



MS-9050UD Sales Guide

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1. Product Briefing

Fire-Lite's MS-9050UD Intelligent Addressable Fire Alarm System is ideal for small to medium facilities where previously, only conventional systems could compete. The MS-9050UD consists of a single PC board, including all electronics, a 3-amp power supply, built-in digital communicator and support for 50 addressable devices of any type (detectors or modules) on one signaling line circuit, which can be up to 10,000 feet. It is designed for ease of installation, programming and operability to meet application requirements for smaller facilities. It uses the new common enclosure and chassis from Fire-Lite which permits electronics to be replaced quickly and easily.

The MS-9050UD comes standard with a user-friendly LCD display; 2 class A/B NAC circuits with built-in programmable synchronization for System Sensor, Wheelock, Gentex, Federal Signal and AMSECO devices; two programmable relays; and one fixed trouble relay.

The panel can be programmed from the front panel keyboard and a standard PC keyboard can be plugged into the circuit board's PS-2 connector to facilitate keystrokes. In addition, any computer with Windows® 2000 Professional or greater, a modem, and Fire-Lite's PK-CD Upload/Download software kit can serve as a programming terminal. This kit provides capability for download (or upload) of the entire panel program, history file, walk test data, current status and system voltages via dialup over the Public Switched Telephone Network, without having to visit the facility site.

The MS-9050UD provides all the familiar look-and-feel programming found in Fire-Lite's larger systems to minimize installer training. The MS-9050UD is a cost-efficient product containing many large system features and is designed to offer installers the advantage of an addressable substitute where previously only conventional systems could compete.



MS-9050UD

2. Selling Strategies

Target Customers

- Smaller facilities including:
 - Apartment Complexes
 - Banks
 - Cinemas
 - Child Care and Elementary Schools
 - Department Stores
 - Food Stores
 - Places of Worship
 - Restaurants
 - Strip Malls
 - Small Retail Outlet Stores
- Buildings less than 75 feet in height:
 - Dormitories
 - Small Motels
 - Small Hotels
 - Extended Stay Facilities
- Commercial buildings including:
 - Light Manufacturing
 - Stand Alone Warehouse
 - Telecommunication Systems
 - Smaller Corporate Headquarters
- Healthcare including:
 - Smaller Hospitals and Clinics
 - Nursing Homes
 - Retirement or Assisted Living Facilities

Typical Customer Profiles

- **Security or Facility Manager in a Small to Mid-Sized Business or Public Facility:**

A department (such as security or administration) within the business or enterprise that is responsible for providing and maintaining fire alarm protection and security for that facility or facilities.

Example: A building such as a small elementary school, day care facility or place of worship.

- **Building Owner or Contractor:**

A building owner that is responsible for providing life safety for his building or a contractor that is responsible for supplying life safety systems to his clients. A property management company with responsibility for multiple tenants with diversified businesses within a building.

Example: A stand alone department store, home improvement store or supermarket.

Qualifying Questions

1. **How dispersed are the devices from the panel?**
The MS-9050UD's SLC loop can be up to 10,000 feet long.
2. **What type of building is it? (Motel, Assisted living, Student Dormitories)**
A single MS-9050UD can support up to 50 points, consisting of any mix of detectors or modules.
3. **Are you constrained by budget limitation?**
For smaller applications, the MS-9050UD is a compact, cost effective Fire Alarm Control Panel/Communicator that provides large system technology and quality at a reasonable price.
4. **Do you need to replace your conventional systems with the latest technology but stay within the price of conventional systems?**
The MS-9050UD provides pinpoint location of alarms and troubles at conventional prices where conventional systems only indicate a general alarm zone.

Selling Points

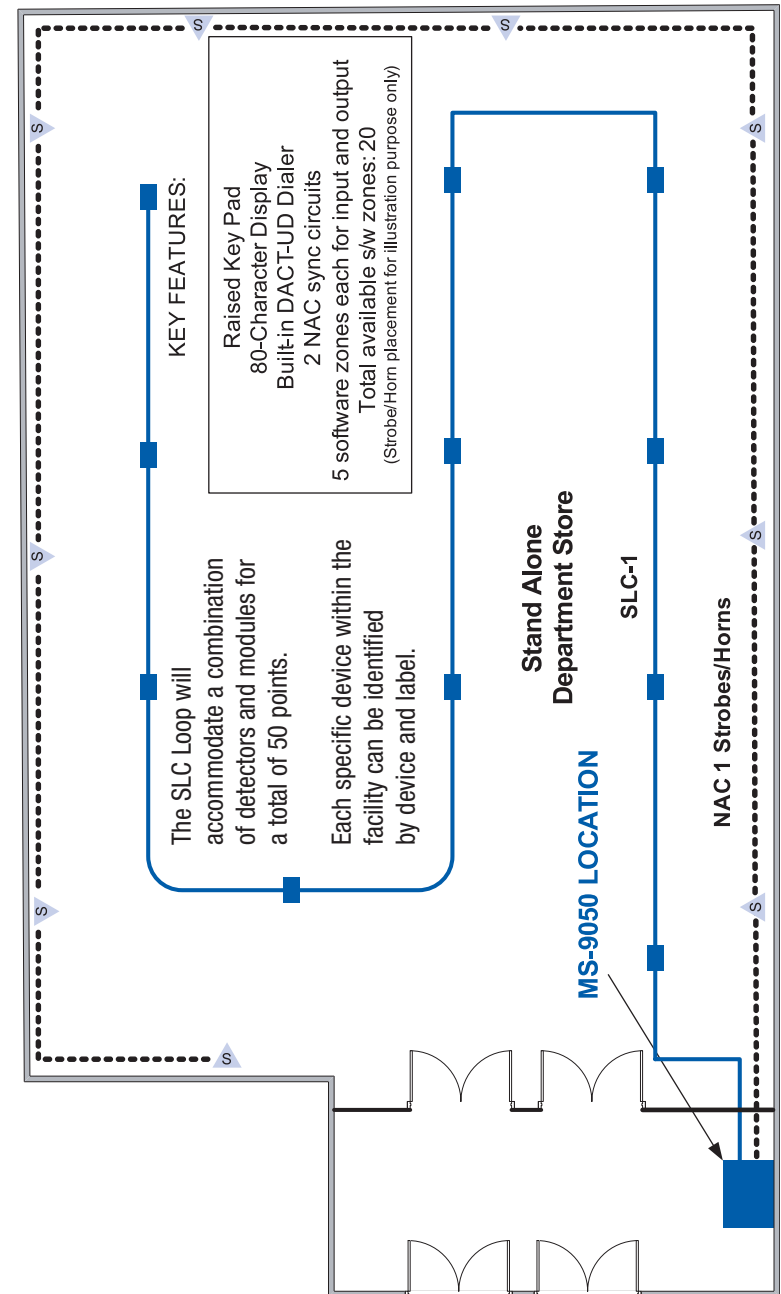
- Designed for smaller-sized installations where previously only conventional systems could compete
- Flexible, easy-to-expand
- User-friendly interface for easier programming and maintenance
- Compliance - - UL 864 (Fire), NFPA-72 and ULC
- Supports a wide range of addressable sensors:
 - Photo, Ion, Beam, Heat detectors, Duct detectors
- Supports a variety of notification devices such as:
 - Horns and Strobes (including SpectrAlert Selectable Output Series of strobes, horns/strobes and speaker/strobes)
 - System Sensor, Wheelock, Gentex, Federal Signal, AMSECO
- Integrates or retrofits existing conventional devices
- Drop-in upgrade for previous 5 and 10 zone conventional systems

3. Features & Benefits

One isolated intelligent Signaling Line Circuit (SLC) Style 4, 6 or 7.	The MS-9050UD's 1-loop system with 50 points allows room for expansion as your needs grow.
Standard 80-character LCD backlit display, (4 lines x 20 characters) comes standard.	Easy-to-use and very intuitive. Allows programming without any additional hardware required and follows same model of programming found in larger Fire-Lite systems to eliminate learning curve.
Two (2) Notification Appliance Circuits (NACs) rated at 2.5 amps with synchronization for System Sensor, Wheelock, Gentex, Federal Signal and AMSECO devices.	Built-in programmable synchronization conforms to present day code requirements without need for additional hardware or labor.
Fully programmable from local keypad, local PS-2 keyboard or PC via PK-CD Windows® utility.	The MS-9050UD is easy to configure and is 100% programmable either locally or remotely.
Auto-programming	The MS-9050UD has the capability to identify devices by detector or module type to establish fire protection across the entire facility within minutes.
Programmable Sounder/Relay Base	Provides added functionality by selectively isolating local alarm notification without having to evacuate the entire building. Permits verification of actual alarm, without disrupting the owner's business.
Remote Programming and Monitoring	Permits upload/download of system programming information as well as verification of system parameters, including detector sensitivity without having to leave your office.

4. Key Application

DEPARTMENT STORE APPLICATION



5. Competition

Feature	FIRELITE MS-9050UD	SIEMENS FS-100	SILENT KNIGHT 5700
Addressable Signaling Line Circuits (SLCs)	1 (Style 4, 6 or 7)	1 (Style 4 or 6 only)	1 (Style 4, 6, or 7)
Intelligent Addressable Detectors	Any mix of 50	60	Any mix of 50
Maximum Addressable Modules	Any mix of 50	60	Any mix of 50
Maximum Addressable Devices	50	120	50
Built-in Notification Circuits	2 Class B or 2 Class A	4 Class A or B	2 Class B or 1 Class A
Alarm, Trouble and Supervisory Relays	Yes	Yes	Yes
Plug-in Eight Circuit Relay Module	RS-485 Bus driven module 10 relays per card	Yes	RS-485 Bus driven module 10 relays per card
Automatic Detector Test (NFPA 72)	Yes	Yes	Yes
Maintenance Alert	Yes	Yes	Yes
Environmental Drift Compensation	Yes	Yes	Yes
Pre-alarm Warning	Pre-Signal plus delay function	Yes	Yes
Addressable 2-Wire Detector Monitor Module	Yes	Yes Photo and Photo/Thermal only	No
100% Field Programmable from Built-in Keypad	Yes (or via PS-2 Keyboard)	Yes Optional 16 button Keypad	Yes

Feature	FIRELITE MS-9050UD	SIEMENS FS-100	SILENT KNIGHT 5700
Auto Programming Feature	Yes	Yes (Devices must be preprogrammed)	Yes (Devices must be preprogrammed)
Off Line PC Programmer with Upload/Download	Yes	Yes but No Upload/Download	Yes
Auto Silence	Yes	Optional	Yes
Silence Inhibit	Yes	Optional	No
Reset Inhibit Timer	Yes	Optional	No
NAC Coding Options with Built-in Synchronization	Yes	No	Yes
80 character Backlit/ LCD Display	Yes	Yes	Yes
Remote Upload/Download	Yes	No	Yes
Optional City Tie and Municipal Box Circuits	Yes	Yes	Yes
Event History	500	500	500
EIA-232 Serial Printer	Yes	Optional Printer	Printer
Optional 80 Column Printer Option	Yes	Yes	Yes
EIA-485, Serial Remote Annunciator Interface	Yes	Optional	Yes
Optional Remote LCD Display with Control Functions	Yes (up to 8)	Yes (16 max)	Yes (up to 8)
Optional Serial Remote LED and Graphic Annunciator	Yes (up to 8)	Yes (16 max)	Yes (up to 8)
Optional PAS Pre-signal	Yes	Yes	Yes

Feature	FIRELITE MS-9050UD	SIEMENS FS-100	SILENT KNIGHT 5700
Optional Peer-to-Peer Network Interface	No	No	No
Voice & Firefighter's Telephone Options	No	No	No
Main Power Supply	3.7 Amps	3.0 Amps	2.5 Amps.
Total On Board NAC Power	2.5 Amps	2.5 Amps	2.5 Amps
NAC Power Per Circuit	2.5 Amps each	1.5 Amps each	2.5 Amps each
Optional High Capacity External Charger	Yes	No	No
One Man Walk Test	Yes	Yes	Yes
Maximum Distance on SLC Loop	10,000 feet	Unknown	10,000 feet
Optional High Capacity DACT Communicator	Standard On Board	Yes	Standard On Board
Approved for Releasing	No	No	Yes (Water Deluge)

Note: feature comparison is based on available published information.



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