Visonic Brand Book 2010

Excellence Passion to be “Best in class”

Agility Adapting and acting swiftly

Integrity Valuing and respecting our employees, customers, suppliers and community

Innovation Creating and implementing state of the art solutions

Responsibility Contributing to the community and the environment

Passion to be “Best in class” Adapting and acting swiftly Valuing and respecting our employees, customers, suppliers and community Creating and implementing state of the art solutions Contributing to the community and the environment

Excellence Passion to be “Best in class” Agility Adapting and acting swiftly Integrity Valuing and respecting our employees, customers, suppliers and community Innovation Creating and implementing state of the art solutions Responsibility Contributing to the community and the environment Excellence Passion to be “Best in class” Agility Adapting and acting swiftly Integrity Valuing and respecting our employees, customers, suppliers and community Innovation Creating and implementing state of the art solutions Responsibility Contributing to the community and the environment Excellence Passion to be “Best in class” Agility Adapting and acting swiftly Integrity Valuing and respecting our employees, customers, suppliers and community Innovation Creating and implementing state of the art solutions Responsibility Contributing to the community and the environment Excellence Passion to be “Best in class” Agility Adapting and acting swiftly Integrity Valuing and respecting our employees, customers, suppliers and community Innovation Creating and implementing state of the art solutions Responsibility Contributing to the community and the environment Excellence
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About Visonic

Visonic Group is an international developer and manufacturer of high-quality electronic security systems and components. We are dedicated to enhancing people’s way of life by increasing their sense of security. Our easy-to-use and innovative home security and control solutions and personal emergency response systems are vital parts of everyday family life for people of every age. By providing real-time connectivity between families, homes, property, care givers and community support networks, we empower people to pursue their daily lives with full confidence that the people and things they care most about are safe and comfortable. In institutional settings – hospitals, senior residential facilities, correctional institutions, etc. – our integrated solutions keep watch over critical equipment and people.

Visonic is headquartered in Tel Aviv, Israel. Our products, manufactured in a 10,000m2 state-of-the-art manufacturing plant in Kiryat Gat, Israel, are sold through a network of subsidiaries, distributors and sales representatives in more than 70 countries throughout North America, Europe and the Asia-Pacific region.

Visonic’s leadership in the development of security technology is made possible by the company’s dedication to innovative R&D. Its numerous breakthroughs over the past years have resulted in 90 registered patents and 40 additional patent applications presently being examined.

Our innovative products are designed, developed and manufactured in accordance with the highest quality standards and are produced under ISO 9001 quality management system certified procedures.
Our Mission
Visonic is committed to enabling life-long security, around the clock and around the world. We enhance personal and property security by developing and producing premium-quality, innovative products that offer superior benefits. We enhance quality of life by helping improve personal safety at home and giving people the ability to better manage their lives and their homes.

How We Do Business
In all our activities, we work to establish a fair and constructive partnership with our customers, employees, suppliers and our community.
Introduction

What is a Brand?
A brand is more than a name, a logo, a product or a service. A brand is an attitude, a way of doing things, of behaving, of communicating. It is a consistent expression of who we are as a company, both visually and verbally. It demonstrates the dynamics, the energy, the creativity, the constant drive for improving our products, our services, our processes and our practices; the passion for innovation.

Why Do We Need a Brand?
A distinctive brand identity is essential for the success of any business. The main goal of branding and design is to express our messages and core values to our customers, employees, media and competitors. To achieve maximum impact, designs must be consistent and uniform. This guarantees immediate recognition and expresses the company values.

What’s in the Brand Guidelines Booklet?
This booklet is intended to ensure that this valuable corporate asset is uniformly projected and applied in-house and externally. It sets out the principles and rules of the Visonic brand identity and it describes and illustrates how certain elements of that identity need to be treated.

Let’s Build the Brand Together
It is the responsibility of anyone who is involved in the development of Visonic communication materials to ensure all communications support the brand by complying with the rules laid out in this booklet. This is the only way to ensure that we achieve the necessary clarity and consistency across all our communication materials all over the world.

These guidelines are flexible enough to enable us to develop materials that are audience-focused and appropriate to the subject matter we need to communicate. They are also strict where necessary to encourage consistent implementation of our brand.

Through our branding guidelines, we are dedicated to helping you build communication materials that best communicate our message. We hope you will be inspired by them.
The Visonic Brand

The Visonic brand stands for excellence and innovation in security.

Our Core Brand Values Are:

**Excellence** – Visonic works with passion and always aims to be "best in class"

**Innovation** – Visonic develops unique technologies and implements state-of-the-art solutions

**Agility** – Visonic acts swiftly to adapt to changing customer needs and new market opportunities

**Integrity** – We value and respect our employees, customers, suppliers and the community

**Responsibility** – Visonic contributes to the community and works to safeguard the environment
The Visonic Logo

The Visonic logo is a distinguishable sign that creates an immediate distinction from the rest of the market. It is the most powerful and visible symbol of our company’s brand.

Correct and consistent usage of the logo strengthens the brand and its visibility in the market.

The Visonic logo should be used on all internal and external communication materials.

Components of the Logo

The Visonic logo consists of three elements: the symbol, the name and the slogan.

The symbol: The symbol is a rectangle, one of the most stable and balanced primary geometric forms. The waves within the rectangle indicate controlled technology in the context of flexibility and reliability, which is built into every Visonic product.

The slogan: Visonic means technological vision. The slogan strengthens the Visonic promise to secure, guard and control the most important thing in our lives - the safety of our loved ones and our property - giving us freedom and peace of mind 24/7.
Proper Use of the Visonic Logo

The preferred color of the logo is the Visonic corporate blue color. When color is not possible, the Visonic logo may be used in black and white (good for fax documents) or on dark colors as negative (white). The logo can also be used in silver or gold for giveaways.
Logo Sizes

Minimum Size for the Logo
To ensure that the logo is recognizable and is visually effective, it must be of a certain size.
The use of an abbreviated version of the logo, without the slogan, is reserved for promotional giveaways and packaging only!

Logo Size Used In A4/Letter Formats

With tagline

Without tagline

Logo Size Used In A4/Letter Formats
Our Logotype
The Visonic logotype uses a clear, clean, straightforward kind of font. It reflects a modern and updated company.

Background
In general the Visonic logo is white negative placed on a dark blue P 289 strip. When the logo is placed on a white background, the logo will be dark blue P 289. In general, the logo must be placed on a one-color surface or a relatively clear area.
General Guidelines

Treat the logo with respect.
Use only approved artwork received from Marcom.

Avoid Common Misuses of the Logo

Do not scan it.
Use the guidelines to ensure that the logo is scaled proportionally.
Do not recreate it yourself.
Do not combine it with another symbol, artwork or logo.
Limit its use to one logo per page or viewing surface.
All elements of the logo must be in the same color; do not produce the logo in multiple colors, tints or screens of the same color.

"Clear Space" Requirements

To protect the integrity of the Visonic logo and to ensure that it is visually effective, a minimum surrounding of "clear space" is necessary in all applications. "Clear space" is the area around the logo that should be free of all other logos, symbols, text or other graphic elements. It provides a kind of breathing room and allows the logo to stand distinctly in any environment.

Relative Positioning of the Elements

For legal reasons, it is important that the registered trademark symbol (circle R) appears with the logo at all times.
Font

In the various publications, titles and body text should always be written in the Dax font in all its weights, condensed and regular according to the design.

Dax Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dax Condensed regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dax Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dax Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dax Condensed Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dax Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**Our Corporate Colors**
Visonic is the main color, always present in every form of communication.

### Main Color
- **Visonic**
  - Dark blue
  - P289 / C100 M64 Y0 K60 / R0 G43 B92

### Website Colors
- **Visonic**
  - Dark blue
  - 184c88 / R24 G76 B136
- **Wireless**
  - Cyan
  - 15acda / R21 G172 B218
- **Amber**
  - Orange
  - f08733 / R240 G135 B51
- **Wired**
  - Violet
  - 672e82 / R103 G46 B131
- **PowerG**
  - Green
  - 68a825 / R104 G168 B37
- **Accessories**
  - Red
  - db3d19 / R219 G61 B25

### Colors for Packaging
- **Wireless**
  - Light blue
  - C72 M12 Y5 K0
- **Amber**
  - Orange
  - C0 M59 Y96 K0
- **Wired**
  - Violet
  - C72 M94 Y3 K1
- **PowerG**
  - Green
  - C66 M6 Y100 K0

### Colors for Data Sheets & Brochures
- **PowerMaxPro**
  - Cyan
  - PCyan / C100 M0 Y0 K0 / R0 G158 B224
- **PowerMaxExpress**
  - Apple green
  - C50 M0 Y100 K0 / R151 G191 B13
- **PowerMaxComplete**
  - Red
  - C0 M100 Y100 K14 / R202 G0 B25
- **AmberSelect**
  - Orange
  - P165 / C0 M59 Y96 K0 / R239 G130 B20
- **AmberClassic**
  - Orange
  - P7408 / C0 M25 Y95 K0 / R0 G253 B196
- **AmberBasic**
  - Orange
  - P157 / C7 M43 Y70 K0 / R245 G166 B87
- **PowerMax+**
  - Magenta
  - PMagenta / C0 M100 Y0 K0 / R226 G0 B122
- **PowerMax10**
  - Green
  - C66 M6 Y100 K0 / R104 G169 B37
- **PowerMax20**
  - Green
  - P321 / C100 M0 Y31 K23 / R0 G129 B147
- **PowerMax30**
  - Green
  - P3405 / C85 M0 Y65 K0 / R0 G162 B118
- **PowerMax40**
  - Green
  - P7490 / C45 M0 Y80 K35 / R118 G147 B63
- **Exceptional: PowerLink**
  - Pink
  - P225 / C1 M83 Y0 K0 / R229 G72 B144
- **General / other products**
  - Silver
  - P877 / C0 M0 Y0 K40 / R177 G179 B180
Color Palette for Publications

Publications should incorporate an expanded color palette in addition to the corporate colors. These color combinations can be used to differentiate between the products, as well as enhance the various publications.

- General color: silver or for lower cost print: 40% Black
- PowerMaxComplete: (Red) C0 M100 Y100 K14
- PowerMaxPro: (Cyan) C100 M0 Y0 K0
- PowerMax+: (Magenta) C0 M100 Y0 K0
- PowerMaxExpress: (Green) C50 M0 Y100 K0
- Amber: (Orange) C0 M73 Y100 K0
Stationery

Letters, business cards, envelops and folders are in many cases the first contact that customers have with Visonic. It is therefore important that our identity is presented in a clear, correct and consistent way on every single item of stationery, whether for external or internal use.

Business Card

<table>
<thead>
<tr>
<th>Jay Kalish</th>
</tr>
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<tbody>
<tr>
<td>Key Account Manager</td>
</tr>
<tr>
<td>Tel. +48 22 639 3438</td>
</tr>
<tr>
<td>Mobile. +48 603 334 692</td>
</tr>
<tr>
<td><a href="mailto:jkalish@visonic.com">jkalish@visonic.com</a></td>
</tr>
<tr>
<td>Visonic Central Europe, Poland</td>
</tr>
<tr>
<td>Ul. Smoleński 2, 01-698 Warszawa</td>
</tr>
<tr>
<td>Fax. +48 22 833 4861</td>
</tr>
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<table>
<thead>
<tr>
<th>Silver</th>
<th>P 877</th>
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<tbody>
<tr>
<td>Navy Blue</td>
<td>P 289</td>
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Corporate Envelopes & Letterheads

Without Window

General Letterhead

With Compliments Note Pad

With Window

With Compliments,
Corporate Letterheads

Visonic corporate letterhead uses an information banner at the bottom of the page. There are two options for letterhead pages.

HQ Letterhead for offset printing

HQ Letterhead for digital printing
Publications Look & Feel

Visonic's seriousness is reflected in the usage of Visonic's dark blue and the silver line with the mostly white background. The artistic pictures, which are made by talented photographers show the product in different angles.

Visonic's products are designed to offer security for people and their loved ones and this is reflected by showing images of the families we wish to protect.

The family images are used alongside Visonic's modern-look panels, products and accessories. The international-looking family members are not posing for the camera, but rather they are enjoying the peaceful and comforting idea that everything is under control when using Visonic's products. The image complements the product with a visual that catches the eye by its warmth or concept.
**Product Images**

Visonic uses the best photographers to create artistic, contemporary images of our products.
Choosing The Right Visual

The Visonic photography archive is comprised of family pictures. These pictures convey peace of mind, happiness, tranquility and always, a sense that everything is under control - the ability to do whatever we want, multi-tasking, and feeling safe and in control of our lives and the lives of our loved ones. In general, the pictures show families with parents in their forties. In most cases, the people are not posing for the camera, but are instead conducting their everyday lives.

Each image should have a white or light background. All home visuals show contemporary modern interiors that are mostly white with touches of color, usually according to the panel color.
**Visuals to Avoid**

**Examples of incorrect visuals:**
People who are posing for the camera.
Old images that were taken in the 1980's.
Images with dark backgrounds.
Images of traditional wooden houses with brown/dark furniture or interiors.
Visuals that may hurt another culture. Think international.

![Visuals to Avoid](image-url)
Publication Covers – Mixing Image Types

Publication covers combine family images with product images. The concept comes from easiness of picture-taking today and the urge to take photos of our loved ones every minute of the day — "Living a digital life". The ability today to take lots of pictures 24/7 is a parallel to Visonic products, which help safeguard our loved ones every minute of the day.

Brochure Covers
Control Panel Data Sheets

The control panel’s data sheets images reinforce the product messages. These are targeted mainly to installers. It is a technical paper that introduces the product to the field, explaining the features, specifications and advantages of the panel.

The panel photos with a graphic background are used primarily as the main image in data sheets, user guides and white papers when the paper is very technical.

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### PowerMaxPro

**Professional, all-in-one home security solution**

Visonic’s PowerMaxPro brings an entirely new level of versatility, connectivity and style to the world of home security and control. This comprehensive, multi-function wireless solution fully meets consumers’ demands for attractive, easy-to-use, yet flexible, security and management of their homes. It delivers exceptional reliability, performance and ease of installation due to the extremely robust, professional-grade architecture.

- Sleek contemporary design
- Comprehensive internet-based operation and surveillance via PowerMaxCloud
- Wide range of remote control and reporting options via Internet, phone and SMS
- Simple, menu-based operation
- Easy installations - with intuitive menus and main prompts
- Networked海湾 of wireless peripherals
- Module design - for easy upgrades
- Field proven - in more than half a million installations

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### PowerMaxComplete

**All-in-one Professional Guide Wireless Security**

- Elegant, all-in-one solution
- Simple design for contemporary homes and stores
- Easy installation and operation
- Flexible configuration options
- High expandability options
- Full protection of all mission-critical components, including power to the Internet, phone and SMS
- Provides backup for standard PSTN lines
- Enables streamlined operation and advanced sirens
- Easily add communications modules, interchangeable languages - enabling you to meet diverse needs while complying with inventory management
- Easy order with an internet module - including panel, phone, SMS, and Internet
- Main PCB construction enables the installer to enroll and test peripheral accessories
- Simple, easy-view LCD display and icon-based keypad
- Intuitive operation, enrollment and programming
- Designed to comply with most international standards and regulations, including FCC, CE, EN50131 Grade 2, WEEE, RoHS and Nordic certifications
- Standard PSTN communicator
- Independent radio communications module - for Internet-based operation and management
- Internal PowerLink module - for Internet-based operation and management
- Highly reliable radio communication
- High expandability options
- Partitions version available (up to 4)

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### PowerMaxExpress

**Ultra compact Wireless Security - With Internal Communications Option**

- Easy installation and high reliability
- Expander module - including one PGM output, two additional hardwired detectors.
- Standard PSTN communicator
- Internal GPRS or IP communications modules cost effectively deliver all-in-one modular wireless panel. The internal RF system allows for GPRS or IP communications modules according to the requirement, providing a highly cost-effective solution. Unique features homeowners and professional installers need, including CCS, CCS3, and CCS4 have been added.

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### Specifications

- **Easy installation and operation**
  - Simple, easy-view LCD display and icon-based keypad
  - Intuitive operation, enrollment and programming

- **Compact, nearly invisible on wall**
  - Easy installation and high reliability

- **Designed to comply with most international standards and regulations**
  - FCC, CE and EN50131 grade 2

- **Two-way wireless system with diversity antenna**
  - Facilitates highly reliable alarm reporting to the central station

- **Highly cost-effective solution for black-box type installation**
  - Simple, easy-view LCD display and icon-based keypad
  - Intuitive operation, enrollment and programming

- **Main PCB construction enables the installer to enroll and test peripheral accessories**

- **Easy-view LCD display and icon-based keypad**
  - Intuitive operation, enrollment and programming

- **Designed by: Linor Ankri**

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### Contact Information

For more information, visit us at: [www.visonic.com](http://www.visonic.com) or [info@visonic.com](mailto:info@visonic.com)

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### Table of Accessories

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<th>Description</th>
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<td><strong>Detector</strong></td>
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<td><strong>Keypad</strong></td>
<td>Indoor, Outdoor, Two-way, Radio, Temperature, Gas, Smoke, Flood, I/O, Siren, GSM/GPRS Modules</td>
</tr>
<tr>
<td><strong>PowerLink</strong></td>
<td>Internal, External, Two-way, Radio, Temperature, Gas, Smoke, Flood, I/O, Siren, GSM/GPRS Modules</td>
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<td><strong>GSM/GPRS</strong></td>
<td>Indoor, Outdoor, Two-way, Radio, Temperature, Gas, Smoke, Flood, I/O, Siren, GSM/GPRS Modules</td>
</tr>
<tr>
<td><strong>Commander</strong></td>
<td>Indoor, Outdoor, Two-way, Radio, Temperature, Gas, Smoke, Flood, I/O, Siren, GSM/GPRS Modules</td>
</tr>
<tr>
<td><strong>Siren</strong></td>
<td>Indoor, Outdoor, Two-way, Radio, Temperature, Gas, Smoke, Flood, I/O, Siren, GSM/GPRS Modules</td>
</tr>
</tbody>
</table>

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### Available Frequencies

- 868 MHz, 433 MHz, 315 MHz
Product Data Sheets

The products's data sheets show the product as the main image, as if in the front; and, in the background, an image that reinforces the product's application or installation environment. These data sheets are targeted mainly to installers. They are technical papers that introduce the product to the field and explain its features, advantages and specifications.

The general color of products is 40% black (gray).
Brochures

Brochures are usually 4-8 pages. Since they are usually delivered by the professional installer/sales person to the end user at home, the brochures are targeted to both end users and the installer.

Shown here: four spreads from the PowerMaxComplete & PowerMaxExpress brochures.

When the document is less technical and is written more from a marketing point of view, we use lifestyle images to deliver the message.
Advertisements

Make IP YOUR Opportunity

Visonic’s new state-of-the-art IP solutions make even PSTN look complicated

Highly cost effective IP management platform
• Serves as a central station IP receiver for up to 20,000 supervised accounts
• Optional video alarm verification and web-based home control services
• Full range of control panels featuring internal GPRS modules
• Fast and reliable IP cellular connectivity to the central station
• Internal redundancy of GSM and SMS

PowerLink – Advanced broadband IP communicator
• Zero-effort installation
• Optional upgrades to video alarm verification and end user web-based home control services
• Enables additional recurring revenues from unique services

The Visonic IP Solutions Kit:
• IPMP – IP management platform
• PowerLink – Advanced broadband IP communicator with optional video alarm verification and web-based home control services
• GSM/GPRS connectivity – IP-based cellular communication solution

Visonic’s new state-of-the-art IP solutions make even PSTN look complicated

Many homes are moving to cellular and IP communications. Offer the perfect solution… And stay on top of the market.

PowerMax®Complete is an all-in-one wireless security solution for any home or small business. It features the full range of security, safety and communications options packed into a single wireless panel. This modular and flexible design gives you total freedom to meet the broadest variety of requirements, without requiring customers to pay for capabilities they don’t need.

• Internal redundancy for assured communication – ensures maximum reliability in event delivery to the alarm central station via GSM/GPRS and/or IP
• Highly reliable – with full international certifications
• Simple to use, install and program – professional-grade architecture


Great things come in small packages. PowerMaxExpress is the ultra-compact panel that has it all inside: security, safety and IP connectivity.

PowerMaxExpress

The Visonic IP Solutions Kit:
• IPMP – IP management platform
• PowerLink – Advanced broadband IP communicator with optional video alarm verification and web-based home control services
• GSM/GPRS connectivity – IP-based cellular communication solution

Many homes are moving to cellular and IP communications. Offer the perfect solution… And stay on top of the market.

PowerMax®Complete is an all-in-one wireless security solution for any home or small business. It features the full range of security, safety and communications options packed into a single wireless panel. This modular and flexible design gives you total freedom to meet the broadest variety of requirements, without requiring customers to pay for capabilities they don’t need.

• Internal redundancy for assured communication – ensures maximum reliability in event delivery to the alarm central station via GSM/GPRS and/or IP
• Highly reliable – with full international certifications
• Simple to use, install and program – professional-grade architecture

Get COMPLETE Security in a Box

Many homes are moving to cellular and IP communications. Offer the perfect solution… And stay on top of the market.

PowerMax®Complete is an all-in-one wireless security solution for any home or small business. It features the full range of security, safety and communications options packed into a single wireless panel. This modular and flexible design gives you total freedom to meet the broadest variety of requirements, without requiring customers to pay for capabilities they don’t need.

• Internal redundancy for assured communication – ensures maximum reliability in event delivery to the alarm central station via GSM/GPRS and/or IP
• Highly reliable – with full international certifications
• Simple to use, install and program – professional-grade architecture

Taking Property Protection to the Top

With the Ultimate Outdoor Detector

TOWER®-2AM shines a new light on outdoor intrusion detection.

www.visonic.com

Taking Property Protection to the Top

With the Ultimate Outdoor Detector

TOWER®-2AM shines a new light on outdoor intrusion detection.

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Taking Property Protection to the Top

With the Ultimate Outdoor Detector

TOWER®-2AM shines a new light on outdoor intrusion detection.

www.visonic.com
All-in-one panel that gives you full security, safety, remote control and observation capabilities any time, from any where in the world...

- Observe your home and loved ones using any web or mobile browser
- Control your security system from afar: arm/disarm, control lights and electrical appliances, etc.
- Receive alerts by email or SMS text message about burglary, smoke in the house, gas or CO leaks, floods and any emergency that might occur while not at home.
PowerMaxComplete
All-in-one Professional Grade Wireless Security

- Versatile internal communication options – built-in PSTN and optional internal field-upgradeable GSM/GPRS or IP communications modules
- Modular and flexible design - easily adjusted to fit varying needs and budgets
- Highly reliable – with full international certifications
- Extensive range of accessories and expandability options

Minimum Size, Maximum Performance.

PowerMaxExpress
PowerMaxExpress is the ultra-compact panel that has it all inside: security, safety and IP connectivity.

- Versatile internal communication modules – built-in PSTN with optional field-upgradeable GSM/GPRS or IP communications modules
- Modern, clean design - almost invisible on the wall
- Highly reliable – with full international certifications
- Simple to use, install and program
- Professional-grade architecture
- Optional pre-enrolled accessories for fast and easy installation

TOWER Family
Robust sensors for tough installations

- Robust sensors for tough installations
- Innovative V-Slot® recessed window
- Obsidian Black Mirror™ technology
- Unprecedented anti-masking protection*
- TOWER-20AM Octa-Quad™ outdoor detector

The new era in motion detection

- Innovative V-Slot® recessed window
- Obsidian Black Mirror™ technology
- Unprecedented anti-masking protection*
- TOWER-20AM Octa-Quad™ outdoor detector

* Anti-masking protection is available in the TOWER AM models only

For a secure way of life
www.visonic.com
PowerPoint Presentation Template

Please work according to the template.
Title in caps-lock: size: 24 pt
Running text: size: 21 pt
All text is bold and in dark blue
The bullets are dots according to the color of the line.
There are two versions, Hebrew and English.
Use only approved templates received from Marcom.

Specific Subjects, colors:

Cyan = General
Green = Finance
Orange = Amber
Website

The corporate website uses the same color coding as all other materials as indicated on page 11. Each website that will be developed in the future (for other languages/regions) must use the same design and color coding of the corporate website.
The Visonic illustration style includes drawings that are simple, yet modern. The illustrations are based on the corporate colors, according to the color coding.

Diagrams change according to the brochure subject/panel.
Icons

Visonic's iconic language was created to make certain features and applications in our products more visible and easy to understand. Icons can indicate either a patented technology, a feature or the application of the product or solution.
Packages
Keeping one unified look, with consistent messages, through all communications determines Visonic’s positioning and visibility in the market.

It's in our power to safeguard our Corporate Identity. So let's make sure we use this book wisely.

Thanks for your cooperation.

The Marcom team