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ADT INTRODUCES SENSORMATIC[®] ESSENTIALS PLATFORM

Brings industry-leading electronic article surveillance solution to the smaller retailer

ADT, Europe's leading provider of electronic fire and security solutions, has launched the Sensormatic[®] Essentials Platform, an electronic article surveillance (EAS) product suite designed specifically for smaller, value conscious retailers. The Essentials Platform delivers a cost effective anti-theft package without losing any of the reliability for which the Sensormatic brand is renowned.

According to the Global Retail Theft Barometer* 2010, European retailers lost more than €33 billion due to shrinkage, representing 1.29% of retail sales. Shoplifting represented the largest source of loss at €15 billion or 47.8% of total shrinkage, posing a serious threat to the retailer's bottom line. The Barometer also found that 28.3% of the products most susceptible to theft are not protected.

Controlling shoplifting, while continuing to provide an enjoyable shopping experience for customers, is a daily challenge for many retailers. The Sensormatic Essentials Platform includes all the fundamental EAS components necessary for retailers introducing anti-theft technology into their store environment for the first time.

The Sensormatic[®] Essentials Platform is a product suite specifically for the smaller retailer looking for an affordable solution that is easy and quick to install. The platform uses the highly effective Ultra•Max[®] acousto-magnetic (AM) technology and features a comprehensive range of hard tag options, a low-profile deactivator and a modern open framed detection pedestal system.

The Sensormatic Essentials Platform system components include:

- A Detection System offering coverage of 1.8 metres between pedestals. The sleek, modern detection pedestals blend seamlessly into all retail formats while providing a strong visual deterrent. Audio and visual alarms are integrated into the primary pedestal to notify store personnel of theft attempts. The pedestals are highly durable constructed from ABS materials.

- A Deactivator that features an ultra-thin design which blends easily into the point of sale. Detection range is up to 20 cm and labels up to 13 cm in size can be deactivated. Cashiers are able to pass items easily over the antenna, quickening the checkout process, while audible and visual indicators confirm that labels have been detected and deactivated.
- A range of hard tag options for protecting a wide selection of items from apparel to accessories. Hard tags available include three different designs featuring Ultra•Max[®] technology; an apparel tag, a one piece steel lanyard tag and a one piece nylon plastic lanyard tag. All these tags are of lightweight construction and have a small footprint providing a strong visual deterrent without adversely affecting the goods on display. The tags' shape and construction is designed to minimise the ability for thieves to attack them by hand or with tools. In addition, a selection of tags designed for protecting small or delicate merchandise such as jewellery, small electronics, cosmetics and fragrances are available. The compact design ensures very low impact to the merchandise display and they are offered in a variety of styles: an eyelet version for attachment with a cable tie or lanyard; a non-adhesive design ideal for drop-in applications; and a high-bond adhesive version for protecting store assets.

“Retailers of all sizes require reliable EAS solutions to protect their inventory while preserving the bottom line. At ADT we have a track record of developing products with the customer in mind; the Sensormatic[®] Essentials Platform is no exception. We have taken the proven Sensormatic product set and industry-leading technology and packaged it into a cost effective bundle ideal for a smaller retailer to implement,” said John Smith, Vice President Retail Sales, ADT Continental Europe.

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* The Global Retail Theft Barometer is produced by the Centre for Retail Research an independent organization providing research and consultancy for the retail sector. Further information can be found at www.retailresearch.org.

Notes for the editorial office

About the Sensormatic Retail Solutions Portfolio

The industry-leading Sensormatic Retail Solutions portfolio offers vital loss prevention and operational improvement technologies and solutions. Backed by more than 1,500 patents, the Sensormatic solutions portfolio is sold through ADT and authorized business partners around the world. From the front of the store through the entire retail supply chain, Sensormatic solutions help keep losses lower – and profits higher. Today, over 80 percent of world's top 200 retailers that use EAS rely on Sensormatic solutions, which include EAS, source-tagging, data analytics and in-store, item-level intelligence applications. Sensormatic forward-thinking solutions also include dual EAS-RFID technology that provides item-level security and visibility in an ever-changing retail environment. For more information, please visit <http://www.sensormatic.com>.

About ADT

ADT, a Tyco International company, is the world's largest electronic security company. It designs, installs and services fire and electronic security systems for residential, business and government customers. ADT's portfolio includes intruder alarms, video surveillance, access control, electronic article surveillance, radio frequency identification, fire detection, integrated solutions and monitoring. ADT solutions are used to deter thieves and help