

# 2005 Top Trustworthy Security Brands Selection Process

In order to complete the feat, A&S nominated brands ranked in the 2004 Top 10 Brands first before sending out online submission forms to call for further participation.

All eligible participants provided the following company brand(s) information by the Jan. 21 deadline:

1. Broadly international, e.g. from U.S. to Europe
2. Minimum three-year security brand
3. Minimum US\$500,000 annual marketing budget
4. Minimum US\$10 million annual sales income

The following three categories were included:

1. Surveillance (CCTVs, digital surveillance and related products)
2. Access Security (access controls, biometrics and related products)
3. Alarms and Intercoms

Brands that qualified were then listed on the Top Trustworthy Security Brands, You Determine online survey Jan. 26 and Feb. 1. System integrators, distributors, wholesalers, designers and agents from the A&S database together with buyers who attended SecuTech Expo in

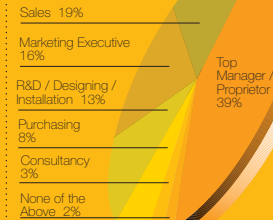
2002, 2003 and 2004 were eligible to vote. In total, we received 434 responses by the Feb. 5 deadline.

A&S designed 12 questions regarding brand awareness, purchase experience and intent to buy, brand experience and media effect. Brand awareness indicated market position, and basic knowledge and recognition of the brand. Meanwhile, purchase experience and intent to buy indicated brand purchase in the past 12 months as well as intent to buy in the next six months. Experience thoroughly evaluated how satisfied customers were with brands following an assessment of media effect in promoting those brands.

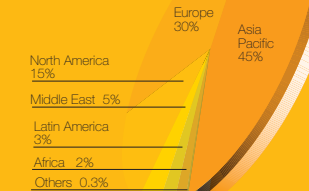
The final step was tallying votes on brand awareness, trustworthiness, purchase experience and intent to buy, experience and media effect to provide an overall score. Brands that received a minimum score of 90 for surveillance, 60 for access security and 80 for alarms and intercoms made the grade, and will be highlighted.

The executive team consisted of Mandy Chen, Veronica Chen, Jean Hsu and E. J. Wu.

## Voters' Role at Work



## Voter's Region Base



## Voters' Security Acknowledge



# 2005 Top Trustworthy Security Brands Score Chart

## Questions List: The questions order is correspond to the indexes.

- Q1: Please click the brands of surveillance, access security and alarm/intercom that come to your mind when purchasing products. (Consideration example: I know this brand and may buy its products, instead of "I seem to know this brand.")  
 Q2: For those brands coming to your mind, please click the brands that you consider "Trustworthy." (Consideration example: I believe this brand would bring good products and services, instead of "I heard of this brand bringing good products and services.")  
 Q3: Please click the brands that you purchased its products in the last 12 months?  
 Q9: Please click the brands that you have plans to purchase again in the next 6 months?  
 Q10: Please click the brands that you have noticed frequently in media.  
 Q8: For the brands that you purchased its products, please rate their overall performance. 5 (very good) ~ 1 (very bad)

## Surveillance

	Axis	Bewator	Bosch	CBC	Dalmeier	DM	Everfocus	GE Security	Honeywell	Kodicom	Lenel	LG	Panasonic	Pelco	Samsung	Sanyo	Sony	Tamron	Tyco	Videotec	Visiowave
<b>Brand Awareness (Q1)</b>	17	6	19	10	6	13	8	16	17	8	6	16	23	29	13	16	20	6	9	9	2
<b>Trustworthy Brands (Q2)</b>	13	6	19	6	4	7	5	13	8	5	4	6	16	23	6	9	16	3	3	5	0
<b>Purchase Experience (Q3)</b>	9	5	15	6	3	6	9	8	5	4	4	7	13	21	6	11	11	11	1	6	0
<b>Re-purchase Intention (Q9)</b>	11	5	17	5	3	7	6	11	5	6	3	9	11	19	8	9	15	7	2	6	0
<b>Media Effect (Q10)</b>	24	5	27	7	9	14	12	18	22	6	7	18	27	25	17	14	22	10	16	10	0
<b>Overall Performance (Q8)</b>	45	19	64	24	13	23	34	27	21	13	16	27	50	82	20	37	42	38	5	18	0
<b>Total Scores</b>	119	46	161	58	38	70	74	93	78	42	40	83	140	199	70	96	126	75	36	54	2

Total scores in this section have more than 90 points to be highlighted as Top Trustworthy Brands of 2005. Each vote=1 point, except Q8 is evaluated from range 5 (very good) ~ 1 (very bad).

## Access Security

	Bewator	Cardax	GE Security	HID	Honeywell	ID Teck	Indala	IR Recognition	Kaba	LEGIC	Lenel	PCSC	Tyco
<b>Brand Awareness (Q1)</b>	7	7	12	28	12	12	8	9	4	1	6	3	8
<b>Trustworthy Brands (Q2)</b>	5	3	9	22	9	5	4	5	1	2	4	1	3
<b>Purchase Experience (Q3)</b>	5	5	7	22	5	7	6	6	2	3	1	0	3
<b>Re-purchase Intention (Q9)</b>	4	11	23	5	7	4	5	3	1	7	1	2	11
<b>Media Effect (Q10)</b>	10	12	25	19	14	6	10	5	2	10	4	14	4
<b>Overall Performance (Q8)</b>	21	12	23	90	21	24	23	20	8	12	17	4	10
<b>Total Scores</b>	52	50	99	186	68	58	56	48	18	35	33	24	39

Total scores in this section have more than 60 points to be highlighted as Top Trustworthy Brands of 2005. Each vote=1 point, except Q8 is evaluated from range 5 (very good) ~ 1 (very bad).



## Alarm&Intercom

	Fermax	GE Security	Kocom	Aiphone	Optex	Rokonet	Honeywell	Pyronix	Bosch	Tyco (ADT)	Visonic	Crow	Paradox
<b>Brand Awareness (Q1)</b>	7	15	4	15	12	6	9	2	14	6	7	8	6
<b>Trustworthy Brands (Q2)</b>	7	10	3	9	8	4	8	0	8	2	4	5	3
<b>Purchase Experience (Q3)</b>	7	10	4	10	9	3	7	1	9	2	4	4	2
<b>Re-purchase Intention (Q9)</b>	5	12	7	4	6	3	10	1	7	3	3	4	0
<b>Media Effect (Q10)</b>	3	14	9	6	15	2	18	13	11	5	7	3	0
<b>Overall Performance (Q8)</b>	22	39	15	36	33	11	29	3	36	10	17	11	10
<b>Total Scores</b>	51	100	42	80	83	29	81	20	85	28	42	35	21

Total scores in this section have more than 80 points to be highlighted as Top Trustworthy Brands of 2005. Each vote=1 point, except Q8 is evaluated from range 5 (very good) ~ 1 (very bad).

## 2005 Top Brands : Top Trustworthy Security Brands

## No. 1 Winner in Buyers' Mind by Four Evaluation Indexes Separately

In the following questions, we have asked buyers to evaluate performances of brands in three sectors by four different indexes: Operation Stability, Technical Professionalism, Service Satisfaction, and Image of Maker. Only the highest score brand will be marked.

Index One: Operation Steadability

Surveillance	Axis	Bewator	Bosch	CBC	Dalmeier	DM	Everfocus	GE Security	Honeywell	Kodicom	Lenel	LG	Panasonic	Pelco	Samsung	Sanyo	Sony	Tamron	Tyco	Videotec	Visiowave
	35	19	56	17	9	18	29	25	20	14	13	24	38	73	23	30	30	32	5	23	0

Access	Bewator	Cardax	GE Security	HID	Honeywell	ID Teck	Indala	IR Recognition	Kaba	LEGIC	Lenel	PCSC	Tyco
	22	13	16	68	21	14	22	15	11	4	15	4	7

Alarm	Fermax	GE Security	Kocom	Aiphone	Optex	Rokonet	Honeywell	Pyronix	Bosch	Tyco (ADT)	Visonic	Crow	Paradox
	25	28	10	33	24	8	16	3	20	5	16	11	10

### [ Question A&S Asked ]

Q4: For the brands that you purchased its products, please rate their performance in "Operation Stability." 5 ( very good ) ~ 1 ( very bad ) You will only be able to rate the brands that clicked in Q3."

Index Two: Technical Professionalism

Surveillance	Axis	Bewator	Bosch	CBC	Dalmeier	DM	Everfocus	GE Security	Honeywell	Kodicom	Lenel	LG	Panasonic	Pelco	Samsung	Sanyo	Sony	Tamron	Tyco	Videotec	Visiowave
	31	17	51	17	10	19	29	20	19	14	12	23	44	74	18	37	29	29	5	13	0

Access	Bewator	Cardax	GE Security	HID	Honeywell	ID Teck	Indala	IR Recognition	Kaba	LEGIC	Lenel	PCSC	Tyco
	20	17	14	79	15	15	22	19	9	4	14	4	7

Alarm	Fermax	GE Security	Kocom	Aiphone	Optex	Rokonet	Honeywell	Pyronix	Bosch	Tyco (ADT)	Visonic	Crow	Paradox
	23	28	11	30	33	10	20	4	19	5	9	12	10

### [ Question A&S Asked ]

Q5: For the brands that you purchased its products, please rate their performance in "Technical Professionalism." 5 ( very good ) ~ 1 ( very bad ) You will only be able to rate the brands that clicked in Q3."

Index Three: Service Satisfaction

Surveillance	Axis	Bewator	Bosch	CBC	Dalmeier	DM	Everfocus	GE Security	Honeywell	Kodicom	Lenel	LG	Panasonic	Pelco	Samsung	Sanyo	Sony	Tamron	Tyco	Videotec	Visiowave
	29	17	41	8	8	20	29	18	18	10	13	19	45	72	18	31	33	27	5	16	0

Access	Bewator	Cardax	GE Security	HID	Honeywell	ID Teck	Indala	IR Recognition	Kaba	LEGIC	Lenel	PCSC	Tyco
	15	14	19	76	14	16	17	16	7	10	13	4	8

Alarm	Fermax	GE Security	Kocom	Aiphone	Optex	Rokonet	Honeywell	Pyronix	Bosch	Tyco (ADT)	Visonic	Crow	Paradox
	21	24	9	25	25	4	21	0	18	5	11	12	9

### [ Question A&S Asked ]

Q6: For the brands that you purchased its products, please rate their performance in "Service Satisfaction." 5 ( very good ) ~ 1 ( very bad ) You will only be able to rate the brands that clicked in Q3."

Index Four: Image of Maker

Surveillance	Axis	Bewator	Bosch	CBC	Dalmeier	DM	Everfocus	GE Security	Honeywell	Kodicom	Lenel	LG	Panasonic	Pelco	Samsung	Sanyo	Sony	Tamron	Tyco	Videotec	Visiowave
	36	19	49	13	9	22	28	16	18	9	12	30	42	76	17	29	40	28	5	12	0

Access	Bewator	Cardax	GE Security	HID	Honeywell	ID Teck	Indala	IR Recognition	Systems	Kaba	LEGIC	Lenel	PCSC	Tyco
	17	16	22	67	15	14	18	13	6	10	14	4	8	

Alarm	Fermax	GE Security	Kocom	Aiphone	Optex	Rokonet	Honeywell	Pyronix	Bosch	Tyco (ADT)	Visonic	Crow	Paradox
	21	31	11	29	22	3	20	2	23	5	11	8	15

### [ Question A&S Asked ]

Q7: For the brands that you purchased its products, please rate their performance in "Image of Maker." 5 ( very good ) ~ 1 ( very bad ) You will only be able to rate the brands that clicked in Q3."