

For Immediate Release

A New Way to Make Vacant Homes Look Occupied

Eden Prairie, Minnesota (July 21, 2008) - The housing market correction has left more than 2 millions homes vacant, making them prime targets for burglars and vandals. But now, an inexpensive new burglar deterrent device called "FakeTV" gives property owners a new and convincing way to make these homes look occupied, making them less likely to become targets for crime. FakeTV(TM) gives off light in just the way a real television does, so from outside the home it looks like someone is watching TV. A built-in light sensor turns FakeTV on at dusk, and it stays on for a preset time. FakeTV's super-bright, computer-controlled LED's faithfully reproduce the scene changes, color shifts, flicks and fades of a real television. Viewed from outside the home, the effects of FakeTV are essentially indistinguishable from the real thing.

So, some savvy owners of vacant properties use FakeTV to give their home a lived-in look. A "For Sale" may advertise to potential home-buyers, but also sends the "might be vacant" message to potential thieves. Real estate agents have placed FakeTVs in vacant houses to make them look like someone is still living there. An unfurnished house can be an easy target for vandals, criminals looking for copper, arson, or even squatters looking for a place to live. A California contractor deployed two FakeTV's during a recent renovation of a vacant property, saying that "crime has been a bit of a problem in this neighborhood, and I wanted to make sure nobody broke in and stole my tools!"

Few burglars will risk prison by breaking into an occupied house. A prowler canvassing a neighborhood at night, upon seeing the light from FakeTV, is likely to move on to an easier target. When the burglar sees the light from an operating television, his imagination supplies the image of the person watching it. Modern televisions turn on with push buttons, so they cannot be put on timers. Whether or not they have given it any thought, people generally associate an operating television with an occupied home.

The usual tips remain the first line of defense for a vacant property: keep the yard maintained, stop the mail, and frequently clear away advertising material that gets left at the door. These steps are especially important if a "For Sale" sign graces the front lawn. But now, in the battle against burglars, FakeTV gives property owners an powerful new deterrent. FakeTV costs less than \$40 at a number of on-line retailers and at www.FakeTV.com. For more information visit www.FakeTV.com or call 1-888-621-5800.

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