You know the old saying...”you can’t get there from here”...Well, now you can.

Whether you’re looking to integrate your existing system into security or access control, or you choose any of the other options, EST has an integration solution for you.

And, you can be assured that no matter which EST integration solution you choose, it will be of the absolute highest quality.

No compromising!

I’ve looked long and hard at what EST has to offer, and I can tell you...there is no compromising on quality issues !

All of the integrated products they offer undergo a rigorous set of “Checks and Balances”...to ...assure outstanding reliability for all concerned.

Whether it be checking as part of required routine maintenance or inspecting a life safety installation for a “Certificate of Occupancy”...these checks and balances insure peak performance

I have often said, “What we as a people need more than anything else is the steady performance of the everyday duties of life, not with hope of reward but because they are duties.”

EST’s “duty” - is to provide a superior life safety solution - to protect the occupants of the buildings their systems are in. They understand that steady performance of their systems is crucial, and they work hard to provide a product line that upholds that level of performance.

In closing, I’d like to leave you with one thought. Many of you are familiar with that old adage I use from time to time;

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“Speak softly, carry a big stick, and you will go far.”

If you need a truly integrated life safety solution
... In the life safety-security industry, EST is your
BIG STICK .

I am dee-lighted to have had this opportunity to
speak with you. It's been BULLY !!

SP05 Opener: The Mission Continues...

It started with a "Mission"...

Over 130 years ago, we began developing the technology that has led to the most advanced fire alarm systems in the industry...

...from the early days of buzzers, manual stations, bells and annunciators

...to multisensor detection and the first networked fire alarm panels

...to truly intelligent life safety networks featuring multiplexed digital communications and patented advanced signaling technology.

Technical expertise has always been at the core of our business, and in the 90's, we decided that what we needed to go along with the technology was a distribution strategy that would match the level of our products.

It was that line of thinking that led to the most innovative leap in distribution strategies the fire alarm industry has ever seen.

With the development of a superior network of "partners" whose business and technical acumen was up to par with the technology they would be charged with selling and servicing, the Strategic Partner program was born.

When we developed the SP program, we "raised the bar" for our distribution. Only the best of the best were chosen to be Strategic Partners.

Our original goal was to have our strongest distributors selling our premier products, and that basic premise is what has strengthened the SP program into the success that it is today. Our SPs lead the industry with their technical and application knowledge as well as their pioneering business strengths.

SP05 Opener: The Mission Continues...

This joint venture is a true partnership... full of give and take. Strategic Partners - through their experiences and with groups like the Business Development Council - have helped us grow our business with innovative ideas just as we've helped them grow their business with innovative products and technology.

By definition, the words "Strategic Partner" describe the relationship with you...our most valued customers as one of "sharing a plan". Over the years, we've shared our vision, our insights, our technology and our goals. The result...we've been very successful...taking a simple idea and growing it into one of the most successful distribution models in the industry.

Moving forward, we're planning on continuing this tradition of listening to our customers and maintaining this partnership...this legacy.

Essentially, our name has changed and now we'll have the added credibility of the power that the GE brand brings to the market.

What hasn't changed is our unwavering commitment to the SP program. We've spent years cultivating a relationship with you, and we have every intention of moving forward as "partners".

Join us as we take the next step on our journey...continuing a mission we started eight years ago. Welcome to the next generation of the Strategic Partner program.

Client:	GE Security	Writer:	C. Alfano
Project:	SP Conference 2006 Video	Date:	3/23/06

VIDEO

OPEN WITH KEVIN AND MIKE WALKING DOWN A HALLWAY.

PASSING LOUIS PARKER'S OFFICE AS MIKE MOTIONS TOWARDS THE DOOR.

KEVIN SHAKING HIS HEAD ADAMANTLY MIKE TAUNTS KEVIN THEY KEEP WALKING AND STOP OUTSIDE JOE'S DOOR ENTER JOE'S OFFICE

AUDIO

INTRO TO BE DONE "LIVE" AFTER KEVIN SHOWS THE SCHOOL DVD.

KEVIN: You know Mike, I can't believe that we couldn't get a hold of one of those Itemisers for our demo.

MIKE: Yeah I know...I can't believe that Homeland wouldn't trust us with the real thing! But...never fear...I think our hybrid version will blow that thing out of the water anyway.

KEVIN: I do to. I mean with the combination of Canadian engineering and American ingenuity that we used in this joint venture...how could it not?

MIKE: Exactly...I think "The Economiser" is just the ticket! No consumables to bother with...just blow the substance in question into the detector and see if it registers and alert. It's easy-to-read signaling appliance makes it the most user-friendly trace detector on the market, don't you think?

KEVIN: That's right! It's low on cost and high on efficiency...at least that's what we're hoping for anyway...

MIKE: Hey Kevin...whatdya' say we try this thing out?

KEVIN: Yeah lets...but we're not starting in there...Noooooo way!

MIKE: Chicken!

KEVIN: I say we try out the Economiser in your boss Joe Nassab's office that way if we anyone gets in trouble it will be you!

MIKE: Sure, throw me under the bus.

MIKE STARTS GOING THROUGH JOE'S DESK...FINDING GOOBER GRAPE JELLY, P-NUTS AND OTHER GOODIES

CUT TO EXTREME CLOSEUP OF DESK TOP. WE SEE WHITE POWDER. MIKE LOWERS HIS FACE INTO THE SHOT, LOOKING SHOCKED.

KEVIN'S FACE DROPS DOWN INTO THE FRAME ALONGSIDE MIKE'S.

MIKE SCRAPES THE POWDER INTO HIS HAND

CUT TO WIDER SHOT. KEVIN STANDS UP.

MIKE STANDS UP THEN BLOWS THE POWDER INTO THE DETECTOR...RESULTS START CALCULATING ON PC
KEVIN GRABS AT THE SWAB AND THEY START HAVING A TUG OF WAR.

SHAWN ENTERS THE ROOM. MIKE AND KEVIN LOOK AT HIM QUIZICALLY AS HE MENTIONS CHANGING THE BABY IN JOE'S OFFICE

KEVIN: We don't have anything to worry about...it's not like we're going to find anything in Mr.Clean's office.

MIKE: Heyyyyyy. You see what I see?

KEVIN: (WORRIED) Oh, boy. This is not good.

MIKE: Well...I guess we should see what we have. Let's test out our baby.

KEVIN: Are you kidding me? Joe's gonna' have our heads!

MIKE: We *gotta* test it. (LOOKS AT CAMERA BRIEFLY) It's already on tape now...we may as well. Just blow the substance into the specially engineered detector and...

KEVIN: What the-

SHAWN: Hey guys. Sorry to barge in on your video shoot. I was just in here changing the baby – heck I didn't want to do it on MY desk... and I think I left behind the ... (LOOKING AROUND THE DESK)

SHAWN FINDS BABY POWDER BOTTLE, SHOWS IT TO THEM, AND EXITS THE ROOM.

MIKE AND KEVIN LOOK AT EACH OTHER DUMBFOUNDED.

MIKE AND KEVIN WALK TOWARDS A CAR IN THE PARKING LOT.

WE SEE KEVIN FUMBLING AROUND IN THE CAR. THERE'S A PILE OF "DUSTY" GE-RELATED BOOKS IN THE BACKSEAT.

CUT TO KEVIN PULLING BOOKS OUT TO SHOW MIKE.

MIKE NOTICES SOMETHING ON THE TOP BOOK, PULLS IT TO HIS FACE AND DRAGS HIS FINGER THROUGH THE DUSTY BUILDUP.

KEVIN AND MIKE LOOK AT EACH OTHER ...

SHAWN: Ah, there's the baby powder. (SHOWS BOTTLE TO GUYS) Sorry to interrupt.

MIKE: You know, trace detection doesn't just take place in buildings. Cars and other forms of transportation can just as easily be investigated. Let's test it out again.

KEVIN: I'm really glad that Dan Symtka - our Vice President & GM of Engineered Systems for GE Security - was gracious enough to let us use his car for this demonstration of the Economiser.

MIKE: Of course, we'll just be going through the motions, as there are clearly no narcotics or explosives to be found in Dan's car.

KEVIN: You may want to rethink that statement.

MIKE: Hey, what's this?

KEVIN: Drugs maybe? Explosives?

MIKE RUNS THE SCAN. WE SEE KEVIN DIGGING AROUND IN THE CAR FOR SOMETHING ELSE.

KEVIN PRODUCES A BIG JAR OF PLANTERS PEANUTS.

THEY BOTH START MUNCHING ON THE PEANUTS.

MIKE: Nope. Peanut dust. Salted Planters, I suspect.

KEVIN: Right you are. The Economiser, once again, one hundred percent accurate!

MIKE AND KEVIN IN BOB HASKINS OFFICE.

B-ROLL OF BOB HASKINS RUNNING UP AND DOWNSTAIRS. *VIDEO IS SPED UP.*

BACK TO BOB'S OFFICE. KEVIN SPIES SOMETHING ON THE DESK.

MIKE MULLS OVER HOW TO TEST THE DESK.

CUT TO BOB ENTERING THE ROOM. *VIDEO IS SPED UP.*

KEVIN: Now sometimes, you'll see that someone's behavior alone is enough to raise suspicions and warrant an investigation.

MIKE: Take Bob Haskins – our VP for U.S. Sales & Service. Up and down the stairs all day long. Where does he get all that energy? We're here in his office to find out.

KEVIN: Hey, check it out. Some sort of liquid here. We can't test liquids, can we?

MIKE: Hmm...good question, I don't think so.

BOB: (SUPER SPED UP) Hi, guys! How's it going?

SURPRISED BY BOB'S ENTRANCE, MIKE HIDES THE SWAB BEHIND HIS BACK. KEVIN JUMPS IN FRONT OF THE MACHINE.

BOB REACHES TO A SHELF FULL OF RED BULL CANS, PULLS DOWN A CAN, POPS IT OPEN AND TAKES A BIG GULP.

VIDEO IS SPED UP.

CUT TO WIDE SHOT. MIKE AND KEVIN ON ONE SIDE OF THE SHOT STAND VIRTUALLY MOTIONLESS.

BOB IS VERY ANIMATED AND SO HOPPED UP ON THE RED BULL, THAT HE'S SPILLING IT ALL OVER THE PLACE AS HE TALKS.

TAKES ONE LAST GULP AND THEN EXITS.

KEVIN & MIKE IN DEMO ROOM REFLECTING OVER THE DEMO

MIKE: Bob, what are you doin' here?

BOB: (SUPER SPED UP) Just stopped in to get me another Red Bull. (BIG GULP) Man, this stuff is fantastic! Keeps me going and going and going.

BOB: Need the extra energy, you know. Gotta make sales! Gotta make sales! Hey, you gonna be at the sales meeting this afternoon? Big sales meeting. Need to be there. Hey, you like this shirt? Does it make me look fat? I don't want to look fat? You'd tell me, wouldn't you? I mean, you would, wouldn't you? When you're in sales, gotta look your best. All the time. All the time. Well, can't stop now. Gotta keep going. See you at the meeting. You'll be at the meeting, right? Right? Am I talking to myself here? You ever gonna answer me? Whatever, gotta go. Later!

BOB: (GULPS) Love that Red Bull!
Yeehaaaaaa!!!!!!!

KEVIN: Well, Mike. I think we had a pretty successfully Economiser demo, don't you?

MIKE IS
MANEUVERING THE
DEMO UNIT AROUND
AND PULLS OUT A
BEER FOR EACH OF
THEM

GRAPHIC:
GE Security (LOGO)

KEVIN ENTERS
STAGE AND OPENS
THE CONFERENCE

MIKE: Absolutely Kevin. I think we still have a few bugs to work out, but we've got a great jump on the competition with this technology. After all, where else can you get a trace detection system that also holds your beer?!?

KEVIN: I'll drink to that!

MIKE: Me too!

MUSIC: DOWN AND OUT.

FireWorks Demo Script

FireWorks...the future of life safety at your fingertips.

Years of research and development has culminated in the design of the world's first and only truly integrated life safety system. A system so advanced, it's like nothing you've seen before. The FireWorks package from EST provides building owners with a fully customizable, event driven life safety solution.

Let's take a closer look at how the program works.

Shown here, is the main FireWorks interface. When the system is normal, this is the display shown. Notice that information is presented in a simple manner by dividing the major system components into four quadrants. By dividing the screen in such a manner, the system provides the operator with a single control point for monitoring many functions at the same time.

In the event of an alarm, or alert condition, the Event Quadrant, in the lower left corner of the screen, will change to display the alarm event. If multiple alarms are present, the messages displayed will automatically be prioritized within the window to insure that the operator receives the most critical messages first

The event that's highlighted or selected is what drives the information shown in the other 3 quadrants - hence the term "event driven". Depending on the nature of alarm event reported, the other quadrants change to reflect pertinent data regarding the selected event. This greatly simplifies what could otherwise be information overload for an operator.

Let's have a look at each quadrant. You'll notice that the Map Quadrant, in the upper left of the screen, now has a touch sensitive area,

or TSA, flashing. You can select to view the map areas by expanding the branches or by clicking through the map itself.

By navigating through the map, you can work your way through the facility down to the exact point where the alarm originated.

Depending on the type of alarm, the upper right quadrant may reflect live CCTV Camera imagery, pre-recorded video clips or static descriptive images. The Camera Quadrant, shown here, allows you to see the area where the event occurred. The system also provides the capability to pan, tilt, and zoom within the area to get a closer look at the problem at hand (if the camera itself supports pan/tilt/zoom functions.)

In the event of a supervisory alert like the one shown here, you can see a still image and a description of the item that originated the alert condition.

The Event Action quadrant, in the lower right corner of the screen, displays general information regarding the event. For example, this information may instruct the operator as to what action they should take to rectify a situation, or it may be a warning of potential hazards in the area where an event is taking place, such as a chemical or hazardous waste warning.

Once you've addressed the point or device that was reporting the alarm, you can go to the Event Action quadrant and log entry messages for each of the events. Here you can explain what steps were taken to rectify each condition. This data can then be saved to serve as part of the system history log.

Once a point has been reconciled, it can be cleared from the event list by acknowledging the point. Once all events have been acknowledged, the system may be reset, but

only by an operator with the appropriate authority to do so. This authority is determined by the password level of the operator.

Once this is done, your system will “go green” returning to it’s normal operation, and the FireWorks display will return to the normal four quadrant display.

FireWorks provides a single point of management and responsibility for your facility by putting all of the life safety controls you need right at your fingertips on a single monitor.

FireWorks...the future of life safety!