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Custom Alarm Becomes I-View Now Ready to Provide Advanced Security Solutions
Now providing video verification and priority response

Rochester, Minnesota: Custom Alarm, a leader in home and business security systems in southern Minnesota, has completed the I-View Now dealer program training making them able to provide video alarm verification and priority response to their customers. With video verification, looking in at video after the fact is a thing of the past. Now, Custom Alarm’s customers and operators will be able to reduce false alarm dispatches by getting real-time information simultaneously. In the event of an actual burglary or other emergency response situations, Custom Alarm’s Monitoring Response Center will have the ability to use Police resources wisely.

“We’re proud to be the first company to provide enhanced video services to our community. In speaking with our local law enforcement, we all agree that this new service is a great benefit to all involved, which include home owners, business owners, and local law enforcement. We, at Custom Alarm, are doing our best to maximize resources and minimize unnecessary dispatches for local law enforcement, as the safety of our community depends on it.” – Melissa Brinkman, CEO of Custom Alarm

“We’re excited to have a forward-thinking company like Custom Alarm as an I-View Now Ready Pro dealer” says Jennifer Tagle, Sales Support and Training Manager at I-View Now. “Having gone through our extensive training program, Custom Alarm is uniquely qualified to provide their customers with the ability to see what caused their alarm in real time and receive priority response from their local law enforcement.”

How it works:
● I-View Now technology captures video of an alarm event when it happens.
● The video is sent to both the customer (via text and/or email) and Custom Alarm’s Monitoring Response Center at the same time.
● The customer can view what caused the alarm. If it’s a false alarm, they can contact the Monitoring Response Center operator directly to cancel the dispatch.
● Simultaneously, the operator views what caused the alarm and contacts the police for priority response.

About Custom Alarm: Custom Alarm is a locally owned and operated, security-minded company located in Rochester, MN with its own UL listed Monitoring Response Center.
Custom Alarm was started in 1968 with only three employees and has grown to over sixty employees, dedicated to taking care of the customer. Specializing in fire alarm systems, intrusion, video surveillance, and access control for both residential and commercial owners. Custom Alarm is the award winning, community involved company that you can trust to ‘have your back’ in all areas of security and provide you with confidence, allowing you to rest assured.

To learn more about Custom Alarm, please visit [www.custom-alarm.com](http://www.custom-alarm.com)

**About I-View Now:** I-View Now integrates security system signals, video sources, cloud applications, and internet connected devices (IOT) into our cloud platform with the objective of giving end users, operators, and authorized emergency responders better information to prioritize their resources.

I-View Now’s genuine cloud architecture and Software as a Service (SaaS) model means there is no additional software or hardware to purchase at the edge, in the monitoring center, or for the emergency responders. Unifying these technologies and constituencies results in fewer false alarms, faster response times, and safer communities.

I-View Now is more than a patented and award-winning video verification interface. We help security dealers compete in a quickly changing market. At I-View Now we help security dealers go to market with central station video services by working with them to define markets, assemblies, creation costs, end user pricing, operator training, installer training, and sales training. When the security dealer is successful I-View Now is successful.

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