



DIGITIZE®

GREAT TEAMWORK RESULTS...

(continued from page 1)

To keep things running smoothly, we intend to add personnel to bolster our shipping and receiving functions, to supervise shipping, production and testing, and to augment our technical publication program.

And on the theory that "good enough" never is, we've already installed a new computer network here to expedite inter-department communications, and we're embarking on new training programs to keep our people ahead of the curve.

We think you'll see the results of all these efforts as the year progresses. We're always pleased when you share your comments, observations and suggestions. And we are always grateful for your outstanding support. It sure does improve the scenery!



SPRING 2006 INTERFACE

SALES PEOPLE KNOW WHAT MATTERS MOST: LISTEN TO YOUR CUSTOMERS

(continued from page 3)

And they relay customer suggestions that help us improve the functionality of our systems.

Among the issues discussed at most meetings are overall business environment, current projects, new business opportunities, technical support and competitive activity.

Current Advisory Board members are George Allen of R.B. Allen Company, Dominic Macchione of N.B. Barber, Inc., Bob Schaps of RZS Solutions and Peter Mahoney of Universal Telecommunication Systems.

Mr. Amir says Digitize is also expanding its market penetration through strategic alliances, such as that recently established with SimplexGrinnell, as well as adding qualified distributors. Among the latter is Consolidated Fire Protection, through its subsidiaries Cosco, Firetrol and FireCall, as well as West Fire Systems in Rochester, New York. This strategy is intended to increase the company's business opportunities and will help ensure its continued growth.

DIGITIZE®

Digitize, Inc.

158 Edison Road

Lake Hopatcong, NJ 07849-2217

Upcoming Shows:

NFPA Show
Booth #919
June 4-8, 2006
Orlando, FL

ASIS Show
Booth #1221
??
??

Training Session
??
Visit our website
for additional information

Great Teamwork Results In Championship Performance



Abe Brecher
President

To one degree or another, all of us are competitive. And victory can be measured in numerous ways, including success in business, personal achievement, applause from the crowd, possession of a trophy.

At Digitize we take pride in maintaining our leadership in the proprietary alarm field. And we know who deserves the credit. You do. As I've said on many occasions, it's our distributors out in the trenches — making the sales, performing the installations, providing the service — who put our enterprise out front and keep it there. (We insist, however, on taking credit for choosing well.)

With a new year underway, then, we pledge to maintain our efforts to improve your satisfaction and that of your customers. Among the things you can look for are an updated CGRMS, including the new LAN based D-LAN driver allowing auto population of accounts, mapping and display of multiple text pages, enhanced test mode, interactive Out of Service feature as well as a new task scheduler.

Look for more Ethernet activity. We intend to bring you more Ethernet-based products, Ethernet-based alarm reporting, Ethernet systems to improve communication between towns with mutual aid arrangements. And you can also look forward to a notable expansion of our remote annunciator capability.

But we understand that progress doesn't depend entirely on technological improvements that you can offer. More importantly, it depends on first-rate people here at Digitize; people working behind the scenes or dealing directly with you to sustain your satisfaction with the quality and quick response of Digitize service.

[\(continued on page 4\)](#)



IT'S A NATURAL! Our Strategic Alliance with SimplexGrinnell Brings Abundant Customer Benefits

If you're into puzzles, you know the feeling of satisfaction when all the pieces "fit together perfectly". That same feeling also exists when the pieces of a business relationship "fit together perfectly". The most recent example is our new Strategic Alliance with SimplexGrinnell, a relationship in which complementary strengths abound and benefits to both organizations are immediately obvious.

Headquartered in Westminster, Massachusetts, SimplexGrinnell is the market leader in fire detection and alarm technology, providing systems, applications and services for customers around the globe. And, in a very real way, their customers are our customers: universities, military installations, municipalities, research labs, high rise buildings, hospitals and many more.

[\(continued on page 2\)](#)

Spotlight:

<p>Page 2</p> <p><i>It's a Natural! Our Strategic Alliance with SimplexGrinnell Brings Abundant Customer Benefits (continued)</i></p> <p><i>New Product ???</i></p>	<p>Page 3</p> <p><i>The Digitize Team: Sales People Know What Matters Most: Listen to Your Customers</i></p>	<p>Page 4</p> <p><i>The Digitize Team: Sales People Know What Matters Most: Listen to Your Customers (continued)</i></p> <p><i>Great Teamwork (continued)</i></p>
--	---	--

IT'S A NATURAL!

(continued from page 1)

It's a perfect fit! Just as Digitize does not manufacture FACP's and smoke detectors, SimplexGrinnell does not manufacture high tech alarm monitoring systems. So this new alliance enables SimplexGrinnell to offer complete "A to Z" solutions to their customers, and Digitize receives a significant increase in sales opportunities created by the SimplexGrinnell sales organization, as well as augmented technical service capabilities.

To maximize this opportunity and expedite the "getting to know you" process, Arnie Amir, Vice President, Sales and Elliott Klepner, Sales Engineer have been on a "Digitize Road Show" to the SimplexGrinnell

sales offices to present the benefits of the alliance and conduct system demonstrations. To date, they have met with 41 sales teams around the country and, as a result, several joint projects are in development. The first major project should come to fruition within the next 30 days.



An added benefit of the road show is that we are also able to meet with our distributor network, allowing us to focus more of our time and attention on those key distributors who are actively going after business

for us. We are also able to meet with potential new distributors. All of this will help extend Digitize's marketing reach into areas now underserved, as well as boost sales. Therefore, you could think of it as a win-win-win situation.

Both SimplexGrinnell and Digitize are confident that this alliance will become increasingly productive the more we work together. Even before the alliance, we have worked together on specific projects and we've been impressed with SimplexGrinnell's emphasis on quality. By offering Digitize systems to existing and potential customers, they will open many doors and gain new sales of their own.

ANNOUNCING THREE NEW PRODUCTS

A 16-ZONE TRANSMITTER

The newest entry in the company's telegraph transmitter line is the DET-16, a 16-zone transmitter that can read the current flow and direction of the 100Ma municipal loop. A standard keypad and LCD display permit customized operation. Customization can also be achieved through a USB port and a user's computer.

Other major features include:

- A tap key to manually operate the code relay
- A shunt key that quickly shunts the panel on the municipal loop
- A standby testing mode to test the panel setup without coding on the municipal loop
- Removable connector headers for easy panel installation
- 4" X 20" backlit LCD display



MULTIPLE ENHANCEMENTS TO CGRMS

Digitize has added a D-LAN driver to its feature-rich Computer Graphics Response and Management System (CGRMS). This new driver allows accounts to be placed out of service or into a test mode, using wild card account selection from the automation system or the world-renowned System 3505 alarm monitor.

Other CGRMS enhancements include improvements to the Test Event window, the Event window, and the History function, plus a new task scheduler.

ANNUNCIATOR GAINS MORE SCREEN SIZES

The company has also announced that its Remote Annunciator is now available in a larger variety of panel screen sizes. The "picture frame style" device provides LAN communications and display for the System 3505. Like CGRMS, the Annunciator also benefits from the addition of a D-LAN driver

First...When Seconds Count!® Since 1977



Focus on:

SALES PEOPLE KNOW WHAT MATTERS MOST: LISTEN TO YOUR CUSTOMERS



Caption... Names to be added L to R
Caption...

All About the New Digitize Distributor Advisory Board...

No one understands the salesperson's problems quite like the salesperson. Sounds obvious? Sure it does! But this is a truism that Digitize has addressed pro-actively by forming the Distributor Advisory Board, a panel that meets at regular intervals with the company to discuss sales strategies, product enhancements and other business issues.

"Day-in and day-out, our distributors deal with customers and potential customers," says Arnon Amir, Vice President, Sales. "They know what end users need and expect, what pleases them and what frustrates them. Best of all, they know what their customers would like to see in the way of product development and service support. As a group, they share this knowledge, which benefits everyone. Clear evidence of this positive communication is Digitize's introduction of the Remote

Annunicator, which was developed as a direct result of distributors' and customers' feedback

Established three years ago, the four-member Advisory Board conducts meetings at Digitize headquarters, which gives the Board members access to the entire "Digitize team". In the future, other distributors will be added to the Board, thus expanding its impact and creating greater benefits for the entire distributor network.

Maintaining Focus

"The Distributor Advisory Board helps us maintain our focus and concentrate our efforts where they will do the most good for all our distributors," Mr. Amir says. "Members share successful sales strategies so we can pass them along to other distributors.

(continued on page 4)

Upcoming Shows:

NFPA Show
Booth #919
June 4-8, 2006
Orlando, FL

ASIS Show
Booth #1221
??
??

Training Session
??
Visit our website
for additional information



Digitize, Inc. • 158 Edison Road
Lake Hopatcong, NJ 07849-2217
(800) 523-7232 • (973) 663-1011
Fax (973) 663-4333

E-mail: info@digitize-inc.com
Website: <http://www.digitize-inc.com>