



FOR THE CUSTOMERS OF

sound  
incorporated

# sound Ink

Issue 3, 2009

*"...which voice and data technologies to deploy can be challenging and risky."*

## Are You Ready for the Upturn?

If we're to believe what we're starting to hear more of about the economy, things may actually be turning around. Regardless of when the upturn comes are you ready for it?

Remember Y2K? By January 2nd, 2000, many businesses, certain that doomsday had not come after all, began to release orders for goods and services needed not only to support the new year but also to make up for pent up needs resulting from 1999 funds diversions used to support Y2K initiatives. During a recession, wise business owners and leaders will strategize and streamline business processes preparing for an upturn they know will come. Businesses focused exclusively on surviving the bad times may survive only to strangle soon after the upturn begins for failing to keep up with increased demand.



Understanding and deciding which voice and data technologies to deploy can be challenging and risky (especially for the uninformed). The goal is to select the technology that best supports the business processes and provides, at the least, an acceptable ROI. Oftentimes the expertise to accomplish such assessments will require outside help. A communications technology vendor such as Sound Incorporated can step in to provide this service as part of their respective business case development methodologies.

Will your organization be ready for the upturn? We can help! Contact our Business Development Group at (630) 718-3145 or by e-mail to [biz-info@soundinc.com](mailto:biz-info@soundinc.com).

*This article by Forest Smith was edited. For the complete article visit our web site [www.soundinc.com](http://www.soundinc.com).*

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## NOTIFIER Introduces Upgrade Program and Extends Warranty to 3 Years

In our on-going commitment to support you, our valued customers, and our legacy fire alarm and life safety systems, Sound Incorporated and NOTIFIER are pleased to introduce the AFP-1010/AM2020 Upgrade program.



*"...your new fire alarm and life safety system will meet your needs, today, tomorrow, and long into the future."*

NOTIFIER introduced the AFP-1010 and the AM2020 systems in 1991 and 1989, respectively, and continues to support them today. However, due to the recent obsolescence of certain vendor supplied parts, NOTIFIER has discontinued some legacy system components. Some critical components are no longer available so now is the time to upgrade your system.

If you are a current AFP-1010 and/or AM2020 system owner, the Upgrade Program offers you the opportunity to upgrade to a new ONYX Series NFS2-640 or NFS2-3030 panel for a special, discounted price. With the ONYX Series, you get a leading fire and life safety system that incorporates the very latest technology from NOTIFIER and meets today's more stringent design and regulatory standards.

Additional ONYX Series benefits include:

- Meets UL 864 Ninth Edition (Standard for control units and accessories for Fire Alarm Systems, effective Dec. 31, 2008)
- Offers expanded point capacity and exceeds worldwide code requirements for response time using FlashScan polling protocol
- Is backward compatible with existing NOTIFIER devices and peripherals for a smooth transition to the latest technology (Some limitations apply)

- Integrates seamlessly with NOTIFIER Mass Notification and Emergency Voice Evacuation Systems
- Increases immunity to nuisance alarms via ONYX Intelligent Sensing software algorithms
- Has UL and FM listing for releasing (see application installation manual for details)
- Meets FM 6320 for use as a combined Fire and Gas Detection System (NFS2-3030 only)

By taking advantage of this special upgrade program, not only will you avoid current or future part obsolescence issues related to the AFP-1010 and AM2020, you can rest assured knowing that your new fire alarm and life safety system will meet your needs today, tomorrow, and long into the future.

**Sound Incorporated is a Notifier business partner for over 25 years and can provide a free analysis of your current fire alarm system. If you are interested in upgrading your fire alarm system or looking for maintenance, monitoring and inspections please contact Security/Life safety Sales Director, John Strauss (jstrauss@soundinc.com).**

## Sound Incorporated Events – Mark Your Calendar



### SEE THE LATEST VoIP and HYBRID PHONE SYSTEMS!

**Date:**  
January 21, 2010

**Time:**  
10:00 a.m. to 2 p.m.

**Lunch will be Served**  
(RSVP to Attend)

**Location:**  
Sound Incorporated  
1550 Shore Road  
Naperville, IL 60563



*"Learn about the new features on the latest software versions."*

#### LIVE DEMO:

#### Sound Incorporated installs 3 of the top 4 systems in the market!

(Cisco, Mitel and NEC) We will have each of the systems live and working. Try the new phones, see soft phones that run on your PC and experience applications that allow your PC to work with your desk/cell phone. Learn about the new features on the latest software versions. Open sessions will allow you to ask questions specific to your organization about any of the systems.

### LUNCH & LEARN

#### What Can You Run on your Data LAN/WAN/Wireless Network?

**Date:**  
February 18, 2010

**Time:**  
11:30 a.m. to 1 p.m.

**Lunch will be Served**  
(RSVP to Attend)

**Location:**  
Sound Incorporated  
1550 Shore Road  
Naperville, IL 60563

#### LEARN HOW:

#### Cameras, Voice, Card Readers and Video...

can all be used on your data network and how they can impact traffic. Also a basic switch and router overview will inform you on how to implement a platform that can handle multiple applications including real time applications such as voice.

**If you are a business owner, in the IT/Telecom department, office manager or sales manager and are interested in attending and learning more from the communication leaders, Please RSVP to Forest Smith 630-369-2900 or fsmith@soundinc.com.**

## It is More Than Just Products

As new and more complex technologies become available existing and potential new customers are recognizing that the equipment and systems that they buy will only be as good as the local company that represents and supports the products that they are investing in.

Once a product is determined by the customer to be beneficial to their operation, it will require accurate and expert installation, detailed product training, managed implementation, and if needed, prompt and knowledgeable service...these are all skill sets that are necessary to strong customer satisfaction.

Sound Incorporated has a proven track record of achieving a superior level of performance in all areas of a project timeline...from the time of purchase to your "go live" date.

With this in mind we invite you to visit our facility and meet the people who will support your investment and see for yourself this point of differentiation between "Sound" and our competitors...contact **Forest Smith** ([fsmith@soundinc.com](mailto:fsmith@soundinc.com)) to arrange a tour of our facility.



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Look inside for  
upgrade programs  
at a special,  
discounted price!

Return Service Requested

1550 Shore Road  
Naperville, IL 60563  
• Fax (630) 369-1211  
www.soundinc.com

Integrated Systems

**sound  
incorporated**