

COMPARISON



AlertBox has many applications, one being the retail commercial environment. In this scenario traders need to be able to communicate with other neighbouring traders and AlertBox has been compared with CCTV as a security / monitoring device. However, there are some distinct differences between the two products and the following table illustrates these:



| | ALERTBOX | MONITORED CCTV |
|--|--|--|
| DEVICE TECHNOLOGY | Digital radio | Digital or analogue surveillance |
| UNIT PRICE | £125 | Mounted Camera 3,000 Fibre-optic connection 20,000 TOTAL 23,000 |
| OPERATING COSTS | None | Proportion of control room staff & equipment overhead |
| MAINTENANCE CONTRACT | None | Highly recommended |
| EASE OF INSTALLATION | Plug in and go | Planning permission required and road digging |
| RENTAL | Option available | Not usually available |
| TYPICAL LOCATIONS | Secondary trading areas & residential crime hotspots | Primary trading areas and town centres |
| ABILITY TO COMMUNICATE WITH NEIGHBOURS | Yes | No |
| CONNECTION TO EMERGENCY SERVICES | Neighbours can call emergency services | Controller can call emergency services |
| PRIMARY POWER SOURCE | Mains (has re-chargeable batteries for mobility/back-up) | Mains electricity |
| EASE OF USE | Simple to use: press a button | Skilled operator to get best picture quality and imagery |
| ABILITY TO 'STEALTH BROADCAST' | Yes | Yes |
| EASE OF RELOCATION TO TARGET HOTSPOTS | Within 5 minutes | Very difficult unless vehicle mounted |