

MODERN Times

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JULY 2007

NEW PARKING BARCODE TICKET MACHINE



As a result of a recent Dealer survey, and based upon many end-user requests for a more competitively priced barcode machine-readable Ticket Issuing Machine, **Modern** has released its latest system product enhancement to our popular "Revenue Control System".

This latest product release is designed specifically to address the market of off-line Exit Cashiering applications. By design, this unit is not capable of "on-line" communications, nor is it compatible with **Modern's**

line of fully automated Pay Stations and Cashierless Exit Stations. However, in typical Exit Cashiering applications where speed of processing and accuracy are extremely important, the new Model HD-110 Ticket Machine fits the bill nicely! And with the modifications and innovations incorporated into its design, **Modern** can offer this unit at incredibly competitive prices.



STORAGE IS **HUGE** NEW OPPORTUNITY FOR SECURITY DEALERS!

Modern is pleased to see our Security & Access Control dealers reaping the rewards of their forays into the Self-Storage marketplace! The Self-Storage (or Mini-Storage) market is an emerging multi-billion dollar industry that has garnered the attention of large investment groups such as GE Capital who recently purchased Storage USA. Although this was a purchase in excess of \$800 million it accounted for less than 1% of the total market!



According to the Self Storage Association (SSA), a trade group charged with monitoring such things, the U.S. & Canada now possess some 1,875 **million** square feet of personal storage. All this space is contained in nearly 40,000 facilities that are owned and operated by more than 20,000 entrepreneurs. This translates to 10% of American households maintain rental storage space, an increase of some 75 percent from 1995. Most operators of self-storage facilities report 90 percent occupancy rates! And virtually every one of the Storage site owners report that they're planning to either expand current facilities and/or built new ones in the near future.



SELF-STORAGE SHOW IN LAS VEGAS !

The Self-Storage Association Tradeshow and Convention will be held September 6-8, 2007 at Caesar's Palace in Las Vegas. This is a very strong and well attended show, and **Modern** will once again exhibit our entire line of Self-Storage products and services.



Modern is a full-line Storage facility management products manufacturer, with everything from the industry's leading Facility Management software system to its alarm monitoring and access control modules and hardware, and a full line of closed circuit video surveillance and DVR systems.

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:

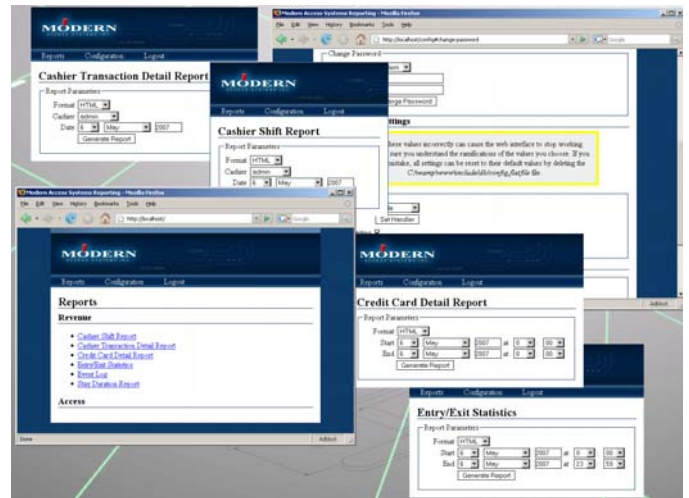
by Grant Furlane, Modern's President

We at **Modern** continue to be pleased and encouraged by the continued strong growth being seen in our 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.

Dealers form the cornerstone 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. One such session was held this past quarter, and we viewed it as being a very successful one. We are currently planning our inaugural Corporate Dealer's Seminar in October and look forward to getting all of **Modern's** dealers together, regardless of their specialties, Security and Access Control, Parking, and/or Self-Storage, so please contact us for more details. **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.

NEW WEB-BASED (*INTERNET*) BROWSER-ENABLED PARKING REPORTING SOFTWARE

The all new Modern “EASE” web-enabled browser based Reporting Software System is designed to provide the system's end-user with a remarkably simple, user-friendly, and easily learned interface for the generation of “EASE” System activity reports. These reports maybe generated in any of three (3) standard formats, depending upon how the user wants to use the reports; on-screen they appear in a HTML format, printed hardcopy reports are generated in a .PDF format, and for electronically usable format the reports are exported in a standard MS-Excel file.



For pricing on this software component, contact your local **Modern** dealer or **Modern** sales executive at 800-663-5715 in the US or 866-512-8374 in Canada.

MASI DEALER'S MEETING SET

Modern Access Systems, Inc. (MASI) announces its inaugural Dealer's Meeting to take place in Brampton, Ontario Canada the week of Monday, October 15TH. All **Modern** Access Systems Dealers in good standing are invited and encouraged to attend this Sales and Marketing oriented gathering. It is anticipated that this meeting will be the format for introducing new products and business opportunities specifically for our dealers.

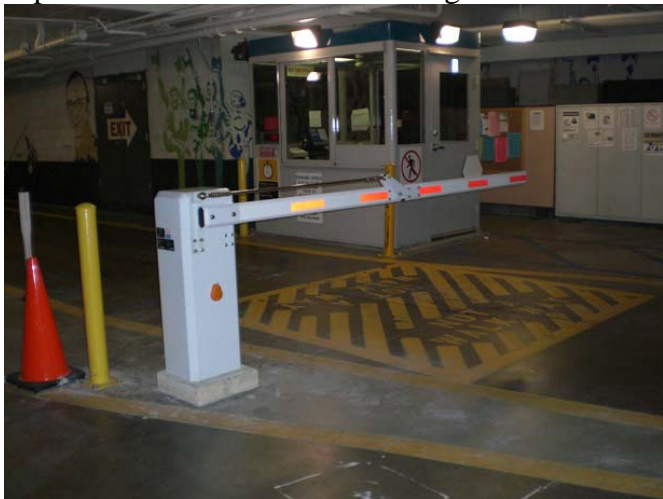
CITY of LOS ANGELES SELECTS MODERN, AGAIN!

Our Southern California **Modern** dealer, Petra Access Systems, was again selected to provide and install a new Parking Access & Revenue Control System at the City of Los Angeles' City Hall Complex. The site is owned and operated by the City of Los Angeles Department of Parking & Transportation, and has been controlled until now in by an antiquated Amano-McGann system.

The installation required the construction of several raised concrete islands with buried conduit, and the placement of six lanes of automated **Modern** parking access and revenue control devices.

This site is comprised of two (2) Entry lanes for both monthly cardholders and visitors, and two (2) Exit lanes for both monthly cardholders and visitors and Automated Cashierless Exit Pay Stations with credit card reader for use during off-peak operating hours.

In addition, this "on-line" installation also boasts the first application of the new web-enabled browser based Report Management Software module. This new software module was designed to allow authorized system users the ability to generate and produce their Revenue Reports via an internet connection. Security is insured with the utilization of passwords to allow access through a firewall.



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MODERN Times TRAINING SESSION HELD

Modern Access Systems held its most recent structured training seminar the last week of June 2007. The three-day event featured technical training for **Modern** dealers in all three marketing arenas – Parking, Security & Access Control, and Self-Storage. Also part of the training seminar was a "sneak-peak" at several of **Modern's** new product offerings.



From left to right: Carmine Cassetta-Sentry Technology of Montreal; Lloyd Hopkins-City of Kelowna, BC; Victor Quintanna- Marvic Parking Mayaguez, P.R.; Andy McLaurin-McLaurin Parking Raleigh, N.C.; John Marshall – National Business Protection Ottawa, ONT; David Stroud – McLaurin Parking Raleigh, N.C.; Ken Hopkins & Richard Lortie – SCS Buffalo, N.Y.

As you can see from the picture above, we try to limit the number of attendees to each training session to no more than 8 to 10, in order to provide more hands-on and personalized training. The next formal training session is being planned for early November 2007. Contact **Modern** for details!

NEW DEALERS ADDED

Modern Access Systems continues its steady and controlled growth objectives by bringing on new and talented paths of distribution. This past quarter we added representation in the following locales:

Chicago, Illinois Mayaguez, Puerto Rico
San Jose, Costa Rica Dallas, Texas
San Juan, Puerto Rico Monterrey, N.L. Mexico
Miami, Florida

HERE WE GROW AGAIN!

Modern Access Systems has recently added a new member, Jon Burton to our Sales & Marketing staff, with primary emphasis upon the Self-Storage Industry products and services. Jon comes to **Modern** with eight years experience in the Self-Storage industry, where he began his career as a GM at a 1,000-unit Florida storage facility that in 2000 received the “*New Facility of the Year*” award from the industry’s Mini-Storage Messenger magazine. Jon then went on to consulting services, offering everything from site feasibility and area demographic studies to on-site consulting designed to enhance management and operations. Jon also has experience as a District Manager for U-Store It in Southern Florida where he oversaw operations at nine company owned sites, with a total of 30+ employees, and finally a tour of duty with a real estate development and holding company developing and building mini-storage sites in Florida.

Jon Burton lives in Naples, Florida with his wife Linda and their three sons, James, Matthew, and Nathan. They enjoy camping, fishing, and boating – certainly sounds like Floridians to me!

BIOMETRICS COME OF AGE

Modern Access Systems is one of the industry’s leaders in the development and supply of biometric access control devices designed to bring affordability to higher-level security applications. The model *MAF-007* reader/controller works with the **Modern Witness**® PC-based software module, and allows users to combine, in any configuration, “*Proximity*” card access control readers, PIN keypads, and biometric fingerprint scanners.

