

# Vehicle camera systems

## Competitive Comments

We are very much aware of our competition including the low cost suppliers such as Martel and Super-Circuits, either of whom can provide a vehicle camera system for under three thousand dollars, or even two thousand dollars. So can we, if we reduce the recording time capacity, cut our warranty in half, take away the features you need, trash customer service, and leave you on your own for installation and maintenance.

We understand the Digital Ally concept of the all-in-one DVR, monitor and rear camera. So what if you have a monitor that you can barely see and a rear view camera that views only the upper body and not what's going on in the back seat?

We are familiar with the various recording technologies including DVD's which were never designed for mobile recording use and can lose critical data, mobile hard drives that won't work below 32 degrees and low capacity 1 or 4 GB compact flash memory cards that require constant removal and archiving. We are aware of the applications of wireless data downloading as well as the problems many users have experienced.

We know the benefits of GPS for marking evidence scenes and establishing point of presence. What we also know, that others apparently do not, is the significant benefits available through the proper use of GPS for full time vehicle tracking and administration and how you can have this capability without paying any more (actually often less) than other systems by Interceptor and WatchGuard.

We are aware of the benefits associated with systems by Integrian and Mobile Vision (as well as some of the shortcomings) and we have the capability to match the features of these high end systems (such as wireless downloading), but we think our own System III offers a significant cost advantage coupled with some major administrative advantages.

We interviewed police departments all over Alabama, large and small to determine what users like you really wanted. The response was good video quality, simple operating requirements, reduced cabin clutter in the driver compartment, secure and simple data transfer, minimal operations workload, reliability, fast and affordable service when required, useable GPS capability, a good rear camera that records the full back seat area, low light level capability for both the front and rear cameras and simplified pricing. The result is known as System III.

System III is a simple, affordable, and efficient vehicle camera system that has been designed for YOUR needs, not some razzle dazzle techno golly box that is a maintenance and/or operational nightmare.

We have gone to significant effort to make sure that you have ALL the facts before purchasing a vehicle camera system. A low initial purchase price is long forgotten after you learn that you could have enjoyed the best for less. The simple fact is that we can reduce administrative requirements, simplify operation, keep maintenance costs to a minimum, and give you the evidence you need at reasonable cost even though we haven't been in business since 1957 (Actually, only since 1989).

One of the lower priced suppliers invites you to ask a single question before purchasing a vehicle video system – *How long have you been in business?* The fact of the matter is that vehicle cameras didn't exist in 1957 and if length of time in business was an acceptable method for evaluating the capability, we would all be driving GM vehicles instead of watching their bail out request hearings on TV. We say, *Look at the rest, then choose the best – System III from Falcon Direct!* Additional information is available at [www.info4u.us/AtLast.pdf](http://www.info4u.us/AtLast.pdf) and [www.vehiclecameras.us](http://www.vehiclecameras.us).