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***ANOTHER INDUSTRY FIRST  
FOR  
ACKERMAN SECURITY SYSTEMS***

Ackerman Security (Atlanta, Georgia) becomes the first large company in the security system industry to equip its entire sales force with laptop computers. The laptops are being utilized primarily as a sales presentation vehicle to show Ackerman's recently produced 6-minute sales video, replacing sales presentation books and flip charts.

Jim Callahan, Vice President of Sales said, "It seems only logical that we use state of the art presentation materials to sell state of the art security systems."

The laptops are also used for contract processing, and related sales information, including lead data.

For further information:

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