



## **MEDIA RELEASE**

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### **Research confirms ADT's Sensormatic® acousto-magnetic anti-theft technology offers industry-leading detection rates**

New research has shown Sensormatic acousto-magnetic (AM) technology from ADT offers retailers exceptional anti-theft alarm detection rates compared to radio frequency (RF) technology.

The U.S.-based Loss Prevention Research Council (LPRC) conducted a retailer-sanctioned study of theft deterrence across 320 stores. In tests conducted to measure EAS technology effectiveness, this real-world research found, on average, AM technology detection rates were more than 1.5 times those of RF technology.

The study's chief investigator Dr. Read Hayes noted, "To be a credible deterrent to shoplifting, electronic article surveillance (EAS) systems must alarm. In addition, offenders must know the systems exist."

The high quality of Sensormatic AM technology is further supported by lab studies conducted for ADT by the Institut für Distributions und Handelslogistik des VVL e.V., associated with the University of Dortmund in Dortmund, Germany. In a controlled environment, researchers took Sensormatic AM anti-theft labels through 15 reference points and 12 different positions, each three times. The AM technology showed average detection rates of 98.5% in both horizontal and vertical orientations.

In a third study, the University of Arkansas used Sensormatic AM technology in its investigation of Radio Frequency Identification (RFID) as a possible anti-theft technology. AM technologies performed very well across a series of seven shoplifting scenarios, achieving a 100% detection rate in five of those scenarios.

The recent release of preliminary results from The National Retail Security Survey (NRSS) of shoplifting and retail loss showed the lowest rate of loss in the survey's 17-year history. According to University of Florida criminologist Richard Hollinger, Ph.D., who directed the survey, this continues a six-year downward trend, thanks in part to the long-term investment by retailers in anti-shoplifting and anti-theft technologies and training.

More follows

“The study shows there is good evidence that anti-theft technologies, properly implemented, are having a positive effect on reducing crime in the retail environment,” Hollinger said.

“Given Dr. Hollinger’s conclusion as well as the retail market leadership of Sensormatic AM technology as an anti-theft deterrent, we believe our anti-theft solutions have been a major factor in helping retailers reduce their losses and thereby boost their profits,” said Phil Brown, National Retail Manager, ADT Security Australia.

“What’s more,” he added, “with data from top research sources confirming Sensormatic’s AM technology’s outstanding performance for retail theft prevention, our EAS solutions continue to prove a valuable tool to combat theft.”

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