

The **Code Blue** Difference



SANTA ANA, California – Following the deadly beating of a 23-year-old outside a nightclub in Santa Ana, city officials assured local residents and businesses that it would be taking the appropriate steps to ensure the safety and security of everyone in the downtown region.

Santa Ana has made a concerted effort to revitalize its downtown in recent years, with trendy restaurants, specialty shops and nightclubs opening throughout the historic shopping district. Located in the Greater Los Angeles area, Santa Ana is the county seat for Orange County and located only a few miles away from Disneyland, making it a popular destination for tourists and southern Californians alike. Following the tragedy, many business owners were worried that the incident might drive people away.

.....
“Public safety is No. 1.”
.....

“Where there is a setback, there’s always a comeback,” City Councilwoman Michele Martinez told the Orange County Register. “I think Santa Ana has rebounded from this, and we’re much cleaner and safer in the downtown.”

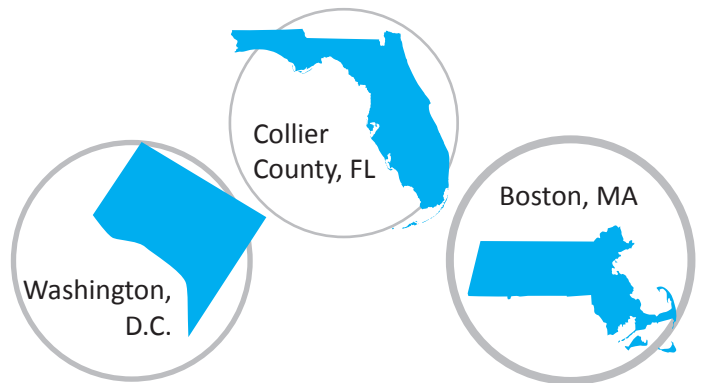
Martinez, who represents the downtown district, also said “public safety is No. 1.” In the months that followed the incident, additional security efforts included hiring a downtown liaison, increasing the presence of police with both mounted patrols and officers on foot and the installation of additional surveillance cameras.

Just as significant was the installation of Code Blue.

See reverse to read about the solution.

BUILT FOR MUNICIPALITIES

Code Blue products can also be found at:



ABOUT THE LOCATION

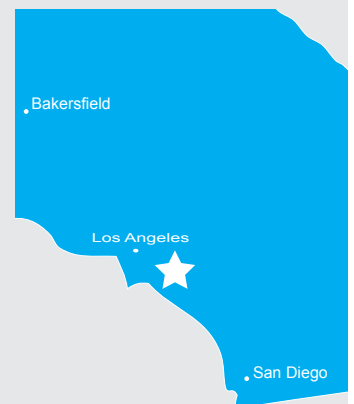
Who: Santa Ana, California

Population: 335,000 in Santa Ana, 18 million in greater Los Angeles area

Need: Emergency Help Points® available for shoppers, tourists and residents

Solution: The installation of pedestals equipped with emergency speakerphones, public address speakers and surveillance cameras

Purchased: CB 1-s with Dual Faceplates Help Point, IA4100 Analog Speakerphone, 360° Public Address Speakers, Overhead Camera Mount





The Code Blue Difference: Municipalities

THE SOLUTION

To help combat crime and provide a direct communication link to police, the city recently installed several Code Blue Help Points® equipped with cameras mounted both overhead and on the faceplate that are activated when someone presses the button on the IA4100, a sophisticated analog speakerphone that allows people to report emergencies in a fast and effective manner.

“It provides evidentiary data if a crime occurs. It’s an additional resource for the public,” Santa Ana Officer Otto Laufer told KABC-TV Los Angeles. “Not everybody has cell phones.”

The city also added Code Blue’s powerful public address speakers to the CB 1-s that can deliver powerful and intelligible alerts to a large audience over a broad geographical area.

“We could address the public from all seven at a single time and we can do that with live talk or we can play a prerecorded message,” Laufer said.

The products already have served their purpose, helping officials capture a man who delivered a false bomb threat to police.

“(The Help Points are here) to help people feel safe and get help when they truly need it,” Santa Ana Cpl. Anthony Bertagna told the TV station. “It’s not a toy.”

The implementation of Code Blue systems is especially attractive to city and municipal settings looking to both provide customer service applications and minimize their legal considerations by offering another level of security.

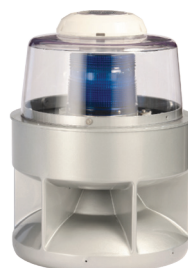
The additions have been met with positive feedback from the community, providing peace of mind for a number of local business owners.

“Just knowing that in the event that there isn’t a police presence that they can go to that is nice,” said Denice Solorio, owner of a local doughnut shop.

FEATURED PRODUCTS

- + CB 1-s with Dual Faceplates:** The rugged, cylindrical pedestal enclosure offers high visibility with an integral area light that illuminates the surrounding space in an open environment.
- + Overhead Camera Mount:** The design of this pedestal attachment allows you to mount a dome camera device directly above one of Code Blue’s industry leading Help Points® and link phone activation to the camera operation for additional surveillance and communication integration.
- + 360° Public Address:** The unique 360-degree, 400-watt, 6-speaker system delivers maximum audio clarity and range to ensure notifications are accurately broadcast to your intended audience.

360° Public Address



Overhead Camera Mount



CB 1-s with Dual Faceplates

