



For Immediate Release

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**Cross Point Industries Donates Voice Alert Systems  
to Help Alzheimer Patients and their Families**

Encinitas, Calif. – May 7, 2004 – Cross Point Industries, Inc., recently donated several of its Voice Alert wireless notification systems to the Alzheimer’s Association of San Diego, Inc. for evaluation by families dealing with Alzheimer’s disease.

“We believe that Voice Alert could be an important tool in helping caregivers monitor the activity of their loved ones throughout the home,” explained Phil Kessler, CEO of Cross Point Industries. “The Alzheimer’s Association of San Diego, Inc. offered to give the Systems to families and provide valuable feedback from caregivers regarding Voice Alert’s easy-of-use and effectiveness in their daily lives.”

Voice Alert is a patented, wireless notification system that allows specific, voice-customized alert messages to be recorded for each monitored zone. For example, caregivers could record “Sue has left her room,” or “Someone is opening the front door.” These specific messages tell the caregiver exactly where to go to check on their loved one.

“Many caregivers worry about their loved one with Alzheimer’s wandering out of the house or into a place that can be unsafe,” explained Roberto E. Velasquez, Director of Family Services for the Alzheimer’s Association of San Diego, Inc., “Voice Alert may be very helpful in giving caregivers advanced notice and peace of mind.”

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The Voice Alert system combines an all-weather, wireless motion sensor/transmitter with an indoor receiver/speaker (RS). The system has a range of up to 1000 feet (300 feet through walls) and zone messages can be altered to fit each monitored zone. Voice Alert includes relay outputs, enabling the triggering of other devices or the ability to integrate into a larger security or home automation system. Retail price for Voice Alert System-6 (RS and one PIR) starts at \$149.95. Additional sensors retail for \$69.95.

### **About Cross Point Industries**

Cross Point Industries, Inc., a California Corporation, headquartered in Encinitas, California is a privately owned company that was founded in 2000 to develop and market innovative electronic products to alert and automate homes and businesses. The company's charter is to design and license unique products that solve specific challenges and to develop market channels for their sales and distribution. For more information about Cross Point Industries and its products visit the company's web site at [www.voicealert.com](http://www.voicealert.com).

### **About the Alzheimer's Association of San Diego, Inc.**

The Alzheimer's Association of San Diego, Inc. is a nonprofit 501(c)(3) voluntary health organization whose mission is to increase public awareness, support research for the cause and cure of Alzheimer's disease, and provide support and assistance for afflicted individuals and their families. Founded in 1980, the Alzheimer's Association of San Diego, Inc. staff is dedicated to providing the community of San Diego the most up-to-date resources, programs and educational material on Alzheimer's available.