

DiscovaCam Annunciator



Annunciator In the Gym

Benefits to the Business

The business stands to benefit from installing DiscovaCam Annunciators in three main areas:

1. by reducing the risk of litigation from customers;
2. by reducing insurance premiums for public litigation; and
3. by improving the marketing image with customers, thereby boosting revenues.
4. by acting as a deterrent to potential offending

Risk of Litigation

In response to public concern, a number of American cities have introduced ordinances banning cameras in sensitive places such as gymnasiums, swimming pools and spas. These legal changes infer a responsibility for enforcement of the ordinance upon the owner of the premises. If a business in these industries fails to take positive steps to prevent camera use in their premises, then the business risks a civil suit by customers who are photographed in their premises.

The cost of litigation can be expensive. It is common for the defence of a law suit to exceed \$20,000 in legal fees, in addition to any costs from damages that may be awarded to a plaintiff. Defending legal claims also costs the business in lost productivity, from having management focusing their time and effort on preventing a negative outcome, and increases the general overheads of the business.

In this context, the DiscovaCam Annunciator is a cost effective solution to a problem

Reduced Insurance premiums

Many businesses buy a form of public liability insurance as a method to manage the risk imposed by litigation. Insurance policies are a standard cost of business and are factored into a business cost structure. However, insurance policies also stipulate that when an insured party becomes aware of a potential claim, then the insured party is required to minimise the risk faced by the insurance provider.

The DiscovaCam Annunciator provides a positive method by which a business can manage the risk of litigation. Hence, a business with an Annunciator poses a reduced risk to the insurance company and should be able to negotiate reduced insurance fees in return. The analogy is equivalent to a business with a security system receiving reduced insurance premiums compared to a business without a security system.

Further, a business without a DiscovaCam Annunciator can be claimed to have not mitigated the risk imposed by threat of litigation. In these circumstances, the insurance company may refuse to honour an insurance claim, leaving the business fully exposed to the full risk of a law suit.

The DiscovaCam Annunciator is a cost-effective answer to a legal problem. The cost of the unit can be recouped in reduced insurance fees and eliminating the risk that the insurance company will cover the risks of being sued for not enforcing city ordinances.

Better Market Profile

Customer confidence in the privacy of services has been seriously affected over the past few years. A series of sensational photographs of celebrities in magazines and tabloids has raised public awareness, while ongoing technological progress and the dropping prices of electronic cameras has led to a proliferation of technology.

Today's paparazzi are no longer restricted to sleazy professionals following celebrities. Instead, anybody with a cellphone with a built-in camera can quickly photograph anyone in a compromising situation. The Internet provides a mass distribution capability for an unprecedented level of voyeurism. Now the targets can be anybody, and not just celebrities.

The growing awareness of the capabilities of digital cameras has led celebrities to lobby city government's to ban cameras in places where privacy is a contentious issue. Gymnasiums, swimming pools and spas are common areas governed by city ordinances.

However, from the business' perspective, the real issue is not merely a celebrity issue. Female clients are particularly concerned about personal security. The industry servicing women's fitness and beauty requirements risks alienating a significant section of its clientele through not appearing to take care of a major customer requirement.

Conversely, these client concerns provide a major competitive opportunity for an innovative service provider. The early adopters of camera detection technology will have a major differentiation point compared with the opposition. Direct marketing to clients describing how the company cares about its customers and the actions it is undertaking to improve the quality of service will encourage greater customer loyalty and stimulate improve sales. Advertising to the marketplace can highlight the point of differentiation and encourage customers to switch from other suppliers.

The DiscovaCam Annunciator provides a rare marketing opportunity to differentiate from competition and cement an image as an innovator. Early adopters have a distinct opportunity that will not be available to companies that merely follow market trends.

The potential to increase revenues can provide a rapid positive payback for a typical installation through creating a competitive advantage. The size of this payback will diminish over time as the DiscovaCam Annunciator becomes more common in the local marketplace, so the maximum advantage lies with those innovative companies that move early.

The increased feeling of customer security, improved market image and opportunity to access competitor customers can boost revenues and improve profitability.

Deterrent

The DiscovaCam Annunciator deters the taking of photographs in restricted areas. The packaging and obtrusive nature of the unit is designed to send a message to reduce the change of an offence. Further, the DiscovaCam Annunciator's presence will tend to make staff and customers more aware of the risks posed by cameras, changing attitudes and thereby leading to a safer environment for customers.

Corporate Information

DiscovaCam Limited is a publicly unlisted company registered in New Zealand and with its head office in Silverdale, Auckland, New Zealand. DiscovaCam was founded in 2000 and provides security equipment for security organisations and the mass market.

DiscovaCam Limited focuses on bringing leading-edge technology to end-users around the world. To meet this goal, we use an Internet-based information service centred on our web site www.discovacam.com to support our distributors throughout the world and to provide direct sales where customers prefer to trade online. Further corporate information is listed on the DiscovaCam website.



Global Support:

DiscovaCam Limited provides global support through its web-based service at www.discovacam.com. Firmware upgrades are available from the web site.

Warranty:

All DiscovaCam units include a one-year full replacement warranty from date of purchase.

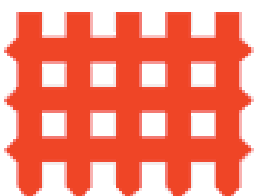
DiscovaCam Limited
for Camera Detection

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