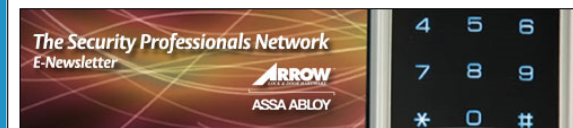


Drive Demand From Dealers to Distributors

- E-Newsletter Series
 - Features & Benefits
 - Online Video's
 - Online Training
- Product Training
 - Dealer Webinars
 - Arrow University Training



Volume 17

Register Online to Be the First to Receive the Arrow Revolution

Register online today at www.arrowlock.com/revolution to be notified when the Revolution becomes available at your preferred distributor.

The New Arrow Revolution stand alone touch screen lock combines the functional elements of a cylindrical lockset with the latest technological designed for electronic aesthetic. Dealers will benefit by providing an up to date technological solution that is also quick and easy to install.



Users benefit from a simple interaction with the lock through a voice guided touch keypad, making day to day use and programming easy. The Revolution is recommended for healthcare facilities, offices, retail environments, multi-family, hospitality, government facilities, as well as K-12 school environments. It provides a traffic control solution for areas requiring restricted access. If necessary, both users and user groups can be easily locked out by the administrator. This feature provides a quick lockout option in case of a security concern.

To Learn more visit www.arrowlock.com

FEATURES

Electronic Features

- Stand-alone touchpad access locking device
- Interactive voice-guided programming
- Tri-lingual, English/Spanish/French
- Optional hardware input for 9VDC external power
- Internal power uses 4 AA batteries
- 9VDC battery connections for emergency access
- Request to enter (REX) input allows remote access capability

Drive Demand From Dealers to Distributors

- Trade Magazines
 - Cover Ads
 - Installation Articles
 - New Product Announcements
 - Feature Articles
 - Poster Inserts



CYRILLUS
THE TECHNICAL RESOURCE FOR THE PHYSICAL ACCESS SECURITY SPECIALIST
LOCKSMITH LEDGER
International
MAGAZINE

JOIN THE REVOLUTION.

JOIN THE REVOLUTION.
In today's economy, customers have real concerns about their budget but don't have the extra money to spend. That's why Arrow is launching the Arrow Revolution, a state-of-the-art design that brings form and function together in one package. To be one of the first to receive this product when it launches in August, go to www.arrowlock.com/revolution to be out on a waiting list.

ASSA ABLOY, The global leader in door opening solutions

ARROW
ASSA ABLOY

August Cover Tip Locksmith Ledger



TOUCHSCREEN TECHNOLOGY
Innovative design at an affordable price.

WEATHER RESISTANT
Indoor outdoor installation.

VOICE PROMPTED
Designed for easy three-step operation.

FLEXIBLE SETTING
Fits into nearly existing key systems, including 50C.

DURABILITY TESTED
Meets ASTM 2, Certified Grade 2 and 3, tested.

MULTIPLE USERS
Up to 1,000 users in Advanced mode.

EASY TO INSTALL
Standard 50C, Arrow prep with one additional 5/8" hole.

KEY OVERRIDE
Can be converted to standard key.

9-VOLT BACKUP BATTERY
Gulf provides during power failures.

JOIN THE REVOLUTION

ARROW
ASSA ABLOY

www.arrowlock.com

August Cover Tip (Inside Cover) Locksmith Ledger

Drive Demand From Dealers to Distributors




- Arrowlock.com
 - Homepage Feature
 - Flash Video's
 - Online Training
 - Medeco/Arrow University
 - Waiting List Registration
 - Lead List

The screenshot shows the Arrowlock.com website homepage. At the top, there is a navigation bar with links: HOME | COMPANY PROFILE | LITERATURE REQ | SECURITY PROFESSIONAL | SUPPORT | CONTACT. Below this is a main banner for the 'ARROW REVOLUTION' lock. The banner includes a large image of the lock on the left, a list of features in the center, and a video player on the right. The features listed are: Simple installation, Verbal programming instructions, Visual user feedback, Weather-resistant keypad, and Easy user interface. The video player has a play button and a progress bar. Below the banner is a 'BROWSE OUR PRODUCTS' sidebar with a list of product categories: Touchscreen Lock, Mortise Locks, Locksets, Interconnected Locks, Deadlocks, Key Systems, Interchangeable Core, Door Closers, Exit Devices, Exit Alarms, and Door Operator. To the right of the sidebar is a 'What's New' section with three items: 'INTRODUCING THE ARROW REVOLUTION' (with a small lock image), 'FREE ONLINE TRAINING' (with a Medeco Arrow University logo), and 'NEW 7800 Door Operator' (with a door operator image). Below the 'What's New' section is a 'LOCATE A SECURITY PROFESSIONAL' section with a zip code input field and a 'Join Our Network' button. On the far right is an 'Additional Resources' section with links for Partner Login, Free Website Resources, W Series Training File Online, New Arrow Canada Price Book, Join the Arrow Security Professional Network, and New! Arrow Product Catalog available on-line.





















Drive Demand From Dealers to Distributors

- Lead Tracking
 - Revolution Waiting List
 - Submitted to Distribution (166 Dealers Leads)

Arrowlock / com_revolution

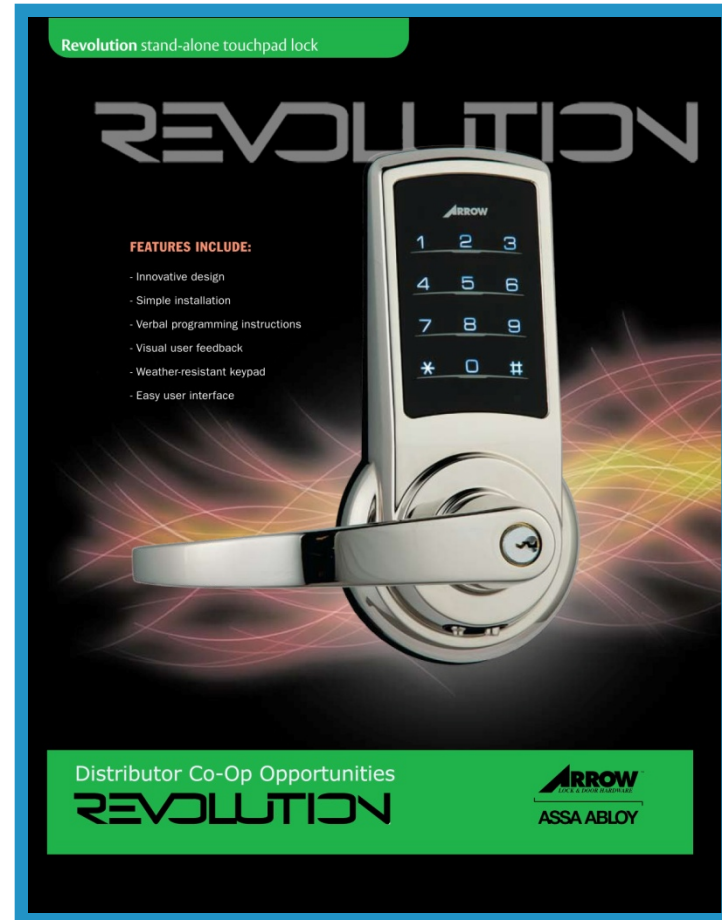




Revolution Subscribers Manager [Download Subscriber List](#)

#	<input type="checkbox"/>	First Name	Last Name	Company Name	Address	Phone	Email	Preferred Distributor
1	<input type="checkbox"/>	Don	Stowe	Rueschhoff Locksmiths	3727 West 6th St. Lawrence, KS 66049	 785-843-1426 	don@rueschhoffs.com	Arrow Direct
2	<input type="checkbox"/>	Gary	Phillips	W & E Phillips Locksmith Inc	24 Colvin Ave Albany, NY 12206	 518-462-5467 	gary@phillpslock.com	Mayflower Sales
3	<input type="checkbox"/>	danny	rebibo	metropolitan locksmith	165 7th ave south new york, ny 10014	212-9890222	dannyre2003@yahoo.com	standard wholesale
4	<input type="checkbox"/>	Mike	Kaye	L.I. Locksmith	26 W. Old Country Rd Hicksville, NY 11801	 516-931-2273 	mike@llocksmit.com	DIRECT
5	<input type="checkbox"/>	Sean	Woodward	Worldwide Locking Systems	3570 N. Hwy 67 Midlothian, TX 76065	 800-667-0166 	swoodward@wwlocking.com	Worldwide Locking Systems
6	<input type="checkbox"/>	JAMES	PARKER SR	A-1 SAFE & LOCK INC.	2444 HAMILTON AVENUE HAMILTON, N.J. 08619	 609-587-7172 	jfputt2@aol.com	
7	<input type="checkbox"/>	brad	volpe	treasure coast lock & safe inc	830 s us1 vero beach fl 32962	 772 770 3838 	brad@treasurecoastlock.com	security lock dist & idn armstrong
8	<input type="checkbox"/>	Kevin	Armstrong	Armstrong Lock & Security Products inc.	1120 N. Mills Ave. Orlando, FL 32803	 407 894-7233 	kla@armstronglock.com	Southern , IDN or Clark.
9	<input type="checkbox"/>	Jason	Cornell	Anchor Security & Locksmith	20821-A N. Main St. Cornelius, NC 28031	 704-902-8135 	jason@anchorsl.com	USLock
10	<input type="checkbox"/>	MATTHEW	LEVINE	BROOKHAVEN LOCKSMITHS, INC.	4600 NESCONSET HIGHWAY PORT JEFFERSON STATION NY 11776	 631-928-0222 	BROOKLOCK@YAHOO.COM	USLOCK
11	<input type="checkbox"/>	John	Maire	Maire Co	2725 Cypress Dr		maireoffice@verizon.net	factory dealer
12	<input type="checkbox"/>	Randy	Harvey	Randy's Lock Service	862 Krpan Drive Sycamore, IL 60178		rlslock@verizon.net	Clark Security Products
13	<input type="checkbox"/>	John	Fowler	St.peters hospital	315 south manning blvd. Albany NY 12208	 1518525-1552 	sphilockman@gmail.com	Clark Security

Supporting the Promotion of Revolution From Distributors to Dealers

- Launch Package
 - Distributor Launch Catalog
 - Mounted Displays
 - Literature
 - Posters
 - Showroom DVD
 - POP Displays
- Counter Days
 - Banners & Signage
- Sales Blitz



Supporting the Promotion of Revolution From Distributors to Dealers

- Mounted Displays
 - 500 Revolution Mounts
 - Economically Sourced
- Counter Days
 - Banners & Signage
- Sales Blitz



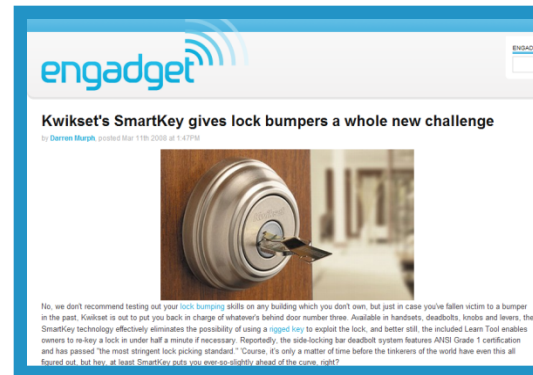
Supporting the Promotion of Revolution From Distributors to Dealers

- Trade Magazines
 - Run by Distributor
 - Artwork Supplied by Arrow
(*Online ftp storage of artwork*)
 - <ftp://fileconnect.arrowlock.com/>
- Custom Promotional Items



Creating Interest From End Users to Channel Partners

- Professional PR
 - Traditional Media
 - Local & National
 - Magazines
 - Newspapers
 - TV/News
 - Online Media
 - Blogs
- Web Promotion
 - Facebook
 - Youtube
 - Wikipedia
 - Twitter



Creating Interest From End Users to Channel Partners

- End User Micro-Site
- ArrowRevolution.com
- Design Benchmark
 - High Tech Electronics
- Buy It Now
 - Linked to Participating Dealers



Creating Interest From End Users to Channel Partners

- Flash Banner & Video
 - Linked from Dealer Partner Sites
- Customizable Dealer Marketing Items
 - Mailers
 - Invoice Stuffers
 - Door Hangers



Driving Demand to Distribution

The collage includes the following elements:

- Press Release:** Titled "Register Online to Be the First to Receive the Arrow Revolution". It describes the lock as a "new stand-alone touchscreen lock" and lists features such as "Touchscreen lock", "Weather-resistant keypad", and "Easy user interface".
- Video Player:** A video titled "Untitled 2" showing a hand interacting with the lock.
- Posters:** Two posters with the slogan "JOIN THE REVOLUTION" and an image of the lock.
- Facebook Page:** A screenshot of the "MEDCO • ARROW University" Facebook page, featuring posts about the lock and a "Sign up" button.
- Website Screenshot:** A screenshot of the Arrow website's product page for the Revolution lock. It features a navigation menu, a "BROWSE OUR PRODUCTS" list, a "What's New" section, and "Additional Resources" like "Partner Login" and "Free Website Resources".

Dealer Waiting List

Revolution Subscribers Manager	Default Subscriber List
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
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21	21
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33	33
34	34
35	35
36	36
37	37
38	38
39	39
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45	45
46	46
47	47
48	48
49	49
50	50

Distributor

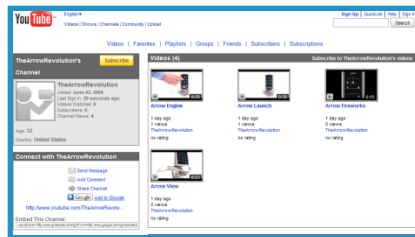
Supporting Distributor Promotional Efforts



Supporting Distributor Promotional Efforts



Security Professional Dealers



Revolution – A Different Type of Marketing Strategy

- 3 Areas to Target
 - Distributor
 - Dealer
 - End User
- Unlike any Arrow Product
 - Non-commodity
 - Opportunity for Push and Pull
 - Generates End User Interest
 - Generates Tech Interest
 - Online Ordering Opportunity
 - New Media Possibilities
- Everything Must Tie Together

