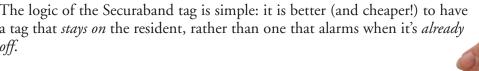# Securaband™ Tag Launch Package

Overview

The Securaband™ tag is a new component of the RoamAlert system. It provides a solution to a well-known problem: a resident determined to remove a wander prevention tag.

Securaband is the industry's toughest resident tag, and is intended to compete directly with competitive systems that generate an alarm when the tag is removed.

The logic of the Securaband tag is simple: it is better (and cheaper!) to have a tag that *stays on* the resident, rather than one that alarms when it's *already off*.

Market Launch

Xmark plans a campaign in the fall of 2008 to promote the Securaband tag. This will include trade show promotions, product announcements in the trade press, advertisements, and direct marketing.

We have also created a new marketing piece on the Securaband tag (pictured on the right). It is available as a PDF on the Dealer Zone Web site, or you can request hard copies by contacting Sales Coordinator Alex Frazier at 1.866.559.6275, ext 154.

Key Sales Message

The industry's toughest resident tag

The Securaband tag is the only product on the market designed to *prevent* unauthorized removal. It quite simply stays on the resident.

Cost-effective for facilities of all sizes

Unlike other solutions, you don't need to invest in an expensive network of receivers with Securaband. It's cost effective whether you need to protect one individual, or dozens.

Alarm-free

The Securaband tag won't interrupt your workflow with constant alarms. It just quietly does the job of keeping your residents safe, so you can concentrate on providing care.

Note: *This is an essential competitive point when competing against receiver-based systems (e.g. HomeFree or CodeAlert), but may not be very relevant when pitching to a customer interested only in a perimeter system.*

Certified to the ISO 9001 Quality Standard

Key Features

Tough strap

The Securaband strap has two metal wires running its full length, with a special clasp to lock the strap in place. It resists not just scissors and teeth, but even sharp objects like a pocket knife.

Robust tag housing

The Securaband tag is shaped to prevent a resident from trying to pry it off, a common technique; the slots are shallow and inset so that no object can be inserted.

Small and discrete design

The Securaband tag is very small—just one inch square and a quarter of an ounce—and fits comfortably on the wrist or ankle. The strap has no hard or sharp edges. Both tag and strap are a neutral beige color that will be less noticeable to residents.

Compatible with existing RoamAlert systems

The Securaband tag is compatible with all current-generation RoamAlert systems (using blue or teal tags) . You can begin protecting your residents today without any changes to your system

Securaband Components

There are a number of new components required for the Securaband tag. They are listed below.

Securaband tag

The Securaband tag is compatible with all current-generation RoamAlert systems (operating a 434 MHz). It can be used both with the Securaband strap, and with the other straps for the RoamAlert system. The tag has a three-year warranty, and does not include a strap.

Securaband straps

The Securaband strap is available in seven different sizes. Each size comes in a package of five. Alternatively, customers can purchase a package of one strap of each size (a "combo pack"). The strap is single-use, and cannot be reattached once released.

Removal tool

The Securaband strap can only be released with the removal tool. Each facility requires at least one removal tool, and may benefit from having more, depending on the number of residents being protected. One removal tool is included in the starter kits (see below).

Removal tool

Sizing tool

This item is used to measure the resident's wrist or ankle to determine what size of strap should be used. It is included in starter kits (see below).

Starter kits

Two kits are available, giving facilities all the items they need to use the tag: the Starter Kit and Basic Starter Kit. Both kits contain three Securaband tags, a removal tool and a sizing tool. The Starter Kit also includes a box of straps in each size, plus a combo pack. The Basic Starter Kit includes only the combo pack.

FAQs

Q Does the Securaband tag alarm when it's removed?

A No. The tag and band are designed not to come off in the first place. Xmark has extensive experience with remote tamper detection, but we chose not to use it for the Securaband tag because it isn't right for this application.

First of all, it's expensive, because you need receivers all through your facility to pick up messages from tags. Even more important is the high potential for non-stop alarms. This technology relies on maintaining an electrical contact between tag and strap. An agitated resident continually working the tag will eventually succeed in breaking the contact and causing an alarm, even if they don't actually get the tag off. And they will do it again and again and again.

Q Won't the tag slip off?

A No. When the right size of strap is selected, it would be very difficult to slip the tag off the wrist without injury. If you are concerned about a extremely agitated resident, the tag can be attached to the ankle.

Q Can the strap be cut?

A The strap cannot easily be cut with a pair of scissors of the kind you would typically find in a senior care environment, or even a sharp object like a pocket knife. Heavy-duty shears or wire cutters would cut through the strap, but of course these objects are kept well away from any resident.

Q Can the tag be removed by force?

A It would require extreme force to detach the strap or break the tag. Both are in fact designed to give way at a certain point to prevent injury to the resident. You don't want a resident breaking their arm trying to get the tag off.

Q Can the strap be tightened?

A No. It is therefore very important to select the right size of strap before attaching the tag to the resident. Use the sizing tool to get a precise measurement.

Q Can the strap be re-used?

A Like other straps for the RoamAlert system, the Securaband strap is designed for one-time use.

Q Can I use the Securaband tag with my existing RoamAlert system?

A Yes. The Securaband tag is fully compatible with all current-generation RoamAlert systems (those using blue or teal resident tags).

Q Can I use the Securaband tag with other straps?

A Yes. The Securaband tag can used with both the existing RoamAlert straps.