



DEALER PLAYBOOK

VUE Video Doorbell

The First Line of Defense

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VUE Video Doorbell

Overview

Choose a video doorbell that does much more than just show who's at the door. Enhance security by providing a video doorbell with real-time video streaming, AI detection and seamless integration with Dealer Admin and Virtual Keypad.

For small to medium business, retail and residential applications, it represents the next generation of unified intrusion and video solutions — easy for dealers to install and enjoyable for users to experience.

Pair with AlarmVision and an XR Series or XT75 control panel for a sophisticated monitoring solution with advanced analytics like loitering, line cross and more!

Selling VUE Video Doorbell

BENEFITS TO DEALERS

- Increase RMR opportunities through video + intrusion packages, including video verification services
- Video verification indicates a higher priority level to law enforcement and improves response time
- Simplify customer experience with one unified platform



Target Audiences



RESIDENTIAL



RETAIL



SMALL TO MEDIUM BUSINESS

BENEFITS TO END USERS

- **Always Aware** - Wide-angle, HD video with night vision keeps you informed at all times
- **Always in Control** - 2-way audio and smart alerts mean you decide what happens at your door
- **Always Protected** - Deterrence and confirmation when you need it most; can be viewed by Monitoring Center operators for Video Verification purposes
- **Always Connected** - Mobile control from anywhere with full system integration

Talking Points

Instant, Actionable Awareness

Get the right alerts at the right time with smart, meaningful notifications. Use AI-triggered alerts to detect people, vehicles and packages. No false alarms. No wondering what that noise was. Nothing important will be missed. VUE Video Doorbell offers deterrence and confirmation when you need it most.

Clear, Reliable Visuals

See who's there day or night, with 3K video and night vision. The wide-angle lens and high definition quality keep you informed at all times. Your front door should never be a question mark.

Privacy & Reliability

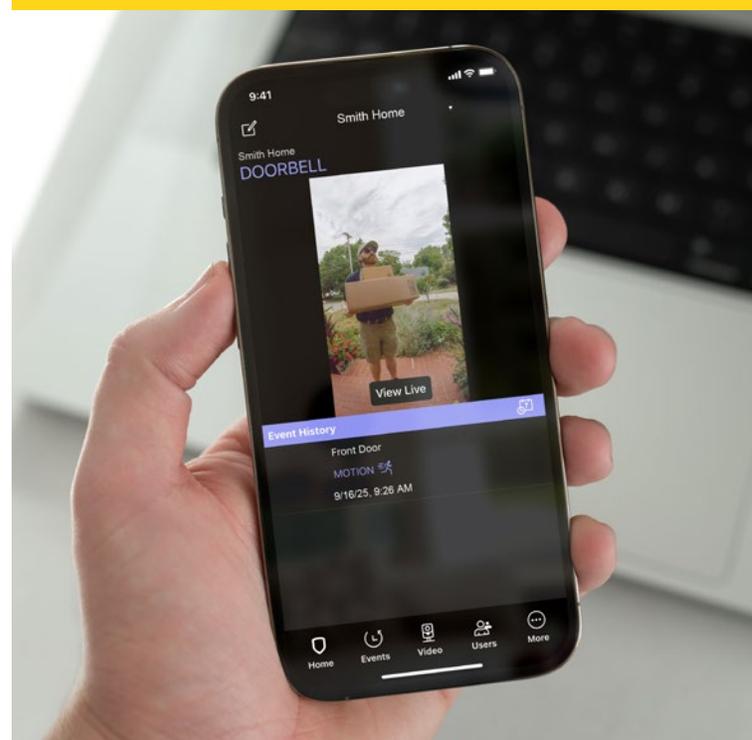
Secure streaming and encrypted communication keep data protected. Whether welcoming a guest, directing a delivery, or ignoring a solicitor, you can trust your home and your lifestyle are safeguarded.

Security & Control

VUE Video Doorbell is integrated with Virtual Keypad, combining video and intrusion in one convenient app. Remote access allows you to answer your door from anywhere via your smartphone. At home, you can interact with guests and deliveries through the 7-Inch Touchscreen Keypad. View live and recorded video, speak to guests, hear chimes and control associated Z-Wave devices. Live with confidence and clarity in an unpredictable world. With VUE Video Doorbell, you're always in the know — and in control.

Specifications

- ONVIF-compliant
- 5MP / 3K resolution (2880x1620) at a 9:16 aspect ratio for a perfect vertical view of visitors and packages
- True WDR for balanced exposure in challenging lighting
- 1.2mm Lens, Wide Field of View: 120° horizontal, 180° vertical
- Powered via PoE or 8-24VAC adapter
- Hardwired or dual-band Wi-Fi (2.4GHz/5GHz)
- Advanced analytics include person, vehicle and package detection
- IR up to 16.4 ft
- Built-in microphone & speaker
- Supports mechanical chime



10 Ways to Sell the VUE Video Doorbell

Feature	First-Level Benefit	Second-Level Insight	Core Human Motivator	How to Sell It (What to Say)
Wide-angle lens (160°+)	See the entire entryway.	Removes uncertainty about what's just outside view.	Safety & Trust	"You'll never wonder if someone's just out of view. This lets you see your entire porch, so you feel confident before opening the door."
Night vision	Identify visitors at night.	Makes after-dark activity less intimidating.	Security in Vulnerable Moments	"Even at 2 a.m., you'll know exactly who's outside — no more guessing or opening the door in the dark."
2-way audio	Speak to visitors remotely.	Avoids face-to-face confrontation unless desired.	Personal Empowerment	"You decide if you want to talk, direct a package, or ignore the visitor entirely — all without opening the door."
Motion detection with customizable zones	Alerts only for relevant movement.	Reduces false alarms and mental fatigue.	Confidence & Focus	"You'll only get alerts that matter — so when your phone buzzes, you know it's something you should pay attention to."
High-definition recording	Clear, reviewable footage.	Strong evidence for disputes or police reports.	Justice & Protection of Property	"If something ever happens, you'll have crystal-clear proof — whether it's for a police report or an insurance claim."
Mobile app integration	Control from anywhere.	Stays connected to home no matter the distance.	Freedom Without Worry	"Whether you're at work, traveling, or just in the backyard, you'll always be able to answer the door."
Cloud storage for video clips	Easy retrieval of past events.	Long-term record of activity.	Accountability & Preparedness	"You don't have to catch things live — you can go back and see exactly what happened anytime you need to."
Package detection	Instant delivery alerts.	Prevents theft and missed items.	Convenience & Protection of Belongings	"You'll know the moment your package arrives, and you can keep an eye on it until you bring it inside."
Security system integration	Works seamlessly with alarm system.	Unified experience without juggling apps or devices.	Simplicity & Total Control	"It's all in one system — no extra apps, no juggling devices. Just one simple, powerful security setup."
Compatible with Monitoring Center Video Verification	Enables central station to visually verify alarms.	Reduces false dispatches and improves police response priority.	Trust & Credibility	"If there's ever an alarm, the monitoring center can verify it with video — which means police take it more seriously and respond faster."

Key Differentiators

- **ONVIF-compliant**
- **High quality video**
- **Fully integrated with DMP platforms, compatible with AlarmVision**

WHY DMP?

- **Rock solid reliability**
Fewer false alarms and calls for service
- **Customer-driven innovation**
Tailored, innovative solutions driven by customer needs
- **Operational benefits**
Gives you an easily understandable system