

Dear [Client],

Last year could have been the unhappiest Christmas Bruce had ever experienced. But Bruce was lucky. He had something that literally saved him thousands of dollars, and helped law enforcement officers catch and charge a criminal.

Bruce is a single father of a preteen boy named Jason. Bruce is your average blue-collar worker. He works hard, likes his beer, loves his son, and tries to do his best for his boy.

One of Jason's biggest Christmas wishes was to have a new designer bicycle. So Bruce saved the money and bought the bike and cycling paraphernalia. He hid the gifts in the furnace room, and went to bed each night imagining his son's joy when he saw that his greatest wish came true.

Bruce made enough money to pay the bills, buy food, and pay his modest mortgage on his land and trailer home. But any extras he bought took him a long time to save up for since he didn't like to use credit. It had taken Bruce months of careful saving to come up with the funds to buy his son's gift.

Three weeks before Christmas, Bruce came home from working late to discover glass fragments behind his home. Someone had busted a back window and stolen from him. The DVD player and DVDs were gone. The stereo and CD collection were gone. Even some food from his fridge and freezer was stolen. And most distressing, the expensive bike that his son wanted so much was also gone.

The realization that his son's most cherished wish -- the one Bruce had saved for so long to buy -- was gone was bitterly shocking for Bruce. He became very angry and started muttering and swearing to himself. Suddenly his anger turned to relief when he remembered something. He had a Cyber Eye!

The Cyber Eye surveillance camera, triggered by movement, silently took pictures in 30-second intervals of the thieves. The robbers hadn't even covered their faces! They probably thought no one could see them as they committed their crime under the cover of darkness.

Now Bruce had indisputable proof showing who committed the crime and what they stole from him. The police took this information and within days were able to recover all of Bruce's possessions. The police were also able to use the pictures from the Cyber Eye to later successfully charge the thieves.

On Christmas day, Bruce smiled as he watched Jason's face light up when he saw his gift. The Cyber Eye saved Bruce and Jason's Christmas and made it a much happier holiday than it could have been.

Protect yourself. Protect your property.

NAME