



secure signals inc.  
*profit generating solutions*

## **FOR IMMEDIATE RELEASE**

### **Secure Signals' GuardDog IP Takes a Bite Out of User Fraud and Recoups Lost Revenues**

**DENVER, SEPTEMBER 2, 2008** – Recognizing that cable pirates have extended their pilfering beyond the \$12 billion of video and pay-per-view (PPV) services stolen last year in the U.S., today Secure Signals Inc. released GuardDog IP, a turnkey solution for cable operators seeking to eliminate fraudulent Internet service usage. GuardDog IP is managed by Secure Signals and powered by the ARRIS ServAssure platform.

#### **Bark Followed by a Bite**

Secure Signals' GuardDog IP eliminates fraudulent use by combining three key elements: technology, network monitoring and restitution procurement. First, its ground-breaking software technology is seamlessly integrated with the providers' hubs and cable modem termination systems (CMTS). Deployment is completed in 10 days without any interruption to the network's normal operations.

Once the technology is in place, Secure Signals begins 24-7-365 real-time network monitoring of all DOCSIS®-based consumer premises equipment (CPE) in the network to identify fraudulent use and CPE that has been moved or hijacked.

GuardDog IP's third component delivers the bite: a no cost, revenue-generating process that pursues restitution from abusers in the form of cash settlements and two-year service agreements. In addition to recouping lost revenue for the cable operator, the restitution program deters fraudulent activity by positioning the company as tough on cable crime.

#### **Advanced Engineering**

GuardDog IP is a future proof, scalable platform affordable and effective for cable operators with 5,000 to 10 million data devices. The central polling infrastructure is installed at the operator's headend to maximize the speed at which the data is collected and preserve the operators' control of access to its CMTS.

#### **Bonus Features: Optimizes QC & Bandwidth Management**

Secure Signals' GuardDog IP does more than detect fraudulent use and devices on the network. It analyzes bandwidth consumption by individual subscriber and network segments. It accurately monitors the quality of the IP service delivered to each DOCSIS-based CPE via real-time screenshots. In addition, GuardDog IP expedites the resolution of service issues by pinpointing the root cause, recommending solutions, and avoiding unnecessary truck rolls. GuardDog IP also compiles all cumulative data in a robust database to deliver real-time and historical analysis about CPE, supporting interfaces and CMTS.

## **Action-Oriented Reporting**

While Secure Signals provides round-the-clock monitoring and analysis of the network, GuardDog IP features a user interface with access via an Internet connection. A cable operator can customize parameters and notifications to expedite corrective, preventive and maintenance efforts across the network. User-friendly reports include fraud alerts, bandwidth usage, 16-QAM support projection, average downstream RX power, number of active modems in each CMTS and other pertinent statistics.

## **Affordable for All, Free for Some**

Cable operators can take advantage of GuardDog IP's capabilities without incurring any capital expenditures. Secure Signals offers an attractive, all-inclusive service fee based on the actual number of DOCSIS-based CPE without bulk or pre-purchasing requirements. In addition, Secure Signals' IP theft reduction solution has a restitution procurement element that has the potential to yield enough revenue to pay for the technology and monitoring fees.

As Secure Signals identifies fraudulent users, the firm will implement its proven process for securing restitution from abusers in the form of cash settlements and two-year service agreements. Secure Signals IP fraud restitution procurement program is modeled after its digital video piracy restitution program which yielded \$3.1 million for Buckeye CableSystem in 2007.

Secure Signals' restitution procurement program is provided on a revenue-sharing basis: the firm receives a percentage of the settlements and fines it collects and the balance provides a turnkey revenue stream for the cable operator. It is a no cost, risk-free revenue opportunity.

"Secure Signals' GuardDog IP is an affordable, revenue-generating solution that reduces service theft, improves bandwidth management and maximizes quality control of the customer experience. GuardDog IP appeals to everyone from the CTO and COO to the CFO and headend engineer," said Stan McGinnis, founder and CEO of Secure Signals.

For more information about GuardDog IP and GuardDog DV, a digital video theft and non-responding set top box solution, visit [www.securesignals.com](http://www.securesignals.com) or contact Stan McGinnis at 888.530.9667.

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## **About Secure Signals Inc.**

For more than 20 years, cable and satellite operators across the U.S. have trusted Secure Signals for customer-centric theft of service and account fraud solutions that yield revenue and subscriber growth. Secure Signals' full suite of services includes comprehensive system audits, piracy conversion, inventory recovery, Internet and VoIP account fraud detection, customer account back-up and disaster recovery, detection and management of non-responding set top boxes, pre-employment background assessments and theft prevention training. For details visit [www.securesignals.com](http://www.securesignals.com).

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