

# DH MARKETING

*Independent Manufacturers Representative*

Newsletter - First Responders & Campus Alerting

3rd Qtr 2011

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**FEDERAL SIGNAL**  
Safety and Security Systems

*Advancing security and well-being.*

Federal Signal is the oldest and largest Siren Manufacturer in the World. No others can compare when it comes to the quality and factory support provided by Federal Signal Corporation.

## Broadband Wireless

Municipal Broadband Networks



## Municipal Broadband Networks

Federal Signal offers Emergency Managers a suite of mission critical communications solutions that fully integrate alert and notification with communication options such as RF and IP broadband wireless Network. Our turn-key solutions bring together public warning (sirens, tone-alert radios, etc.), first responder notification (text messaging, telephone notification), and critical communications infrastructure (4.9 GHz, 2.4 GHz and 900MHz data networks) into a single integrated package that leverages your infrastructure investment. See for yourself how Federal Signal can meet your critical communications needs.

## New Features

- 4.9 GHz licensed frequencies
- 2.4 Ghz unlicensed hotspots and mesh solutions
- 900 MHz mobility solutions
- Fully integrated IP-Based Warning and Notification Systems
- Easily integrate Video Surveillance, Weather Stations, and other IP-Based communications solutions
- First Responder Notification solutions

## **A message from Carroll...**

Dear Valued Customer:

D H Marketing always promotes and encourages the highest level of ethics in business. As a Certified Professional Manufacturers Representative (CPMR), I have always strived to insure that D H Marketing, and each of our sales representatives, conducts business each day according to the CPMR code of ethics.

The promise that I can personally make to you is that D H Marketing will always conduct its business with you, our valued customer, with the highest degree of honesty, integrity and business ethics. We are in business for the long term and want your business for a very long time. We will never do business in a manner that applies pressure for the sake of achieving a sales quota or goal. We will never make promises that we cannot deliver for the purpose of short term gain.

We are blessed with the best customers in our industry. We very much appreciate your business.

Best Regards,

Carroll Hollingsworth

[www.dhmarketing.biz](http://www.dhmarketing.biz)

### ***MANUFACTURERS REPRESENTATIVE CPMR CODE OF ETHICS***

The Code of Ethics for the Certified Professional Manufacturers' Representative designation has been adopted to promote and maintain the highest standards of service and personal conduct among its elite members. Adherence to these standards is required for acceptance in the program, and serves to assure public confidence in the integrity and service of the CPMR.

As a Certified Professional Manufacturers' Representative, I pledge to:

1. Maintain the highest standard of personal conduct.
2. Promote and encourage the highest level of ethics within my industry.
3. Maintain loyalty to the organization that employs me and pursue its objectives in ways that are consistent with industry interests.
4. Recognize and discharge my responsibility, and that of my industry, to uphold all laws and regulations relating to the CPMR policies and activities.
5. Strive for excellence in all aspects of my industry.
6. Use only legal and ethical means in all activities.
7. Accept no personal compensation for related services or activities except with the knowledge and consent of the management of my company.
8. Maintain the confidentiality of privileged information entrusted or known to me by virtue of my position.
9. Refuse to engage in, or countenance, activities for personal gain at the expense of my company or the industry at large.
10. Always communicate internal and external statements in a truthful and accurate manner.
11. Cooperate in every reasonable and proper way with industry colleagues, and work with them in the advancement of the selling profession.
12. Use every opportunity to improve public understanding of Manufacturers' Representatives and Agents and their positive impact upon my industry.

## Codespear delivers Critical Communications

Codespear provides a multi-network, multi-channel and multi-device urgent notification, messaging, and collaboration solution, which integrates Voice and Text-Based communication. Codespear's urgent notification solution strengthens and supplements existing emergency broadcast systems.

The application sends instant alert notifications, within seconds, to citizens, students, or other at-risk groups on a variety of devices including home telephones, cell phones, pagers, PDA's, computers, SMS, text pagers, and external E-mail addresses.

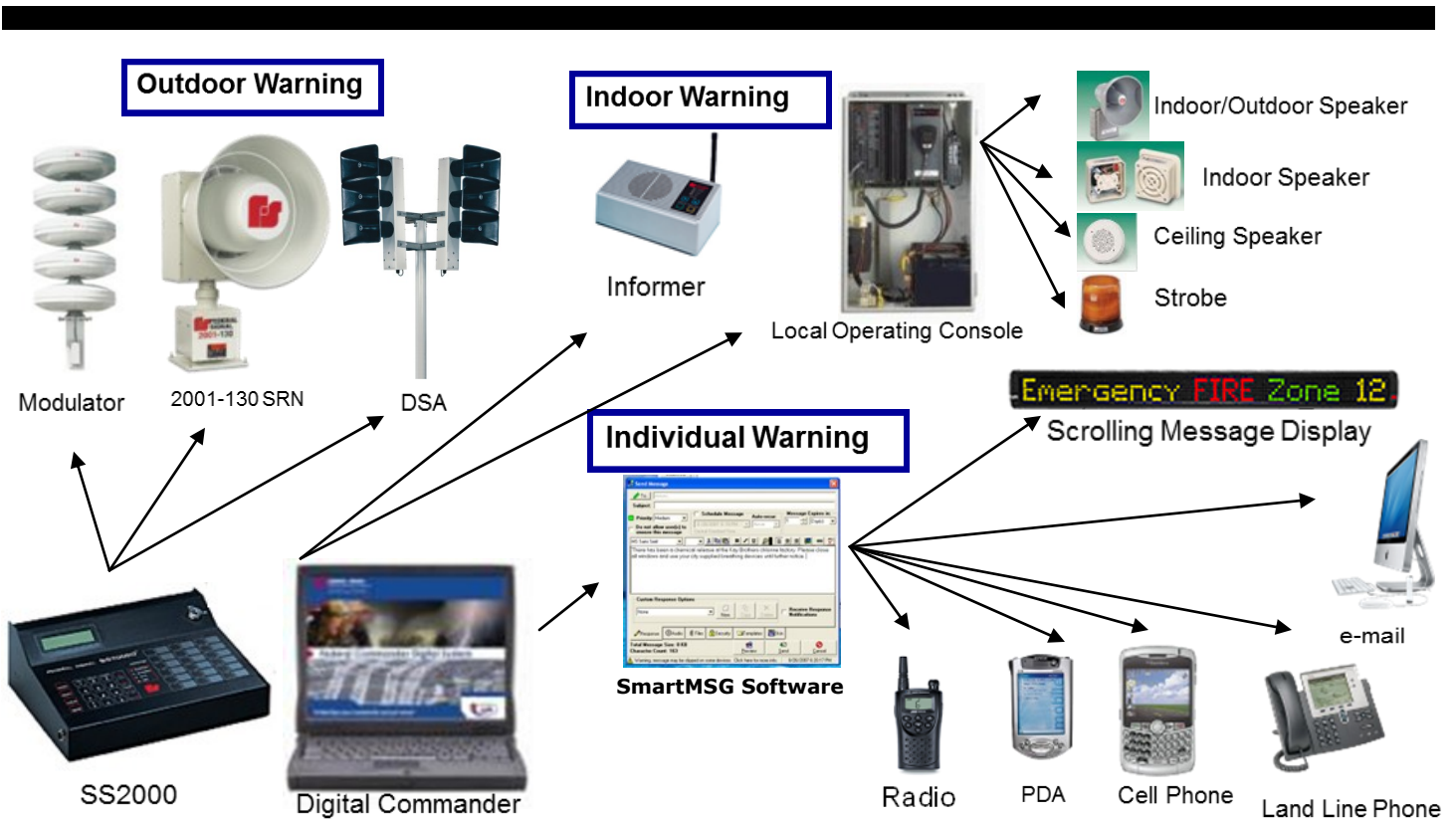
Using this system, public safety administrators can notify their community or campus of situations ranging from flood, tornado and chemical spill emergencies, to school closings and road closures.

Individuals can "opt-in" to the database by either providing information to the agency website, or by using a simple mail-in form. For targeted geographic alerting, SmartMsg features a GIS-based mapping interface.



## Features

- Urgent Notification Features:
- Supports communications over Internet, Telephone, IP Networks, WAN, 802.11b, VPN, cellular, satellite, and radio networks.
- Text-To-Speech Conversion
- Web-Portal for Opt-In/Opt-Out and Registration by community members
- Alert Notifications with Integrated links and/or Encrypted attachments
- Automated High Volume Phone Dialing
- Pre-defined Scenarios, Ad-Hoc Messaging, and Automated Alert Notifications
- Separate agencies and entities can instantly share alerts and initiate secure communications.





**ALERT FM™**  
Powered by GSSNet

# FM radio-based Alert & Messaging System

## Represented by D H Marketing

**ALERT FM is a personal alert and messaging system that enables officials to create and send targeted information, including NWS severe weather warnings, evacuation instructions, school closings, homeland security notices, and Amber Alerts to first responders, school officials, businesses, and citizens.**



**Cell Phone**



**ALERT FM Wall Receiver**



**ALERT FM Receiver**

### **Quick and Cost-effective**

Using ALERT FM gives you the capability to reach your entire community with a single FM-based message in mere seconds with no usage fees.

### **Extensive FM Radio Network**

FM-based messages are delivered via GSSNet, our digital network of existing FM radio transmitters around the United States, to multiple ALERT FM receivers. Overlapping signals from different FM radio stations help to ensure that there is always a signal that can be received even when other communication systems are disrupted. ALERT FM receivers automatically tune to the strongest GSSNet station.

### **Geographic or Organizational Targeting**

ALERT FM messages can target geographic areas like zip codes, counties, or an entire state. Messages can be sent to citizens, first responders, or specific government personnel.

### **Multiple Receiving Devices**

This alert and messaging system is capable of sending mass or targeted FM-based messages to ALERT FM receivers or cell phones equipped with a radio chip and software. The system will also allow messages to be received via email, cell phone (SMS text messaging and smartphone application), and other consumer devices—truly making ALERT FM accessible to every household in the area.

### **Why Choose ALERT FM?**

- **Large and diverse customer list**
- **Uses CAP messaging protocol**
- **Extensive FM transmitter network in place**
- **Government officials control message content**
- **Automated NWS severe weather warnings included**
- **SMS and email message delivery available**
- **Smartphone application available**
- **No recurring fees for FM-based usage**
- **Fixed and portable receivers available**

# THALES

[www.thalescomminc.com](http://www.thalescomminc.com)



Thales Communications, Inc. located in Clarksburg, Maryland is the manufacturer of the Liberty multiband land mobile radio. The Liberty is manufactured and supported in the USA.

The Liberty radio provides full coverage on the public safety bands in VHF, UHF, 700Mhz, and 800Mhz. The Liberty is fully operational in multi modes of P25 conventional and trunking, AES OFB-DES with OTAR, legacy analog (25/12.5Khz channel spacing), and CTCSS/CDCSS/DTMF/MDC 1200. The Liberty is comparable in size and weight to single band land mobile radios.

Please contact your D H Marketing representative for a demonstration of the Liberty Radio.



[www.cadex.com](http://www.cadex.com)



Battery University™ is sponsored by **Cadex Electronics Inc.**, a manufacturer of advanced battery analyzers, chargers and monitoring devices. The information is free of charge for the benefit of battery users. [www.batteryuniversity.com](http://www.batteryuniversity.com)



Cadex C7400  
Battery Analyzer



Cadex C7200  
Battery Analyzer

**More Manufacturers D H Represents:**



[www.dialight.com](http://www.dialight.com)



[www.rfneulink.com](http://www.rfneulink.com)



[www.emrcorp.com](http://www.emrcorp.com)



[www.aeroflex.com](http://www.aeroflex.com)



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[www.thalescomminc.com](http://www.thalescomminc.com)



[www.laird.com](http://www.laird.com)



[www.eventide.com](http://www.eventide.com)



[www.telexradiodispatch.com](http://www.telexradiodispatch.com)



[www.cadex.com](http://www.cadex.com)



[www.spacenet.com](http://www.spacenet.com)



RF & Microwave Filters & Products

[www.anatech.com](http://www.anatech.com)



[www.midlandradio.com](http://www.midlandradio.com)



[www.gdsatcom.com](http://www.gdsatcom.com)

**2011 Scheduled Events**

**July**

- 15 Federal Signal Mass Notification & AlertFM Seminar - Abilene, Texas

**August**

- 12 Federal Signal Mass Notification & AlertFM Seminar - Beaumont, Texas
- 23 Oklahoma Emergency Management Conference - Norman, Oklahoma
- 31 Aeroflex & Laird Seminar - Round Rock, Texas
- 31 Arkansas Emergency Management Conference - Hot Springs, Arkansas

**D H Marketing**

**800-966-3357**

**[www.dhmarketing.biz](http://www.dhmarketing.biz)**