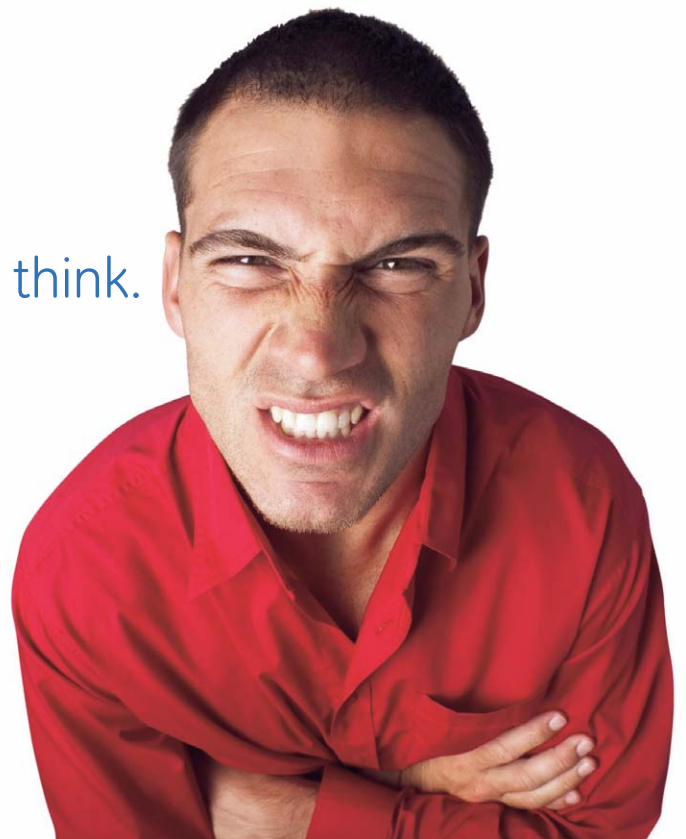


Say goodbye to your IRC-3

...it's easier than you think.



Smart move.....

New retrofit opportunity makes you look like a genius

- ✓ Use existing devices
- ✓ Get enhanced functionality
- ✓ Have ready access to replacement parts
- ✓ Provide optimum life safety protection
- ✓ Save on maintenance costs
- ✓ Take advantage of the latest technology

Production of GE Security's IRC-3 product line is winding down and the days of this one-time market leader are now numbered. Replacement parts are still available, but for a limited time only. In the meantime, you have a prime opportunity to upgrade to a brand new state-of-the-art EST3 panel at a fraction of the cost of replacing the whole system.

In anticipation of the soon-to-be-implemented UL 864, 9th Edition, we have enhanced our EST3 life safety control platform so that it now supports field devices typically found on legacy IRC-3 systems.

This means you can bring your aging life safety system into the 21st Century by simply replacing the control panel. No costly rewiring, no field device replacement necessary, no disruption for building occupants. Just a quick, painless, cost effective, and wide open migration path to a whole new level of people and property protection.

*IRC-3's new migration path to EST3
puts you on easy street!*

FAQS

Is IRC-3 obsolete?

UL recently updated its benchmark life safety standard UL 864, taking it to its 9th Edition. This is due to be implemented mid-2007. Updating IRC-3 to meet the new standard would be too costly, considering the age of its technology, so no provision has been made for compliance of IRC-3 with UL 864, 9th Edition.

Do I have to replace it?

IRC-3 panels in existing installations continue to meet 8th Edition requirements. This means that, subject to the requirements of your local Authority Having Jurisdiction, fully functional panels can remain in service and can be used to provide fire detection for building expansions. After implementation of UL 864, 9th Edition, IRC-3 systems can no longer be used for new installations.

What if I leave my IRC-3 where it is?

Nothing. At least until something goes wrong. Replacement parts for IRC-3 will become more expensive and more difficult to find as existing stock is depleted. Eventually, a component failure will force you to replace the system. It is more expedient and cost-effective to choose the time and circumstances of this replacement, rather than waiting until it is forced upon you.

How long before time runs out for IRC-3?

Rising costs and limited supply will inevitably lead to the demise of IRC-3. We have already placed our "last time buy" order with our component vendors. This will provide us with enough inventory for about 12 months. But it is impossible to say how long the inventory will last with any certainty. Once our stock is depleted, we will be unable to supply replacement parts for IRC-3 panels that remain in service. In addition to this, substantial manufacturing cost increases and component inflation due to limited supply have resulted in cost increases for replacement parts by about 25 percent. More increases are likely as stock runs out.

Why is now a good time to upgrade?

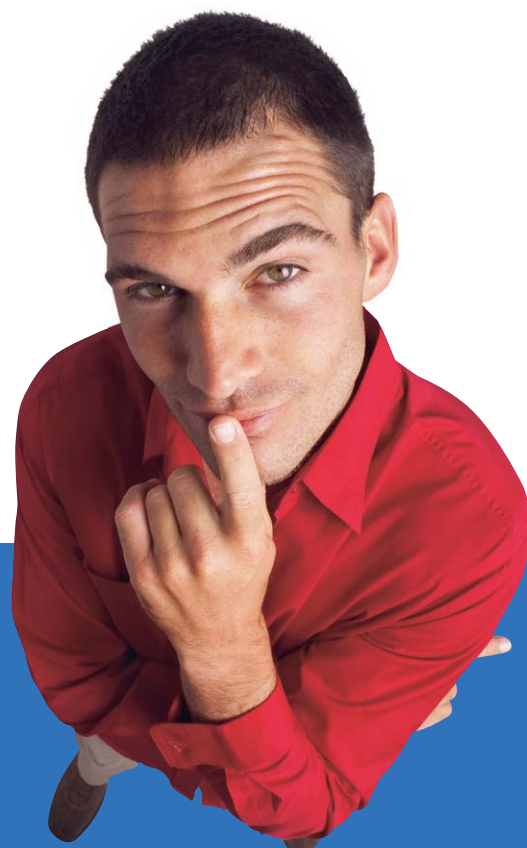
Enhanced people and property protection can be gained right away by migrating to EST3. System maintenance will cost less as IRC-3 parts become significantly more expensive and increasingly difficult to find.

Timing is everything: upgrade now to avoid the the hassle and expense of an emergency replacement later on.

Quick, painless,
cost-effective,
and dead easy...

Upgrade your IRC-3 panel to EST3 now.

It's a no-brainer.



Contact your GE Security representative to take
advantage of EST3's new backwards compatibility.
It's that simple!

U.S.
T 888-378-2329
F 866-503-3996

Canada
T 519 376 2430
F 519 376 7258

Asia
T 852 2907 8108
F 852 2142 5063

Australia
T 61 3 9259 4700
F 61 3 9259 4799

Europe
T 32 2 725 11 20
F 32 2 721 86 13

Latin America
T 305 593 4301
F 305 593 4300

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EST3: the way to go.

EST3 is a powerful retrofit solution, not by chance, but by design. Innovative features like its extremely survivable peer-to-peer network have led the field in technological advances, while the convenience of EST3's modular configuration demonstrates that high-tech doesn't always mean high-price.

In fact, cost-cutting features are woven into the very fabric of the EST3 architecture, making it a favorite among building owners and property managers everywhere. All control panels are assembled in layers that swing out for easy access; key components feature removable terminal blocks and simple plug-in connectors; and, its modular design means every EST3 system is simple to maintain and can easily keep pace with even the most radical changes to building floor plans – efficiently and cost-effectively.

EST3's high-efficiency design includes panels and annunciators that provide simple yet powerful control and display in any situation. Fingertip operation and intuitive feedback present the big picture whether the user is in the midst of a crisis, or simply performing routine maintenance.

Decision-makers the world over trust the power and performance of EST3 to protect their buildings. Your building's occupants deserve nothing less. Contact your local GE Security representative today.



imagination at work