

**For Immediate Release**

## **PRESS RELEASE**

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### **7-ELEVEN CONVENIENCE STORES GO DIGITAL**

*ADT secures 7-Eleven stores with digital video management systems*

**Hong Kong, March 3, 2006** – ADT Hong Kong Ltd., part of Tyco Fire & Security, has signed an exclusive contract with 7-Eleven, Hong Kong's leading convenience chain store to provide Digital Video Recording (DVR) and advanced integrated security management systems to over 500 stores countrywide.

Established in Hong Kong since 1981, 7-Eleven provides quality fresh food, beverages, trendy consumer items and services to customers around the clock. Creating a secure environment while protecting business revenue is an essential factor for the chain and their current video surveillance system has been extended and upgraded to enhance operational efficiencies while protecting the customers as well as their staff.

For optimal video and audio recording and archiving, 7-Eleven's existing VCR systems will be replaced and upgraded with the latest DVR operating system. The new system provides 7-Eleven with a cost effective solution and reduces operational time for investigations while minimizing the risk of theft, both internally and externally. The DVR system is equipped with a sensitivity setting and function to facilitate easy video searches, longer recording time, covert camera, selectable frame rate, and it exports real-time video with crystal clear images.

In addition, the DVR software allows remote monitoring, so that the stores can be monitored at any time and from any location.

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**ADT Hong Kong Ltd.**

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## **7-ELEVEN CONVENIENCE STORES GO DIGITAL – ADD ONE**

“Over the years, an increasing number of retailers are turning to digital video surveillance from traditional analogue surveillance to help protect their businesses more efficiently. Deter, detect, and document — these are the three key factors to controlling security risks,” says Roger Tsang, General Manager of ADT Hong Kong.

“Digital video recording systems, public view monitors and anti-shoplifting systems continue to be popular among loss prevention professionals throughout the world,” he adds.

### **About ADT**

ADT, part of Tyco Fire & Security, designs, installs and services electronic security systems for retail, business and government and home intruder protection and detection systems. ADT's range of products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems. They are used to deter thieves and protect people, goods and property. ADT provides sophisticated security systems for major commercial facilities such as banking institutions, airports and large corporations as well as protecting homes and small businesses. For more information, please visit [www.adt.com](http://www.adt.com)

### **About Tyco Fire & Security**

Tyco Fire & Security, a major segment of Tyco International Ltd., designs, manufactures, installs and services electronic security systems, access management solutions, intrusion detection, Closed Circuit Television system (CCTV), Electronic Article Surveillance (EAS), Integrated Security Solution, Radio Frequency Identification (RFID), fire protection, detection and suppression systems, sprinklers and fire extinguishers, etc. With \$11 billion in annual sales and more than 90,000 employees, Tyco Fire & Security's products and services are used to safeguard fire-fighters, prevent fires, deter thieves and protect people and property. For further information about Tyco fire & Security visit [www.tycoasia.com](http://www.tycoasia.com)

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