

SECURAM

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SECURAM LAUNCHES NEW SMART HOME SECURITY SUITE

The new SECURAM Touch fingerprint door lock and Smart Hub system boasts longer battery life and digital assistant capabilities, surpassing competitors and giving customers increased home security during turbulent and uncertain times.

January 08, 2021 - Los Angeles, California – SECURAM Systems, Inc., best known for their commercial security solutions, showcased this week their updated SECURAM Touch high-security fingerprint smart deadbolt front door lock and added Smart Window/Door Sensors to their home security suite. The brand announced a New Year's promotion responding to increased market demand for smart home devices that include high-security functionality, reflecting customers' desire for home security and peace of mind during the ongoing economic and social uncertainty of the pandemic.

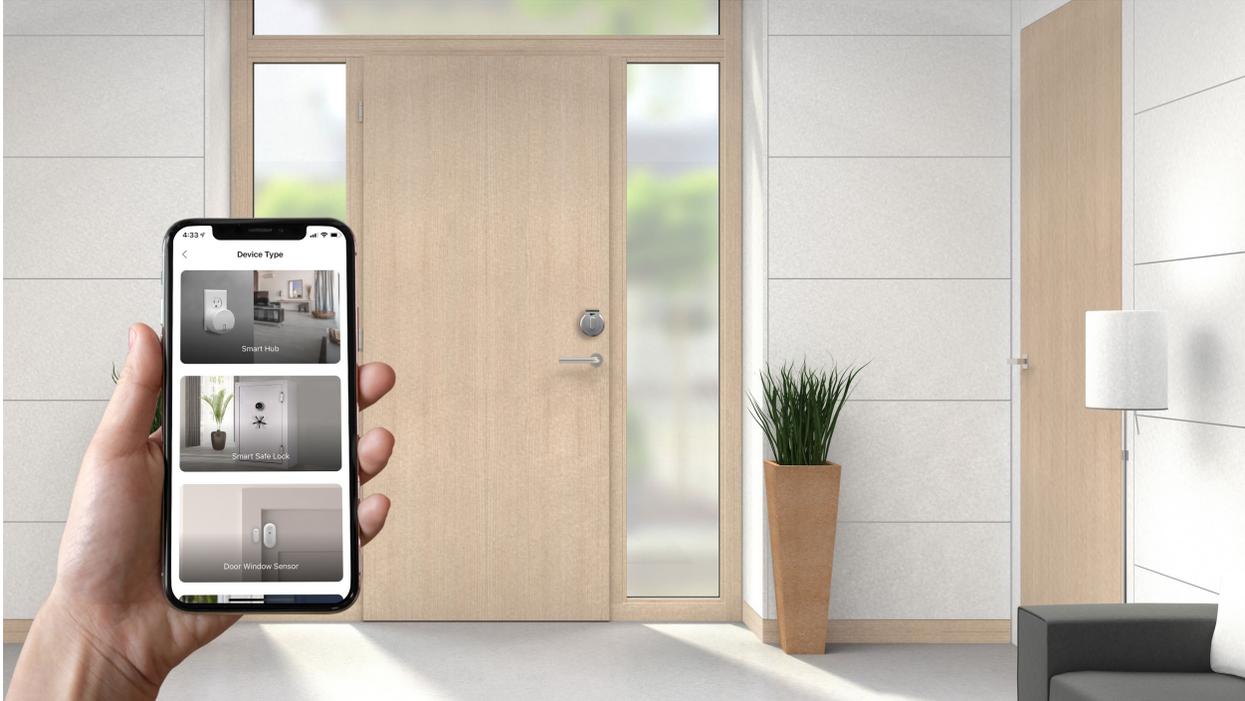
After the announcement of the launching of SECURAM Touch last year, a newly updated version of the Touch was released in November 2020, featuring high-tech integrations with bluetooth capabilities, as well as the Smart Hub, which connects with Wi-Fi and allows users to control the device from their phones. Early response to the new launch has been favorable, scoring positive reviews from Digital Trends, and winning the Amazon's Choice product label.



The smart devices industry is growing rapidly. Market share of smart lock devices specifically is predicted to increase (by how much) over the next few years with residential consumer use showing the greatest growth.

Another contributing factor is current pandemic. With Americans spending more time at home working, recreating, learning, socializing, etc., 41 percent or 4 in 10 consumers purchased a smart home device. The third most popular item (after smart TVs and speakers) for parents, was smart home security devices. In terms of market outlook, to make their at-home experience more convenient and safe, 4 in 10 consumers said they were interested in adding a smart device to their home. (Realtor.com)

Since the pandemic, a study conducted by Parks Associates shows that, American consumers are also using their smart home devices more often. Smart door locks top the list at a 50% increase in use. (Parks Associates)



SECURAM sees its smart home security suite launch filling a gap in the smart lock space—offering a **high-security solution**.

The updated Touch fingerprint smart lock allows you to easily unlock your home by using its proprietary touch-to-open technology. The first-of-its-kind, smart deadbolt integrates wireless technology with **fingerprint recognition**, which allows approved users to unlock the door with their fingerprint. The remote connectivity is protected through **AES 128-bit encryption**. SECURAM adds an additional layer of security via a unique one-time code encryption algorithm. The lock housing is made of **milled metal with a stainless steel bolt**, preventing tampering.

The new Touch highlights:

Double the battery life. Two CR123A batteries in an improved casing power the Touch for up to 1 year with average use (4-5 lock opens per day). Worry less with battery life that stands the test of time. **Updated Bluetooth module**, using SDK17. This creates a more robust signal for a stronger connection and higher response rate. Includes a **sleeker, thinner door magnet sensor**. This allows for easier installation on a greater variety of door frames and creates a more stylish look. The **new door magnet sensor fits snugly between the door and the jamb**, as opposed to *on the outside* the jamb. This provides an even more secure lock that cannot be accidentally knocked off in passing. Allows you to **toggle the 15 second auto-lock** feature on and off, offering a manual lock option for greater front door customization.

The new features add to the Touch's core capabilities:

One-touch fingerprint access technology. The most convenient and the safest entry option. **4 total unlocking options:** fingerprint, code, app, high-security backup key. With so many options, carrying around clunky keys is a thing of the past. **Protected through AES 128-bit encryption.** Added security keeps your smart device safe. **Rugged milled metal casing, stainless steel deadbolt. IP54 rating weather resistant.** Protects against tough conditions like

heat, water, and dust. Anti-smudge surface. Always easy **fingerprint access with a high success rate**. **Compatible with Amazon Alexa** for voice commands. Integrates to your existing smart home technology. **9-volt battery jumper** that can be used to power the deadbolt momentarily. Never get accidentally locked out. **Manage your door remotely through the SECURAM app** (iOS and Android). Grant access to those you trust from any location. **Door status notifications, 30 user capacity, visitor codes, history log, and automatic relock**. Always stay updated on what is happening with your home. **Time-limited and single use codes for temporary access**. Makes managing your home easier by granting access to guests and trusted service workers. **Connects to SECURAM Hub to control other smart home devices like window and door sensors**. Gives you peace of mind, just like you're always at home.

Earlier in 2020, Digital Trends named the SECURAM Touch the Best Smart Locks for 2020, durability winner: "The design is bulletproof. Any cat burglars looking to swipe this bad boy from your front door will be hard-pressed. The deadlock casing is wrapped in an impenetrable milled metal shell."

The updated Touch is part of SECURAM's comprehensive smart home security suite. From biometric smart locks, to perimeter security sensors for the side doors and windows, to even smart safe locks for precious valuables, the brand offers a security suite with multiple layers of home exterior and interior protection.

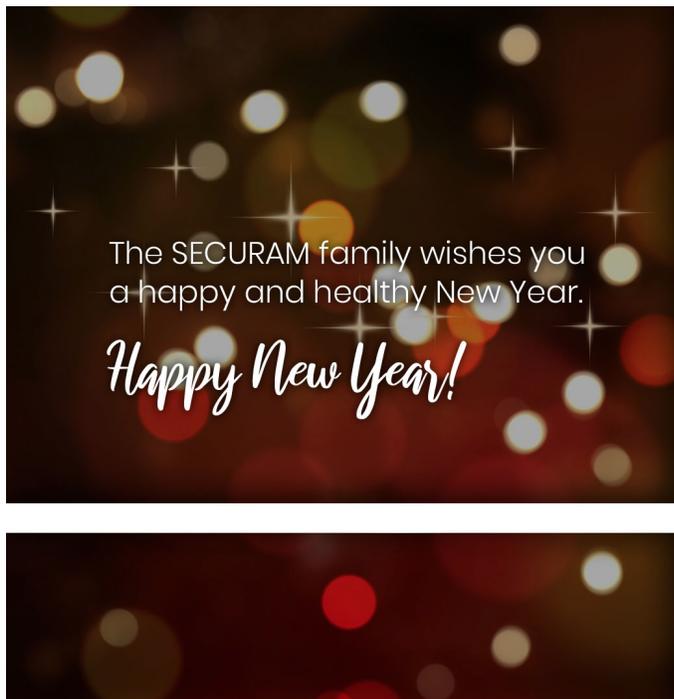


The latest edition is SECURAM Smart's Window/Door Sensor which creates exterior perimeter protection—front doors, side doors, and windows—for the whole house, protecting your home from intrusions. The sensor lets you check on the open or close status of any door and window, sensitive to 3/4th of an inch openings. It connects to the SECURAM Hub and sends you instant

notifications of any unexpected entry attempts or openings, right to your phone via the SECURAM app.

“SECURAM values security that just works,” said CEO, Chunlei Zhou. “Beyond our innovations in biometrics to securely lock and unlock your home, you won’t find bells and whistles that complicate the process of getting into the house. The bluetooth capabilities also add an additional layer of security, not storing data in unsecured locations. It also protects against vulnerabilities associated with voice recognition hacks that competitors have faced. With our expanded and updated home security suite, we know SECURAM Smart fills an important customer need for smart home technology that is also high-security. We will continue to lead through solid R&D and grounded customer insights, and keep creating smart home solutions that stand out from the pack.”

Jeremy Brookes, Director of Sales, said: “We know batteries running out every few months is a sore spot among many smart lock customers, especially with integrated wifi. We wanted the battery life on the Touch to be long lasting and as durable as the metal exterior and really stand the test of time. Demand for smart home tech is booming in these uncertain times, and we are proud to offer homeowners and renters alike a trusted, high-security option.”



SECURAM is offering a New Years promotion on its site for shoppers to pick up the next wave of home security. The sale starts at \$10 off on SECURAM Touch smart lock and Smart Hub bundle. The products are currently available on the [website](#) and [Amazon](#).

About SECURAM Systems, Inc.

Founded in 1995 and headquartered in Southern California, SECURAM Systems, Inc., is best known as the leading supplier of safe locks for applications such as home, commercial, corporate, and ATM safes, as well as bank safes & vaults. In 2005, the company began

designing and manufacturing electronic and mechanical safe locks systems to meet the needs of the worldwide safe and vault market. They launched the SECURAM Smart line in 2020.

References

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