

# Time Warner Cable Product Marketing Brief

**Product Category:** Home Management

**Product:** IntelligentHome

**Brief Version:** 4.0

**Brief Issue Date:** September 1, 2011

## How to Use This Brief

The information provided in this product brief is designed to help develop sales, marketing, and training materials and to communicate the features and benefits of the new IntelligentHome product



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## Product Overview

IntelligentHome (SHS) is a next-generation, IP-based, home management system that in addition to providing home security allows a customer to control multiple systems in their home through an easy to use touchscreen, an online website and a mobile application. Users can check-in, customize and manage security and comfort settings for the home from just about anywhere. Customers will be able to access live video, control lighting and thermostats, and manage security settings. They can even select when they receive a text or email alert if something happens unexpected in their home. Plus, homeowners can rest assured that they are protected 24/7 with always on, state-of-the-art security from Time Warner Cable's award winning; 5-diamond rated Central Monitoring Station.

IntelligentHome offers numerous features, including:

- **Touchscreen:** Easy-to-use Touchscreen that manages the system
- **Touchscreen Apps:** Apps that provide content and additional functionality through the Touchscreen. Examples include Weather, Photos and News.
- **Wireless Peripherals:** Wireless door/window sensors, motion detectors and other peripherals that won't require in-wall wiring and drilling during installation
- **Remote Management & Monitoring:** A personal web portal and iPhone/iPad application from which customers can access and manage their SHS system
- **Video Monitoring:** Live or recorded video clips viewable through the Touchscreen, web portal and iPhone/iPad apps
- **Thermostat and Lighting:** Control of thermostat and lighting in the home from the touchscreen, online portal and/or iPhone/iPad apps
- **Cellular Backup:** Secondary communication channel to the Central Monitoring Station when broadband is not available
- **Professional Monitoring:** 24/7 monitoring by TWC's own Central Monitoring Station

Additional features are under development that will support centralized controls of other important household functions such as energy, medical and environment management.

Consumers find envisioning IntelligentHome in their lives quite easy. Now they can know exactly when their kids get home from school by getting a text message letting them know the front door has been opened. Then they can check to see that their child is fine by logging on to look at the video of the child's entry giving them peace of mind. IntelligentHome also enables them to arm and disarm their system remotely so if they need to let in a neighbor or repairman, it can all be done without a trip home.



Every household is unique and this product encourages customization. It's easy to create daily settings that turn on certain lights at dusk or create a unique temperature and lighting schedule for when you are on vacation that helps save energy and give that 'lived-in' look. The touchscreen also accommodates customization of widgets that fit the needs of the household whether that is traffic, weather, or perhaps the preference is for the display to show digital photos when not in use.



## Product Objectives

- Complement Time Warner Cable's promise to bring technology into the home and will help differentiate from traditional security providers
- Aid in positioning Time Warner Cable as an innovative organization that continues to find new ways to offer home technology products to its customers that help make their lives simpler and easier
- Enhancements to the product will be developed on an ongoing basis to provide TWC customers with the most up-to-date technology and features



## Market Opportunity

The home security and management space provides a compelling growth opportunity for Time Warner Cable with potentially hundreds of millions of dollars in TWC revenue, OIBDA (operating income before depreciation and amortization) in 5 years and also significant churn reduction benefits for our data, voice and video products. Home security provides an entry point into a bigger TWC platform for future home management and home automation products and services.



## Phases of Initiative – Launch Overview

**Phase 1: Employee Test**

**Phase 2: Soft Launch**

**Phase 3: Full Customer Launch**

**Phase 1: Employee Test**

- Two-box solution (one modem for HSD, the other for Smart Home). Once AWG becomes available, will be one-box solution
- Up to 50 employees installed per area
- Monitoring but no emergency response
  - If an alarm is detected the monitoring center will contact the employee directly
  - No authorities will be dispatched to the home
- Smart Home Solution service for test employees:
  - Service will be provided free of charge for up to 6 months in return for feedback
    - Experience during installation
    - Ease of using the system
    - Product stability
- Equipment:
  - Employees will get a basic employee test kit:
    - 1 touch screen
    - 3 window/door sensors



- 1 motion
- 1 smoke detector
- 1 key fob
- 1 HSD modem
- 1 router
- Employee cannot add equipment to the base package during the test
- Can add equipment after the test period
- After the test period the account will transition to a subscription-based service

### **Phase 2: Soft Launch**

- Two-box solution (one modem for HSD, the other for Smart Home).
- Paid service with emergency response
- April thru August up to full market launch
- 50-500 customers per area dependent on hardware availability
  - Targeted marketing by the area – paying employees, friends and family and early adopters
  - Only sell service to existing HSD customers
- Monitoring and emergency response
- Replacement of competitors but no side-by-side
- Buffalo sales and support center in place for customer soft launch

### **Phase 3: Full Customer Launch**

- One box solution Advanced Wireless Gateway (AWG) product in development – Q3
- Flow Through Provisioning (FTP) under development – Q3 target
  - Work order provisioning of the AWG; quota generation; billing system updates
  - Broadband Provisioning System (BPS) integration population of external systems like SHS Management Application
- AAD integration
- Marketing announcement – Q3 target
  - Advertising and Marketing assets available for markets to implement



## **Launch Dates**

### **Phase 1 Employee Trial Dates**

- All Areas have begun or completed their trials – all will be complete by June 30
- Hawaii - TBD

### **Phase 2 Soft Launch Dates:**

- Central NY (Syracuse) - Underway
- Western NY (Rochester/Buffalo) – Underway
- Albany – planned for June
- New England (Portland) – planned for June
- Carolinas (Charlotte, Greensboro, Raleigh, Columbia) – planned for June
- Mid-West (Canton, Columbia, Cincinnati, WI, KS, NE) – planned for June
- NYC (Hudson Valley, Manhattan, SI and Queens) – July/TBD
- Texas (Austin, Dallas, San Antonio) – July/TBD
- California (LA North, LA South, LA Metro and San Diego) – July/TBD
- Hawaii - TBD

### **Phase 3 Full Customer launch is targeted for Oct. 1 2011**



- All Markets accept HI (HI TBD)



## Positioning

TWC IntelligentHome is a home intelligence system that helps consumers stay more connected with their home life in new and exciting ways that integrate with familiar technology, so you feel reassured that you are taking care of the things that matter most, when you are at home or away.

### Four Key Benefit Pillars

- **Control** - Now you have multiple ways to manage the functions of your home and you can do it from an in home touch screen, a secure online portal or your smart phone. Control it all, wherever and whenever you want.
- **Customization**- Everything about IntelligentHome is built to your specifications. Select the features that work for you and rely on our professional installers not just install the equipment, but to train key users on it, and then use the system in ways that fit your household's personal needs.
- **Comfort**- Set your home environment, thermostat, lights, and state-of-the-art security – just the way you like it from an easy-to-use centralized system. Rest assured that what you think is happening is happening and that if you need to make changes it's easily accomplished.
- **Security**- Know that you have back-up in case of any emergencies with security monitoring 24/7 by the 5 Diamond-rated Time Warner Cable Central Monitoring Station, one-touch Emergency Response Alerts and 24-hour Battery and Cellular back up



## Key Features, Differentiators and Benefits

- **Home Technology Company** – Time Warner Cable is experienced at bringing and integrating technology into consumers' homes and lifestyles
- **Great Value** – Get an entire home management system and access for about the cost of a traditional home security system
- **Customized Installation and Service** - Professional Time Warner Cable consultants will partner with you to design a custom system, tailored to fit your needs, technological aptitude and personal concerns. From a basic system to an advanced connectivity tool, you decide what information you need (video, security only, etc.), how you want to access this information (in-home only, on PC, on mobile device), and when you want the information delivered (real-time, frequency of updates, only in case of emergency, etc.)
- **Bundle Advantages** – Take advantage of multi-service discounts, customer support, and single billing for multiple home services



- **Trusted Brand** – In addition to providing technology services to consumers, Time Warner Cable has been providing traditional home security service for almost 30 years in specific US markets.
- **Existing Relationship** – Time Warner Cable already provides other technology needs in the home

## Consumer Segments

- The primary launch target is iFamilies who currently have Time Warner Cable service(s) because the product is:
  - Relevant: Home is the hub for iFamilies and is centered around the people and things that matter most.
  - Convenient: Remote access to what is happening at home when they are not there and assurance of protection will be meaningful messages to this segment.
  - Life-Enhancing Technology: iFamilies already use technology to simplify their lives
  - Personalized: Customizable features of this system provides solutions for iFamilies unique needs.
- Secondary targets include:
  - Other TWC Segments:
    - Connected Singles: Tech savvy individuals in a asset-accruing life stage who may be looking to protect what's theirs.
    - Mobile Millennials: Tech savvy individuals who will likely be attracted to remote access capabilities.
    - Budget Bundlers: Protecting family and saving money through energy efficiencies, insurance discounts and bundling will likely draw interest.
    - Silver Surfers: Affluent and mobile segment that will benefit from protection of assets and remote visibility (think second home)
  - Lifestyle Targets:
    - Current home security system subscribers looking to upgrade their system once we have a take-over solution.
    - Movers, convenient targets who are likely to contact TWC prior to their move opening the door for a home management system in their new home.
    - Tech-savvy individuals who are already engaged with the range of new technology (use smart phones, on-line, text messaging; understand benefits of a networked world)
    - Other verticals include owners of pets, second homes and those with elderly parents.

## Consumer Messaging

Time Warner Cable IntelligentHome gives you intelligent control over what is happening in and around your home, whether you are there or not, so you feel taken care of, connected to your home, and informed to make the smart decisions necessary.

- **Control**



- Easy to create and change settings to manage your thermostat, lights, locks and the latest integrated technology – all through one smart, centralized system
  - Control and access to your system through protected online access, easy-to-use mobile application or the intuitive touch screen in your home
  - Know what is happening when it happens through text and e-mail alerts that you set
  - Manage your energy consumption when you are at home or away.
- **Customization**
    - Decide when and how you receive text and e-mail alerts, it's up to you what information you receive and how often it is sent to you
    - Certified IntelligentHome consultants provide a customized installation and walk you through all features so that you can choose how your system will work
    - Choose where you want to install the wireless cameras, so it's easy to check-in on the kids when you need to, keep an eye on the family pet or confirm you remembered to close the garage door
- **Comfort**
    - Personalize settings for your thermostat and lights, so it's just the way you like it when you walk in the door
    - Change or program the settings for your home in just a few clicks
    - No drilling or wires necessary for installation
- **Security**
    - Security monitoring 24/7 by the 5 Diamond-rated Time Warner Cable Central Monitoring Station
    - Emergency Response Alerts and 24-hour Battery and Cellular back up so your system is 'always on', even if your power or broadband connection are down, and ready to send instant alarms to fire, medical and police authorities whenever
    - Almost 30 years of providing our customers peace of mind through our home security experience- All of this for nearly the same price as a simple traditional home security system



## Current Features

- **Touch screen Control**- an intuitive touch screen puts everything at your fingertips, security keypad, customizable widgets and smart features like the ability to program different alarm codes for different times, depending on who you want to give access.
- **Email and Text Alerts** customizable text messages and emails notify you in real time whenever someone enters or leaves your house, arms or disarms your system or trips the alarm.
- **Remote Access on the Web** a comprehensive [web portal](#) lets you monitor and control your security from almost any device connected to the Internet.
- **Monitor via Mobile** an iPhone or android app gives you the ability to arm and disarm your system remotely, and even view live video feeds of your home.



- **Wireless Video and Peripherals** Wireless IP cameras that can be installed anywhere inside your home, provide live video monitoring, so you can keep an eye on your home when you're away.
- **Lighting**
- **Thermostat**



## Packages and Pricing

- October 1, 2011
- Customer Pricing
- Recurring monthly charges:
  - For customers who subscribe to High Speed Online plus video and/or voice will be charged **\$33.99/month**
  - Includes professional home monitoring (via TWC's owned and operated Monitoring Center) as well as access to all the IntelligentHome features.
  - Customers who only have High Speed Online service will be charged **\$39.99/month** per month for IntelligentHome.
- Nonrecurring charges:
  - Installation charge: \$99.99
  - Equipment Packages:

Package	Price	Touchscreen	Door/Window Sensor	Motion Detector	Key Fob	Day/Indoor Camera	Night/Outdoor Camera	Thermostat	Lamp Module
Basic	\$99.99	1	2	1					
Expanded	\$399.99	1	4	1	1	1			
Comprehensive	\$699.99	1	4	1	1	1	1	1	1

- A la carte components (in addition to above packages):
  - Door/Window Sensor: \$74.99
  - Motion Detector: \$149.99
  - Day/Indoor Camera: \$99.99
  - Night/Outdoor Camera: \$149.99
  - Key Fob: \$99.99
  - Key Pad: \$99.99





- Smoke Detector: \$149.99
- Glass Break Detector: \$149.99
- Thermostat: \$179.99
- Lamp Control Module: \$99.99
- Light Switch: \$99.99

**Note:** Additional components (e.g., CO detector, flood detector) will become available in the coming months.

- All non-recurring charges can be spread over the first three payment periods
- 18-month minimum-term contract
- October 1, 2011
- Employee Pricing
  - Recurring monthly charge: \$9.95/month
  - Nonrecurring charges:
    - Installation charge: \$79.99
    - Equipment Packages:

Package	Price	Touchscreen	Door/ Window Sensor	Motion Detector	Key Fob	Day/ Indoor Camera	Night/ Outdoor Camera	Thermostat	Lamp Modul e
Basic	\$79.99	1	2	1					
Expanded	\$319.99	1	4	1	1	1			
Comprehensive	\$559.99	1	4	1	1	1	1	1	1

- A la carte components (in addition to above packages):
  - Door/Window Sensor: \$59.99
  - Motion Detector: \$119.99
  - Day/Indoor Camera: \$79.99
  - Night/Outdoor Camera: \$119.99
  - Key Fob: \$79.99
  - Key Pad: \$79.99
  - Smoke Detector: \$119.99
  - Glass Break Detector: \$119.99
  - Thermostat: \$143.99
  - Lamp Control Module: \$79.99
  - Light Switch: \$79.99
- All non-recurring charges can be spread over the first three payment periods.
- No minimum-term contract





## Branded Customer Experience Clue Print

Time Warner Cable IntelligentHome focuses on the Customer experience. The IntelligentHome team and key stakeholders have created an experience design which ensures that our customer's feel savvy, balanced and energized when utilizing the IntelligentHome product.

Experience ribbons for the IntelligentHome product were defined and focused on the product awareness, purchase, connection, use and care and engagement experiences. Four overarching clues that run through the experiences were developed and are leveraged in the overall IntelligentHome Clue Print:

1. Personalized to Your Needs and Your Home
  - With all the options and features Smart Home Management offers, you decide how to match your SH system to what matters to you
2. State of The Art Yet Simple and Easy
  - Advanced technology with fingertip control
3. We Respect Your Privacy
  - We only see what's necessary to keep you and your home smart and safe
4. We Will Keep You Informed and Up To Speed
  - Ongoing and timely communication to ensure you get the most value from your system and our relationship

When integrated into day to day operations, the IntelligentHome Clue Print will ensure that we meet our customer's needs and provide them with an experience that is personalized, state of the art yet simple, respectful of privacy and keeping customer's informed and up to speed.



**Top 10 Security Providers (SDM 2011 Top 100 List)**

RANK 2011	RANK 2010	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2010	RMR COMPARED WITH DEC. 31, 2009	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2010 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
1	1	ADT Boca Raton, Fla.	\$290,710,000	↑	6,300,000e	na	na	\$4,400.0	26,000e	350
2	3	Protection 1 Romeoville, Ill.	\$25,200,000	↑	1,553,205	na	na	\$350.0e	2,500	65
3	4	Monitronics International Dallas, Texas	\$24,448,116	↑	615,836	na	na	\$284.4	704	1
4	6	Vivint Inc. Provo, Utah	\$20,619,006	↑	463,230	\$14,000,000	na	\$245.2	5,000	1
5	5	Stanley Convergent Security Solutions Naperville, Ill.	\$18,712,050	↑	314,000	na	\$242,000,000	\$467.0	1,975	75
6	7	Slomins Inc. Hicksville, N.Y.	\$13,003,177	↑	275,037	\$40,030,657	\$28,052,607	\$227.4	731	6
7	8	Vector Security Inc. Pittsburgh, Pa.	\$9,640,000	↑	243,093	\$9,461,000	\$72,740,000	\$205.0	978	36
8	9	Guardian Protection Services Warrendale, Pa.	\$8,076,004	↑	236,881	\$30,699,133	\$7,443,572	\$127.7	984	18
9	11	ASG Security Beltsville, Md.	\$6,004,633	↑	145,568	\$2,168,705	\$28,090,012	\$103.6	770	15
10	10	Bay Alarm Company Pacheco, Calif.	\$5,874,000	↓	106,450	\$8,442	\$10,287,000	\$91.0	593	14
11	12	Interface Security Systems Holdings Inc. Earth City, Mo.	\$4,503,011	↑	106,175	\$1,286,891	\$13,654,690	\$67.9	586	21

**Features Available by provider**

# Comparison Chart

	24/7 Professional Monitoring	Established Security Provider 20+ years	Multiple Services Bundle Discount	Cellular Back-up <small>Change to the central monitoring station when broadband is not available</small>	Web Portal <small>Secondary communication and secure user access to the internet</small>	iPhone App	Touchscreen with downloadable Apps <small>For the customer to interact with the system through the touchscreen. Examples include Weather, PFD, and more.</small>	Video Monitoring <small>Live or recorded video from multiple cameras through a central and/or local web portal.</small>	Custom Notifications <small>Live or recorded video from multiple cameras through a central and/or local web portal.</small>	Fire Monitoring	Flood Monitoring	Lighting Control (Coming Soon)	Thermostat Control (Coming Soon)
Time Warner Cable IntelligentHome	●	●	●	●	●	●	●	●	●	●	●	●	●
ADT	●	●		\$				\$	\$				
ADT Pulse	●	●		●	●	●	●	●	●	●	●	●	●
Protection 1	●	●		●					●	●			
Protection 1 Esecure	●	●		●	●			●	●	●	●		
Vivint	●			●		●		●					
Guardlan	●	●		●	●			●	●			●	
Do-It-Yourself Systems	\$				●			●	●			●	

\$ = Available in some packages for an additional cost



## 1. ADT

**Key Message:** “Time Warner Cable’s IntelligentHome provides all the same great features as ADT Pulse for a lot less cost. On average save \$10-\$20/month on monitoring fees.”

### **TWC Advantages:**

- Time Warner Cable’s IntelligentHome cares about your security. If it is unexpected weather events or someone cutting your landline, we include cellular backup in every package at no extra cost to ensure your safety. ADT up-charges for cellular back up.
- We can provide you all of our great service and save you money by bundling phone, video and internet for added savings – all on one bill.
- Time Warner Cable IntelligentHome gives you complete control over what is happening in and around your home, whether you are there or not, so you feel taken care of, connected to your home, and informed all for about the cost of a basic traditional home security system.
- TWC is an experienced technology company and provides all of your technology needs in one place. We are a trusted brand with a long history of bringing technology into the home and if we can’t secure your home, we won’t install the system.
- IntelligentHome is not reliant on a landline which provides ongoing coverage no matter what. We use our own broadband network to monitor because we want to ensure you get the best support for your security system.

**TRANSPARENCY:** We know security is a priority so we don’t hide behind marketing tactics to get your business. With Time Warner Cable, we provide you with all of the information and pricing up front so you can make educated decision and not feel pressured into buying our service. ADT sales strategy requires an in-home interaction before any information is provided.

**CELLULAR BACKUP:** We provide cellular back-up free of charge with all of our packages which provides reliable backup and uninterrupted communications if an intrusion occurs offering more secure, worry-free protection.

**CONTRACT RESTRICTIONS:** Time Warner Cable IntelligentHome offers worry-free security and home automation with no contract minimums. ADT Pulse services require at least a 3-year contract!

## 2. Guardian

**Key Message:** “We offer a customized solution that makes your home work for you, on your terms. Guardian offers traditional security without the comfort controls like lighting and thermostat control, which personalize your home.”

### **TWC Advantages:**

- We can provide you all of our great services and save you money by bundling phone, video and internet for added savings – all on one bill.
- Time Warner Cable IntelligentHome gives you complete control over what is happening in and around your home, whether you are there or not, so you feel taken care of, connected to your home, and informed all for about the cost of a basic traditional home security system.
- TWC is an experienced technology company and provides all of your technology needs in one place. We are a trusted brand with a long history of bringing technology into the home and if we can’t secure your home, we won’t install the system.



- IntelligentHome is not reliant on a phone landline so you will always have coverage no matter what. We offer true security so even if your phone line is not working we have you covered with cellular backup.
- We don't rely on third parties to ensure your safety we use our own broadband network to monitor to ensure you get the best support for your system.

**TRANSPARENCY:** We know security is a priority so unlike other providers, we don't hide behind marketing tactics to get into your home. With Time Warner Cable, we provide you with all of the information and pricing up front so you can make educated decisions. Guardian requires an in-home meeting prior to any information being distributed.

**CONTRACT RESTRICTIONS:** Time Warner Cable IntelligentHome offers worry-free security trials with no contract minimums. Guardian requires all customers to sign a 3-year contract which automatically renews for another 3 years if the customer does not give a 60 day notice in writing.

**COMFORT CONTROLS:** We offer more than security, we provide a complete automation services such as lighting and thermostat controls so that you can save energy and stay comfortable in your home. Guardian does not have these services.

### 3. Vivint

**Key Message:** "We are a trusted and proven security provider with over 30 years of experience while Vivint has only been around since 1999."

**TWC Advantages:**

- We are a trusted brand – in addition to providing technology services to consumers, Time Warner Cable has been providing traditional home security service for almost 30 years in specific US markets.
- We can provide you all of our great service and save you money by bundling phone, video and internet for added savings – all on one bill.

**CONTRACT RESTRICTIONS:** Time Warner Cable IntelligentHome offers worry-free security trial with no contract minimums. Vivint services require at 3 and a half-year contract!

### 4. Protection 1

**Key Message:** "We offer a customized solution that makes your home work for you, on your terms. Protection 1 does not offer remote lighting or thermostat controls."

**Hearing Eye Talking Points:**

- We can provide you all of our great service and save you money by bundling phone, video and internet for added savings – all on one bill.
- TWC is an experienced technology company and provides all of your technology needs in one place. We are a trusted brand with a long history of bringing technology into the home and if we can't secure your home, we won't install the system.
- IntelligentHome is not reliant on a phone landline so you will always have coverage no matter what. We offer true security so even if your phone line is not working we have you covered with cellular backup.
- We don't rely on third parties to ensure your safety we use our own broadband network to monitor to ensure you get the best support for your system.



**TRANSPARENCY:** We know security is a priority so unlike other providers, we don't hide behind marketing tactics and 1-800 numbers to earn your business. With Time Warner Cable, we provide you with all of the information and pricing up front so you can make educated decisions to best protect your home and loved ones.

**COMFORT CONTROLS:** We offer more than security, we provide a complete automation services such as lighting and thermostat controls so that you can save energy and stay comfortable in your home. Protection1 doesn't offer lighting and thermostat control.

## 5. Do It Yourself Systems

**Key Message:** "Avoid the hassle of complicated installs and future false alarms and get guaranteed results with Time Warner Cable's IntelligentHome."

### Hearing Eye Talking Points:

- We are experienced at bringing and integrating technology into consumers' homes and lifestyles leaving no room for error.
- We can provide you all of our great service and save you money by bundling phone, video and internet for added savings – all on one bill.
- Our professional Time Warner Cable consultants design a custom system, tailored to fit your needs, technological aptitude and personal concerns.
- Time Warner Cable has been providing traditional home security service for almost 30 years in specific US markets.
- Time Warner Cable IntelligentHome gives you complete control over what is happening in and around your home, whether you are there or not, so you feel taken care of, connected to your home, and informed all for about the cost of a basic traditional home security system.

**SUPPORT:** You get 24/7 support with IntelligentHome for any of your security needs at no additional cost. Some of the self-install DIY call centers will not help you with system issues unless you hire a professional installer to speak with them over the phone!

**REMOTE MONITORING:** Our services are comprehensive for every package making sure you have access to your home when you want. DIY systems have limited options for remote access.

**CONTRACT RESTRICTIONS:** Time Warner Cable IntelligentHome offers worry-free security with no contract minimums. Even if a customer self-installs their system, they are likely to have to sign a long-term agreement with a monitoring service for 24/7 protection.



