



MEDIA RELEASE
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‘No Contracts & No Wait Times’ ADT Revolutionises Security in Australia with New DIY Solution

In an Australian-first, ADT Security’s game changing do-it-yourself (DIY) solution empowers people to secure their properties quickly and efficiently with a professionally monitored system, without needing to wait for a technician to become available for the installation.



ADT Security’s Innovative New DIY Products

Prioritising your home security is at the forefront of many consumers’ minds, with recent data from the [Australian Bureau of Statistics](https://www.abs.gov.au/media-centre/media-releases/break-ins-increase-after-record-low) (ABS) revealing that break-ins are on the rise for the first time in a decade, with nearly 200,000 households experiencing a break-in over the last year.¹

ADT Security’s innovative solution addresses the three biggest challenges facing homeowners when it comes to their security: how quickly they can have a system installed, how sophisticated and secure the system is and the cost of the system.

Dennison Hambling, Managing Director of Intelligent Monitoring Group, ADT Security’s parent company commented:

“When time is of the essence, deciding on a security system is often a compromise between a professionally monitored solution and a DIY device from retailers. The decision comes down to availability, speed of installation, and affordability.

¹ <https://www.abs.gov.au/media-centre/media-releases/break-ins-increase-after-record-low>



These customer needs have resulted in ADT Security taking a forward-looking approach to home security with a DIY solution that is fast, flexible, has no strings attached in the form of contracts, and is as technologically advanced as any professionally monitored solution on the market.

Gone are the days of waiting weeks for security installations. With ADT's DIY offering, coupled with the support of our licensed security professionals, anyone can secure their homes themselves and have fun doing it."

In a surprise Valentine's Day gift to homeowners, ADT's new DIY solution will radically reduce the lengthy process traditionally associated with getting a monitored security system installed. Homeowners can now order their system over the phone, get expert advice from a licensed professional, unbox it themselves and follow the simple installation instructions played through the device itself.

The seamless four step installation process is designed with every homeowner in mind:

1. ADT works with customers to identify the system components for their individual property, with the system being designed to start small and grow with them
2. Components are delivered usually within the week, with how-to videos built into the system to seamlessly guide customers through the installation process. Additional how-to videos are also available on ADT's website
3. ADT's licensed security professionals are available online or via the phone to support customers with installation if they have any questions or need verification that their system is working
4. The system is up and running immediately with 24/7 back-to-base monitoring, with a 'self-checking' feature that allows homeowners to test the installation by walking through their property

This new professional DIY security solution eliminates the need for complex installations and long-term contracts. One of the key advantages of ADT's DIY solution is its flexibility, with tailored options coming soon so that homes and businesses can be protected to address specific customer needs.

As an added security feature, the system is not reliant on the home's Wi-Fi. It has its own SIM card, which means if power is cut or cables are slashed, the entire system continues operating, with signals sent to the ADT Smart Connect app and ADT's 24/7 monitoring control room. In addition, a siren will go off the second someone tries to tamper with any devices, and rechargeable batteries will keep the entire system operational if there are power cuts.

Customers can choose between full monitoring or lite monitoring services, both offering the ability to oversee homes remotely. Through the ADT Smart Connect mobile app, homeowners can receive alerts, check live camera feeds, and manage their security system with ease. The monitoring plans are flexible too, with no mandatory long-term contracts.

Additionally, the DIY system features a local alarm that activates during a security breach, serving as a strong deterrent to potential intruders and adding an extra layer of protection.

For more details about ADT Security's new DIY solution, visit www.adtsecurity.com.au or call 131 238.

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About ADT Security

With more than a century's worth of experience in providing electronic security solutions to more than hundred thousand residential and commercial customers in Australasia, ADT Security is the Pacific's largest electronic security company. ADT Security's products include alarm systems, video solutions, access control, and integrated solutions to address the highly complex needs of large enterprises. Mitigating life safety and asset protection risks as well as events through co-creation, ADT is well-versed with the security challenges of today, offering measurable solutions. For more information, visit www.adtsecurity.com.au or follow @ADTAustralia on Facebook.

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