



secure signals inc.

profit generating solutions

Secure Signals First to Offer Audits Featuring Cable Guardian's New Tap Security Enclosures

Creates 360 degree theft of service reduction strategy for cable ops

DENVER, JUNE 18, 2008 – Secure Signals Inc. has helped cable operators combat the industry's \$12 billion video signal piracy problem by pairing comprehensive, full system tap audits with an aggressive program to convert unauthorized users into paying customers. In 2007, this strategy netted participating cable operators \$46.5 million in revenue and 15,000 new subscribers. Today, Secure Signals enhanced its approach by adding an innovative preventive element to the auditing process: The installation of Cable Guardian's patented Aerial Tap Security Enclosure.

"Secure Signals is proud to be the only cable service partner to provide a comprehensive, turnkey strategy that identifies unauthorized users, pursues restitution from them, converts them into paying customers and prevents future theft of service in a manner that positively impacts the bottom line," said Stan McGinnis, founder and CEO of Secure Signals.

The First to Provide On-Tap Theft Prevention

Secure Signals is the first company to offer Cable Guardian's innovative signal theft safeguard which will be **publicly unveiled on June 25 in booth 502 at the Society of Cable Telecommunications Engineers' Cable Tec Expo in Philadelphia**. The Aerial Tap Security Enclosure is constructed of weather-resistant stainless steel and features keyed-entry locks customized by system, region or company based on customer preference. Models are available to fit most manufacturers' tap units.

"In today's challenging economic and competitive environment, cable operators can't afford a \$12 billion service theft problem draining their profits. Cable Guardian's Aerial Tap Security Enclosure is the first solution to prevent theft of service at the tap," stated Bryan Ritter, president of Cable Guardian.

Audits are Only the Beginning

"Conducting an audit is the first critical component to any service theft reduction program; however, to stop there is fiscally irresponsible. Secure Signals has proven that cable pirates are a lucrative source for subscriber growth and increased revenues. With the addition of Cable Guardian's tap protector, our audits serve as a springboard for increased cash flow, subscriber growth and prevention of future theft," said McGinnis.

Unlike other tap auditors, Secure Signals offers a 360 degree signal theft reduction strategy that includes four inter-related steps:

1. Conduct a comprehensive full system tap audit using PALM® technology to identify and create a database of unauthorized cable users,
2. Install a patented Aerial Tap Security Enclosure to prevent future tampering and unauthorized usage of digital and analog video signals,
3. Pursue restitution from unauthorized users in the form of cash settlements, and
4. Convert unauthorized users into paying customers through a legally binding two-year agreement.

One compelling feature of Secure Signals' strategy is the fact that its theft of service settlement and piracy conversion programs are implemented at no cost to the cable operator. Instead, Secure Signals provides a revenue sharing approach which, when employed correctly, generates more than enough revenue to pay for the cost of the audit. Secure Signals' recently published a case study on the results it achieved for **Buckeye CableSystem** in 2007 [[read the case study](#)].

For more information about Secure Signals and its offering of Cable Guardian's Aerial Tap Security Enclosures, please make an appointment to meet with Stan McGinnis during SCTE's Cable-Tec Expo. Contact [Melissa A. Hicks](#), Mosaic Marketing, 484.888.6766, to schedule an interview.

About Secure Signals Inc.

Since 1987, cable and satellite operators across the U.S. have trusted Secure Signals for theft of service and account fraud solutions that yield revenue and subscriber growth. Its full suite of services include comprehensive tap audits, video piracy conversion, inventory recovery, Internet and VoIP account fraud detection, customer account back-up and disaster recovery, pre-employment background assessments and theft prevention training. For details visit www.securesignals.com.

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