



## NEWS RELEASE

### **National Sheriffs Convention Holds Workshop on “Priority Response”**

The National Sheriffs Association June convention, attracting more than 4,000 sheriffs from across the United States, will include a workshop on ***Priority Response to Enhanced Video Alarms***. The Priority Response concept avoids the negativity of local false alarm battles with fines/ordinances and instead focuses on a positive message, asking Law Enforcement, “Would you give higher priority to Enhanced Video Alarms?”

Instead of ordinances, the goals of priority response are simply a dispatch policy change:

1. Adoption of a special code by Dispatch Centers designating a higher priority response for *Enhanced Video Alarms* than standard alarms.
2. An email address in dispatch centers where participating central stations can send video clips of intruders for possible review by the dispatch operators.

Example: [VideoAlarm@citypolicedept.gov](mailto:VideoAlarm@citypolicedept.gov).”

Keith Jentoft, a spokesman for the Priority Response initiative, and president of RSI Video Technologies Inc, explains that *Enhanced Video Alarm* is a generic category where the alarm system also delivers a short video clip to the central station who confirms the presence of an intruder. This is not surveillance, but an incremental step in the detect/notify process that alarm companies have been doing for decades. In addition to a standard alarm signal, central station operators view a video of what caused the alarm and dispatch accordingly. Jentoft states, “These alarms can be delivered by at least three different technologies available from many manufacturers; the key is that Priority Response is a win for all security stakeholders. Law Enforcement gets more arrests, greater officer safety and more efficiency. Consumers have greater protection and life-safety and the industry is able to provide services that have greater value than “blind” systems. Adding 2-way voice makes the concept even stronger.”

The Priority Response concept which has been embraced by Law Enforcement in Iowa, Illinois, Indiana, Alabama, Massachusetts and Texas has already had a positive impact on budgets and apprehensions. Sheriffs have been particularly interested in this concept and have been working with many local alarm companies to promote the concept and implement a special code in their dispatch centers.

For more information on hosting a presentation for local law enforcement or learning more about the concept visit [www.enhancedvideoalarm.info](http://www.enhancedvideoalarm.info).

About RSI:

RSI Video Technologies is the manufacturer of Videofied cordless/wireless video security systems and North American operations are based in Minnesota. RSI has over 120,000 systems installed.

About the National Sheriffs Association:

The National Sheriffs' Association, now in its sixty-eighth year of serving law enforcement and other criminal justice professionals of the nation, is a non-profit organization dedicated to raising the level of professionalism among those in the criminal justice field.

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Contact: Patty MacDonald

**RSI Video Technologies, Inc.**

Phone: (877)-206-5800

E-mail: [pmacdonald@videofied.com](mailto:pmacdonald@videofied.com)