

# A NEW BREED OF STATIC SECURITY MODELS WITH ADDED FUNCTIONALITY FROM MONTGOMERY EST MARKETING

**Montgomery Est Marketing, one of the UK's leading providers of security solutions to the domestic and commercial market sectors has extended its market-leading range of static police and security models.**

Used as a deterrent in a wide range of applications, they have been enhanced with a range of options including wireless CCTV, audio messaging, interchangeable news boards and even a built-in monitor screen to display promotional, customer service, crime prevention and customer safety messages and videos in a wide range of applications.



According to Allan Humphries, Managing Director of Montgomery Est Marketing: "Our full-sized static police and security models have a life-like presence and have proved to be very effective deterrents that significantly reduce theft and deliver a rapid ROI. These new enhancements will consolidate our leading position in the market and make a major contribution towards cutting crime."

The static models can be equipped with CCTV cameras to enhance existing security installations or eliminate blind spots. They transmit high quality images to a remote monitor or DVR at distances of up to 100 metres using Wi-Fi and 3G links. Monitoring can also be carried out around the clock from an Alarm Receiving Centre as well as any internet-enabled computer, tablet or smartphone.

Audio voice messaging with PIR activation can also be specified to provide authoritative messages that will be heeded by customers. Pre-recorded messages can be stored on an SD card, or 'live' announcements can be made by control room staff monitoring the locations where the figures are located. This can be used for a wide range of applications including directing people to the shortest queue, to reduce waiting times, improve public safety and provide higher levels of customer service. Two-way wireless audio communications can be added with a 'push for assistance' button enabling people to obtain the information they require at any time.

"Potential users should be careful about the cheap imitations on the market that have copied our designs but have failed to match our exacting quality standards," warned Allan Humphries. "Our solutions not only offer higher levels of functionality, character and realism but they also offer the robustness and resilience required for extended use."

The static figures manufactured by Montgomery Est Marketing are more substantial than the low quality, cardboard cutout versions being sold by other suppliers. The high resolution images are printed directly onto 10mm foamex board for maximum rigidity without the incidence of peeling that is a common characteristic of cheaper alternatives. The company also offers a unique tensioned anti-tilt device and a built-in movement sensor which sends alerts to pre-determined personnel in the event that a figure is knocked over.

Montgomery Est Marketing also provides the widest range of additional options including a range of bases, different figure styles and ethnicity, full or half figures and a alternative materials including Dibond, a lightweight, rigid aluminium composite material.

Established in 1996, Montgomery Est Marketing is one of the UK's leading providers of crime prevention products and solutions for domestic and commercial applications. The company specialises in the provision of standard and bespoke crime prevention solutions and a unique consultancy service to provide expert advice on their application and operation to achieve optimum results. **FSA**

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