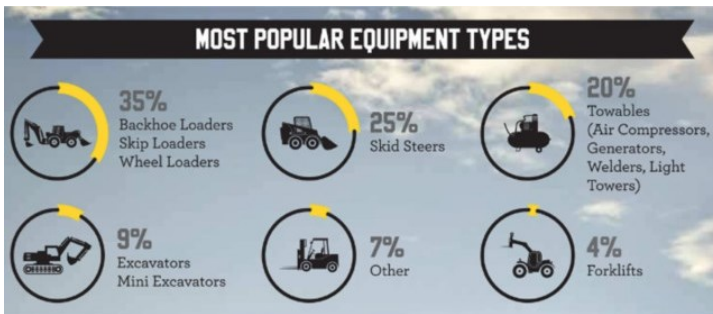
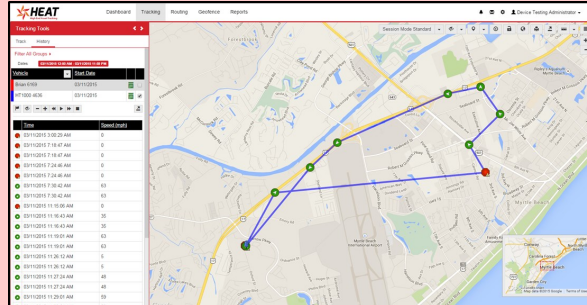


HEAT—the most cost effective way to protect your construction equipment

What is HEAT?

HEAT is a **High End Asset Tracking** solution focused on loss prevention, asset management and material handling compliance. Using long-life battery powered GPS devices, HEAT can tell you where your items are *now*.

Our solution provides instant alerts for motion and when equipment leaves geofenced locations. It is configurable to monitor for movement during specified times of day to send alerts when things are moving after hours that shouldn't be. HEAT provides you confidence in knowing where your equipment is, as well as facilitating recovery and reducing time to theft discovery.



83% of equipment owners have experienced theft*

64% never got their construction equipment back*

The NICB estimates annual losses from heavy equipment theft at nearly **\$1 Billion**

How can HEAT save you money and protect your investments?

Scenario: You have a construction yard with 40 pieces of large equipment. You want immediate response surveillance to any theft threat and require 3 unarmed guards for 16 hours a day.

Average hourly rate for unarmed security guard	\$ 16./hr	Daily cost per HEAT tag	\$.66
3 guards covering 16 hours	\$ 768/day	Daily cost for 40 HEAT tags	\$ 26.40
Average monthly security guard cost	\$ 23,040/mo	Monthly cost for 40 HEAT tags	\$ 798
Annual security guard cost	\$ 276,480	Annual cost for 40 HEAT tags	\$ 9,576

That's \$266,904 of annual security savings!

See reverse side for comparison charts

* = Construction Equipment Theft Survey conducted by Cygnus Business Media

HEAT Security Cost Comparison Charts

DAILY SECURITY GUARD COST MATRIX

		Number of Unarmed Security Guards					Number of Armed Security Guards				
		1	2	3	4	5	1	2	3	4	5
hours/day	8	\$ 128	\$ 256	\$ 384	\$ 512	\$ 640	\$172	\$ 344	\$ 516	\$ 688	\$ 860
	16	\$ 256	\$ 512	\$ 768	\$1,024	\$1,280	\$344	\$ 688	\$1,032	\$1,376	\$1,720
	24	\$ 384	\$ 768	\$1,152	\$1,536	\$1,920	\$516	\$1,032	\$1,548	\$2,064	\$2,580

DAILY HEAT TAG COST BY QUANTITY

1	5	10	20	40	50
\$ 0.66	\$ 3.30	\$ 6.60	\$ 13.20	\$ 26.40	\$ 33.00

50 tags

24x7x365 coverage

\$12,000

VS

1 unarmed guard

24x7x365 coverage

\$140,160






HEAT Hardware One-Time Investment

QTY	1	5	20	40	50
Price	\$165	\$825	\$3,300	\$6,600	\$8,250



- Pricing based on HT1000w

The HEAT solution provides your business a higher level of effective security monitoring at a significant savings value. Security cameras and security guards cannot offer the same level of capability even though they cost significantly more:

-  Real time response to after-hours movement vs. retroactive review of blurry security recordings
-  Notifications can be sent via email or SMS for immediate response
-  Track the location of your equipment and aid in the recovery
-  Coverage directly on your equipment versus a security guard who is walking a premise and subject to being compromised
-  Added benefits of maintenance schedule monitoring and service cost tracking