



NEWS RELEASE

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Signature Security Launches MyLife Personal Emergency Response System in Australia

Innovative monitored response system provides additional security and independence for Australia's elderly

Sydney, Australia – November 30, 2009 – With a rapidly ageing population putting increased pressure on Australia's already-stretched aged care industry, the time is right for a solution that extends the independence and security of the elderly in their own homes.

Signature Security Group, one of Australia's leading security companies, has launched an innovative personal emergency response system, called *MyLife*, that provides the elderly with a 24-hour monitored response service, allowing them to call for help in the event of a health or security emergency with the press of a button.

MyLife will be of particular interest to elderly individuals and couples that want to remain in their family homes for longer, specifically the frail – who are more susceptible to serious falls – or those that suffer from ailments such as osteoporosis, heart disease, diabetes or dementia.

"The number of incidents of elderly hospitalisations is on the rise, with recent statistics indicating the rate of hospitalisations due to falls, at around one in 40 people aged 65 and over, is about five per cent up on average, and significantly higher in over 75s," says Roger Jowett, Chief Operating Officer – *MyLife*, Signature Security Australia.

"There is a similarly alarming rise in the number of hospitalisations from conditions such as osteoporosis, currently one every five-to-six minutes, which is expected to rise to one every three-to-four minutes by 2021," he says. "With a growing number of elderly Australians, this is putting extreme pressure on our healthcare and aged care systems, so one way of alleviating the pressure is to keep the elderly at home for longer, and to be able to respond more quickly to emergencies that, over time, could reduce the number of hospitalisations."

As we enter the Australian summer, Jowett says that, unfortunately, calls to personal emergency response services increase substantially in the hotter months.



“They are usually duress calls from people with pre-existing heart conditions or high blood pressure. Not everyone has air conditioning, or even friends or relatives to check on them, and heat stress can exacerbate these conditions.”

Aside from healthcare issues, there are many other reasons more and more elderly people are choosing to remain in their homes for longer.

“Familiarity and attachment to the family home and the community, and proximity to family and familiar services, are high on the priorities of many elderly Australians wanting to maintain their quality of life for longer,” he says. “Even those people without serious health issues are at risk, with security incidents on the rise across the country. Fortunately we have both the infrastructure and technology to extend the independence of our elderly customers for as long as they wish, especially with the help and active participation of their families and friends.”

The *MyLife* system comprises a wearable, waterproof neck pendant or wristwatch-style pendant, wirelessly linked to a base station that reports back to Signature Security’s extensive monitoring station network in Australia. In the event of a fall, or any other emergency, a press of a button on the wearable device notifies an operator, who immediately contacts the customer through the device.

The pendants can be activated from any room in the house, and even the garden, as long as they’re within the 80 metre line-of-sight range of the base station (200 metre line-of-sight pendants are also available). Should the operator call back and not receive a response, emergency procedures are immediately set in motion, with the option of alerting emergency services or next-of-kin.

“It’s important that whichever emergency response system is being considered, the customer and their family do their homework on the monitoring service behind it, and ensure that the entire service meets the minimum Australian standards,” says Jowett.

“While some emergency systems are only monitored by an automated response system, with *MyLife* customers can be reassured that a real person is monitoring their service, will call them, and personally manage the response. In an emergency situation, where someone could be rendered unconscious, time-to-respond is absolutely critical, even life-saving. With years of experience protecting residential homes and businesses, our Graded A1 monitoring stations have the highest accreditation for monitoring available in Australia, which means customers get the fastest possible level of response.”

Signature Security runs a similar service in New Zealand, and has also previously provided personal emergency response services to customers in Australia. Jowett recalls a number of incidents to illustrate how *MyLife* can be expected to benefit customers in different ways:

“In one case, a wheelchair-bound gentleman called us because his wheelchair had locked up, and he couldn’t move. He hadn’t hurt himself, so we called his carer to assist.

“In another instance, a widow living in a retirement village in Brisbane got into trouble when she had a serious fall in the garden. She alerted the Signature Security response centre, which then called her neighbour, who confirmed that an ambulance was required. The lady suffered a cracked pelvis.”



Other important *MyLife* features include:

- Up to 40-hour battery backup in the event of a power failure;
- 'Are you up' alarm with visual and verbal prompts and a built-in movement sensor;
- Up to five daily reminders (for medication, etc.); and
- Temperature and time readouts, which can be displayed on the LCD screen or announced.

MyLife is available now from any Signature Security office in Sydney, Brisbane, Melbourne, Perth, Adelaide and Canberra, or from a national network of accredited customer care consultants. To arrange an obligation-free in-home demonstration, or for more information, contact *MyLife* on 1300 659 701 or visit www.signaturesecurity.com.au.

About Signature Security

Signature Security Group is a leading security company and integrator of **electronic security systems**. Signature Security's experienced consultants and technicians are highly trained to confidently design, supply, install, commission, **service, maintain**, and **monitor** the most up to date **electronic security systems** on the market today. Contact Signature Security on 1300 655 944 or visit www.signaturesecurity.com.au