

MODERN Times

Volume I - Issue IV

FOURTH QUARTER 2007

ANNUAL DEALER MEETING A **BIG** HIT!

Modern held it's 2007 Annual Dealer's Meeting from Sunday November 4TH through Wednesday November 7TH in Brampton, Ontario Canada. There were over 20 Dealers in attendance from all over the US and Canada. Dealers from as far away as San Diego, Los Angeles, Miami, and even Puerto Rico participated, and were treated to several advance notices about new products being introduced by **Modern** in early 2008!



All of the Dealers were treated to up close and personal system demonstrations on the complete line of **Modern** products. Several of the dealers were seeing products

they had never seen in operation before; Security Dealers being exposed to Parking Revenue Control systems, Parking Dealers learning about Self-Storage systems, etc. All of those in attendance were treated to several new product introductions, most notably **Modern's** new Access Control product line, and our new *Solar-Powered* Pay & Display Parking Pay Station (see article on Page 2 in this issue of **Modern Times**).

In addition, the dealers in attendance were advised of several new policies and procedures being implemented by **Modern** with respect to Dealer support services. One such change is the requirement for Dealers to attend at least one training session for the each product line they sell and support, in addition to attendance at one of two Dealer Meetings to be held in 2008 (see Schedule of **Modern** Events on page 3). It is **Modern's** goal by offering multiple sessions to virtually eliminate scheduling conflicts in the future.

INSIDE SELF-STORAGE TRADESHOW IN LAS VEGAS

The Inside Self-Storage (ISS) Tradeshow and Convention will be held **February 5-8, 2008** at the Venetian Hotel & Resort in Las Vegas. This is a very strong, and well attended show; and **Modern** will once again exhibit our entire Self-Storage product line. A new addition to the Modern Self-Pay Terminal (MOST) will be included, with the ability to dispense specific keys for an individual locked storage unit at the site when the automated rental feature is used. This is a unique feature to the industry!



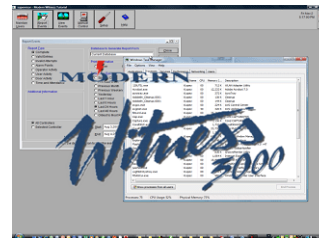
Modern SET TO RELEASE NEW SERIES 7000 ACCESS CONTROL & *Witness-3000*©

With the recent advent of many new technologies, and the maturing of communication standards, a rapid development of new systems integration in building management has facilitated **Modern's** latest development.



At the recently concluded Dealer's Meeting, **Modern** revealed the details and new benefits of the next generation in Access Control. Product samples were introduced and demonstrations were given highlighting the feature-packed system's new hardware (controllers, reader interface boards, I/O interface, etc.) and the software for the soon to be released *Witness-3000*© system.

The fast spreading of new software platforms (MS-*Windows* "VISTA") along with other technological breakthroughs have lead to **Modern's** commitment to the release of the next generation access control line. This release will include hardware and software simultaneously, and is scheduled for the first quarter in 2008, after beta testing now underway is satisfactorily completed.



The new Series 7000 controller boasts on-board TCP/IP communications with backward compatible RS-485 Bus, true distributed full-function logic (global & conditional), upgrade with

portable (SD card) memory, on-site programming thru that same SD card (ideal for remote parking applications), fast 32-bit RISC processor, fully programmable and functional counters and timers. The new 7266 dual-reader interface boasts the ultra-fast CAN bus communications architecture with built-in auxiliary DC power supply & battery charger, 6 2amp programmable relays and 6 Class B-ST supervised inputs, along with 2-Wiegand® communications ports for card readers.

The new *Witness-3000*© Access Control software boasts a new robust SQL database architecture in a true client/server application. This new flexible database structure enables powerful development tools for integration with other programs, and includes unlimited users, operators, groups, and time zones. The new system's graphic user interface utilizes the familiar MS-*Windows*© tree structure. More to come later!

TECH CORNER

by Dale Scott



Power conditions are one of the biggest headaches to proper operation of electronic hardware. The biggest problem is *neutral to ground* voltage. This can cause Fee Computers to lock-up, comm ports to blow, and is a primary cause for card readers to go “off-line” because RS-485 communications is very *ground* sensitive! A *neutral to ground* swell of greater than 5V may cause communication chips to blow-out on a Reader Interface Board.

There are several good meters on the market to detect, track, and record this floating ground condition. The Fluke VR101S is one such device, and it will track and record up to 4000 such events. See www.adscorp.com/gds/Download/rs485.pdf



MESSAGE FROM THE TOP:

by Grant Furlane, **Modern's**
President

Dealers form the cornerstone of our success throughout the Western Hemisphere, and as such **Modern** remains committed to our dealers. One form of that commitment is reflected in **Modern's** ongoing Dealer Training program.

Modern held its Annual 2007 Dealers Meeting this month, and we all viewed it as being a very successful one. Bringing together Dealers from virtually every corner of our North American Distribution Network, **Modern** views seminars such as this as being critical to the mutual success of both **Modern** and our Dealers.

We are also releasing our 2008 “*Schedule of Events*” that identify all tradeshows, training seminars, and two (2) Dealer Meetings later in the year. This “double booking” underlines how important we feel it is that all of our Dealer's participate in this forum where crucial topics to our mutual success are discussed.

Modern will be introducing several new products over the next quarter that we feel will build on the strongest product offering in our strategic market place. Participation in ongoing Dealer Training Sessions will insure the successful launching of these products by maximizing the efficiency of proper installations, thereby minimizing deficiencies at system initialization. As has always been the case, **Modern** is doing all we can by providing proper in-depth documentation for these new products, making their use by the end users simple and effective!

We at **Modern** continue to be pleased and encouraged by the continued strong growth being seen in our Access Control, Parking, and Self Storage Divisions. **Modern** welcomes our new dealers from the USA, and Latin America, as well as continued growth in our own backyard here in Canada.

ALL NEW SOLAR POWERED PAY & DISPLAY PAY STATION UNVEILED, SET FOR RELEASE



The all new **Modern Solar Powered** Pay & Display Pay Stations were unveiled at the November 2007 **Modern** Dealer's Meeting where in-depth demonstrations were conducted for those in attendance.

These newly designed Pay Stations feature multiple denomination coin acceptors, multiple denomination banknote acceptors, and credit readers. These 12Vdc components are powered by internal rechargeable sealed gel-cell batteries that are trickle charged by the solar panel mounted atop the Pay Station's 12AWG steel housing.

The faceplate of the units feature clearly understandable instructions and graphics, and are specifically designed for the most simple operation possible. While the pictures depict a black colored unit for publication purposes, the production units come in a standard white color, or optional end-user specified custom colors.

The final design touches are currently being implemented, and the release of the units for sale will be early in the first quarter 2008. For advance data and pricing information, just contact your local **Modern** Access Systems' Dealer!



2ND TECH CORNER

Always look for the simple solution first! We completed an *international* service call this month at a site reporting that their card readers simply stopped functioning. At their request we shipped them a replacement controller and interface board. They took the replacement boards out of the newly shipped enclosures and put them in the 18 month-old boxes; and the problem persisted. We flew in our Master Service Tech who found that a ribbon cable had been pinched in the cabinet door, severing a couple of wires. He replaced the cable in 2 minutes. Service call 1-hour, travel time 2-days!

2008 Modern EVENTS:

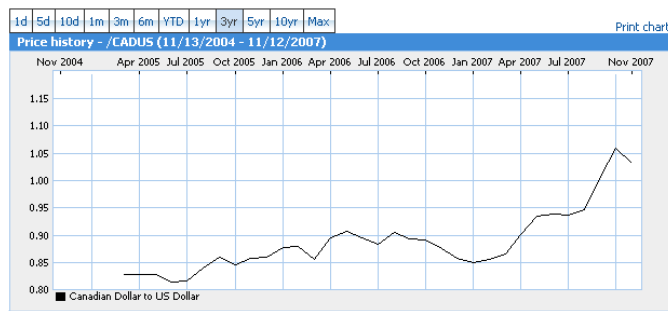
U.\$ DOLLAR CONTINUES DIVE!

The United States dollar continued its slide against most international currencies, including the Euro and the Canadian dollar. As you can see from the graph below, as recently as late June 2005 it cost only 81.5¢ US to purchase a \$1 Canadian. At the close of business on November 14, 2007 it cost \$1.04 US to purchase a \$1 Canadian (which represents a 22% valuation decrease in the US dollar), after peaking at over \$1.08 US to \$1.00 CDN on November 7, 2007. The US dollar has fared similarly against the European Union's Euro (€) over that same period. In January 2006 it took only \$1.18 US to purchase a €1.00. At the close of business on November 14, 2007 it cost \$1.47 US to purchase a €1.00 (which represents a 20% valuation decrease in the US dollar).

Canadian Dollar to US Dollar (/CADUS)

1.03907 ▲+0.00793 +0.76891%

Open: 1.03050 High: 1.04965 Low: 1.03050
Previous Close: 1.03114 Volume: unch
Eastern Time



This two-edged sword cuts both ways, and represents both good news and bad news. On the negative side, it means that non-US companies either have to increase prices considerably to maintain profit margins or settle for significantly reduced profits. On the "good" side, it makes purchasing US supplied goods by non-US companies more profitable, which helps offset overall losses.



But what does all this mean to **Modern**? While none of us has a foolproof fortune telling looking glass, it is our view that this condition is temporary, and as such we are doing all we can to hold the line as much as possible. We are working closely with our suppliers, both in the US and Canada, to make certain they too continue to hold the line on price increases. **Modern** is also constantly searching out ways to improve our products with advancing technology that often costs significantly less the older technology. This is manifest in several new **Modern** products described in this very newsletter!

In our continuing effort to provide our Dealers and major end-users alike with ongoing training opportunities, **Modern** is releasing our 2008 "Schedule of Events" that identify all current major tradeshows at which **Modern** plans to exhibit, training seminars, and the two (2) Dealer Meetings later in the year. This "double booking" of all training seminars, and the Dealer Meeting, serves to underline how important we feel that **all** of our Dealer's participate in this forum where crucial topics to our mutual success are discussed:

January 17 - 18, 2008 (Thu-Fri):

"Witness" and Access Control at Modern in Brampton, ON

February 5 - 8, 2008 (Tue-Fri):

Self-Storage Expo in Las Vegas, NV

March 12 - 14, 2008 (Wed-Fri):

Parking and "EASE" at Modern in Brampton, ON

April 10 - 11, 2008 (Thu-Fri):

Modern Sales Training at Modern in Brampton, ON

May 15 - 16, 2008 (Thu-Fri):

"Witness" and Access Control at Modern in Brampton, ON

June 1 - 4, 2008 (Sun-Wed):

Int'l Parking Institute Tradeshow in Dallas, Texas

July 29 - 31, 2008 (Tue-Thu):

America's Fire & Security Expo in Miami, FL

August 20 - 22, 2008 (Wed-Fri):

Parking and "EASE" at Modern in Brampton, ON

September 3 - 5, 2008 (Wed-Fri):

Self-Storage Assoc. Expo in Las Vegas, NV

September 17 - 19, 2008 (Wed-Fri):

Modern Sales Training at Modern in Brampton, ON

October 15 - 17, 2008 (Wed-Fri):

Modern Dealer's Meeting "B" in Brampton, ON

November 5 - 7, 2008 (Wed-Fri):

Modern Dealer's Meeting "A" in Brampton, ON

The "Witness" and Access Control training is a full 2-day session focusing on installation, servicing, & trouble-shooting techniques, & "Witness" software programming.

The Parking & "EASE" training is a full 3-day session, and will focus on installation, servicing, & trouble-shooting techniques of all **Modern's** Parking Control devices, & "EASE" software programming.

The **Modern** Sales Training is a full 2-day session focusing upon "feature-selling" techniques of all product lines offered by **Modern**; Self-Storage, Parking Access & Revenue Control, and Access Control & Security Monitoring. Attendees will leave with all of the sales tools created for the proposal and quotation process to the end-user, including System Descriptions, graphs, comparative competition analysis, and comprehensive spreadsheets.

Participation in ongoing Dealer Training Sessions will insure the successful launching of **Modern's** new products by maximizing the efficiency of proper installations, thereby minimizing deficiencies at system initialization.

“MOST” REMOTE STORAGE TERMINAL ADDS MAJOR SYSTEM ENHANCEMENT

Modern's Self-Storage Remote Administration Pay Station has just received a major new and revolutionary feature enhancement that is completely unique to the Self-Storage industry. In our continuing effort to lead the way in this industry segment, **Modern**, (one of only two manufacturers to offer electronic 24-hour remote terminals to the Self-Storage industry) now has the capability to issue/dispense a uniquely selected key for a given locked storage unit from an array of choices.

This means that, as always, a customer of a Self-Storage facility can approach the “**MOST**” terminal, select a unit of their desired size, and electronically complete their submission of the Rental Agreement.



MODERN Times

But now, this same Self-Storage terminal can/will automatically dispense the key to the locked storage unit along with the new customer's unique keypad PIN number to immediately gain access to their Storage site.

This, in turn, means that owners of Storage Facilities can now leave all unoccupied storage units locked down in order to thwart vandalism, dumping, and theft; all while still offering 24-hour immediate access to a perspective customer via the **MOST** terminal. And again, as always the **MOST** terminal can be used during off-hours to accept (late) payments, and make other administrative changes desired by a storage unit renter.

1ST QTR. TRAINING SESSIONS:

Modern Access Systems, Inc. (*MASI*) announces its First Quarter – 2008 Training Sessions to take place in Brampton, Ontario Canada:

January 17 - 18, 2008 (Thu-Fri):

“*Witness*” and Access Control at Modern in Brampton, ON

February 5 – 8, 2008 (Tue-Fri):

Self-Storage Expo in Las Vegas, NV

March 12 – 14, 2008 (Wed-Fri):

Parking and “*EASE*” at Modern in Brampton, ON



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