



For Immediate Release

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Voice Alert® Offers Retailers an Annunciator with Style and Function

Encinitas, Calif. – June 24, 2004 -- Voice Alert System-6, a wireless annunciator, provides savvy retailers stylized front-door greetings and loss prevention functions all in one innovative product.

A wireless system capable of monitoring up to six zones, Voice Alert System-6 uses patented voice-recording technology to announce shoppers' presence in nearly every area of the store, from the front door to the warehouse or stockroom.

The Seattle Police Department's crime prevention web site suggests that retailers install annunciators on all unlocked doors. Additionally, the Rutgers Crime Prevention experts recommend monitoring store blind spots for suspicious activity. Voice Alert can meet all these requirements and provide important extra monitoring.

"A typical retail installation could involve multiple Voice Alert receivers and sensors depending on the size of the store and the number of areas a retailer wants to monitor," explained Phil Kessler, CEO of Cross Point Industries, the manufacturer of Voice Alert.

Kessler went on to explain that retailers could design a Voice Alert system that uses three Voice Alert receiver/speakers placed in the following locations to meet a variety of needs:

- The front entrance, to greet customers;

Stores most often targeted by shoplifters include:

- Camera & Photography
- Department stores
- Drug stores
- Men's apparel
- Recorded music and video stores
- Shoe stores
- Sporting goods
- Women's apparel

Source: Rutgers Crime Prevention web site.

- The front counter to notify employees when customers enter blind spots or high-priced merchandise areas;
- The storeroom or warehouse to alert employees working in the back when customers enter the front of the store.

To monitor store activity, retailers can place Voice Alert wireless sensors anywhere within a 1,000-foot (300-feet through walls) distance from the receiver. Then retailers can program the sensors to trigger one, two or all of the receivers and play a variety of messages. Potential sensor locations may include:

- The front door,
- High-price merchandise counter,
- Dressing room entrances,
- Restroom entrances,
- Backdoor
- Warehouse entrance.

With Voice Alert's customized voice messages, retailers can notify employees exactly which zone has activity. For example, when a sensor is triggered at the entrance of the dressing rooms a Voice Alert receiver/speaker located in the store could announce, "A customer needs assistance in the women's dressing room." Using the audio line out feature the messages can even be broadcast over the store's P.A. system.

Voice Alert's personalized messages, wireless sensors and many uses offer retailers a designer security solution with an off-the-rack price tag. Retail price for Voice Alert System-6 (one receiver/speaker and one sensor) starts at \$149.95. Additional sensors retail for \$69.95.

For more information about Voice Alert visit the company's web site at www.voicealert.com or call (760) 633-3737.

The Voice Alert system combines an all-weather, wireless motion sensor/transmitter with an indoor receiver/speaker (RS). The system has a range of up to 1000 feet (300 feet through walls) and zone messages can be altered to fit each monitored zone. Voice Alert includes relay outputs, enabling the triggering of other devices or the ability to integrate into a larger security or home automation system.

About Cross Point Industries

Cross Point Industries, Inc., a California Corporation, headquartered in Encinitas, California is a privately owned company that was founded in 2000 to develop and market innovative electronic products to alert and automate homes and businesses. The company's charter is to design and license unique products that solve specific challenges and to develop market channels for their sales and distribution. For more information about Cross Point Industries and its products visit the company's web site at www.voicealert.com.