



Kulikowski Komments

Conventional wisdom is that summer affords a time to throttle down and adopt a more leisurely pace. Children are out of school, days are longer, weather is warmer, and there are abundant opportunities for leisure and relaxation. The economic downturn has given further impetus to a slowing of business activity this summer. Not at Kustom Signals though. You will see in this issue that we have accelerated our pace of bringing you innovative new products, programs and services tailored to the needs of law enforcement.



We understand today's realities that require agencies to be increasingly diligent in managing budgets and maximizing the value of their purchases. We know that innovation, quality, reliability, and service are what you demand. At Kustom Signals, your needs drive us to remain vibrant when the economy is stagnant and push harder when others are slowing down.

Steve Jobs stated, "Innovation distinguishes between a leader and a follower". As a leader for over 40 years, this quote resonates with the staff at Kustom Signals. I encourage you to take a look at what we have been doing and let us know how we can help you achieve your goals.

Exceeding Expectations

As Kustom Signals celebrates the first anniversary of our Raptor RP-1 radar production, we take a moment to reflect on the success story this radar has to tell. By any measure, the Raptor RP-1 has been an overwhelming success. Whether you judge by its full feature set, its strikingly fresh appearance, or if you count the number of units sold, this radar has exceeded all expectations.

Appearance – First Impressions are Important:

- Small size allows easy mounting, regardless of the type of patrol vehicle.
- Waterproof liquid crystal display, which can also be separated from the counting unit for mounting on the dash or in the windshield like a GPS.
- Easy-to-read speed measurements and text message area, day or night.
- Display push buttons give you complete control of the system in case you lose or damage the wired or wireless remote.
- Small waterproof antennas allow flexible mounting wherever you desire – in your car or on your motorcycle.



Innovation, Confidence, DuraTrak™:

- Moving or stationary, you will appreciate the revolutionary DuraTrak target tracking bars. DuraTrak will remind you of a stereo equalizer bar, moving up and down with the music. Use it, and you will appreciate how it helps you identify targets like no other radar on the market. DuraTrak provides a new level of confidence for target identification and complete tracking history.

The Raptor RP-1 has it all – Performance, Ease-of-Use, Outstanding Value! More than 40 years of Kustom Signals' radar design and expertise went into the development of this radar, so it is no wonder the radar has had so much success.

Check Us Out

Kustom Signals just wrapped up the Police Fleet Expo in Milwaukee, Wisconsin. The Expo was held August 19 – 22 and we were happy to be part of a show where approximately 400 fleet individuals were present.

There is no time to rest as we are now turning our attention to the IACP Annual Conference, which will be held October 3 – 7 in Denver, Colorado. We hope to see you there and are excited to show you our latest product releases!! Stop by and vote on your favorite Kustom In-car Videos and enter to win \$100.



If you are looking for equipment this year, call your Account Manager to schedule an onsite visit. We will gladly come to your department to demonstrate and discuss Kustom Signals' many products.



Outfit Your Fleet For Less

Kustom Signals has introduced a new way to buy digital in-car video cameras that can save you up to \$2000 off normal price!

These are brand new units with a Certified Pre-Owned (CPO) interface box that has been completely updated with the latest software and hardware.

Our new systems with CPO interface boxes are top-of-the-line products that can be bought at a greatly reduced price. Take advantage of this program so your equipment dollars go further and work harder for you. This is the perfect way to equip more of your fleet, for less.

That's not all - not only do CPO video systems automatically come with a six-month warranty, you can purchase additional warranty to protect your investment. Purchasing warranty keeps maintenance costs of the products low, saving you money in the long run.

If outfitting your fleet is a priority this year, the CPO program offers low prices, great value, peace-of-mind warranty and a variety of models to choose from. This is a limited time offer so call your Account Manager today to spend your money wisely.



Bang for Your Buck

In these challenging economic times, you need to be sure the equipment you purchase offers the best value possible: the features you want, many years of reliable service and a great price.

Kustom Signals is working hard to provide that value proposition with our ION Eclipse DVD+R Value Package. This tough, reliable, field-tested system conveniently combines all the most popular features at a great price! It is the right choice for agencies that want to be able to immediately remove the DVD from the car and play it in a DVD player (and not bother with a computer database to store videos). The ION Eclipse Value Package includes:

- DVD+R Recording Media with MPEG 2 Compression
- In-car Wired Microphone
- 900 MHz Wireless Transmitter
- Forward-facing Color Camera
- Rear-facing Black/White Infrared Camera
- Crash Record Activation
- GPS Kit
- Multiple Mounting Options (must be identified prior to order)
- Cables and Mounting Brackets

Call today for a quote on this robust offering.



Coming Soon

Do you have any old, obsolete in-car radars that you want to get rid of? If so, you are in luck.

Trade in your out of date in-car radar equipment for the newest, hottest radar on the market!

Soon, Kustom Signals will be releasing a program that allows you to get \$200 for your unwanted radar so you can upgrade and purchase Kustom Signals' newest radar, the Raptor RP-1. The Raptor RP-1 makes running radar fun again!

The \$200 rebate will apply to any radar, working or non-working. We recycle as part of the Green Initiative ***Reduce, Reuse, Recycle***. Call your Account Manager for details and start spreading the word!

NEW!!! Online Back Office Support

In a slow economy, many companies do not take time to provide superior customer service and support and instead focus solely on up-front sales. That is not the mentality at Kustom Signals.

Our commitment to running a customer-focused business has resulted in a new program that offers online technical support for back office equipment, called GoToAssist. GoToAssist is a remote-support solution that allows our service technicians to securely connect with your back office to diagnose, troubleshoot and resolve technical training issues quickly.

More important than faster service times, is to know that you will still be dealing with an actual human. When support services are needed, just call Kustom Signals at 800-835-0156. Our technicians will diagnose the problem and if necessary, connect your back office system to the Internet and then work on your system just as if they were sitting in front of you. The best part of this support program is that there is no fee.

In addition to providing remote assistance, GoToAssist allows Kustom Signals to provide personalized training and quick software updates. Value-added solutions such as this are a result of us continually challenging ourselves to find ways to better serve and support our customers. Keep up the good work!!!!

GoToAssist®

For product information, quotes or questions, contact your Account Manager at:


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