

prima

by NAPCO

The All-in-One Smart Panel You Asked For
A FULL LINE OF SECURITY & SMART HOME PRO OPTIONS



New Customers: The All-in One Today's New Consumers Want



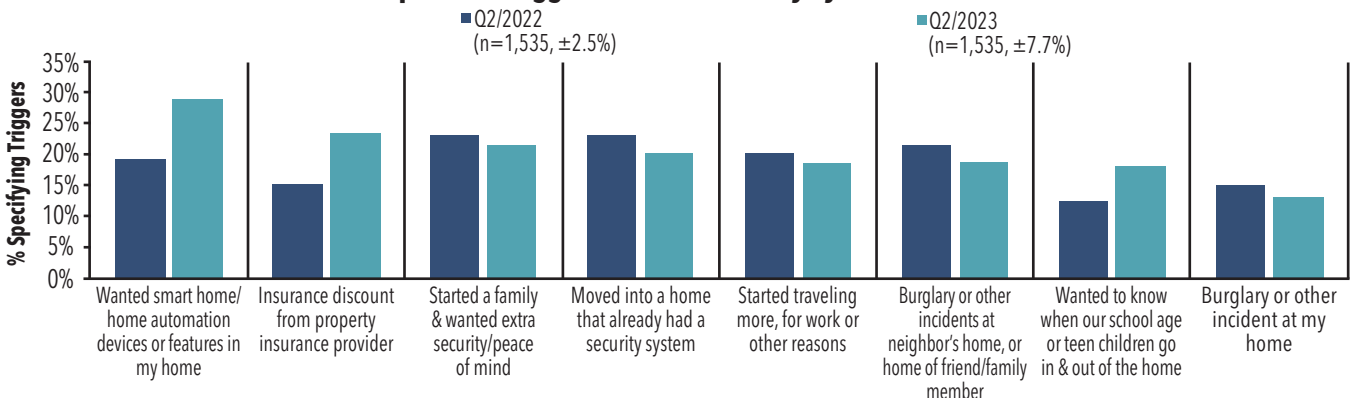
Smart Security, Video, & Smart Home Devices

- Millennials
- First-Time Homeowners
- Condos/apartments
- ✓ Smarter Security Panel
- ✓ Self Healing Cameras
- ✓ Superior Range Sensors
- ✓ Smart Automation Connectivity
- ✓ Intuitive Smart Phone App
- ✓ Easy Dealer Tools

PRIMA: Proven What Consumers Want.

#1 Trigger for Purchasing a Home Security System
 Today: Home Automation Features

Acquisition Triggers of Home Security System



Per Respected Independent Industry Research Experts, Parks Associates Recent Study:
"At 29%, the Highest Trigger for Acquiring a Security System is Smart Home Features"