



MEDIA CONTACT:

Leigh A. McGuire
Dir., Marketing and Communications
TMA
Email: lmcguire@tma.us
Direct: +1.703.622.9516

ADT, LLC Named Winner of

2021 TMA/SSI Monitoring Technology “Marvel” Award

April 16, 2021, McLean, VA – The Monitoring Association (TMA) and *Security Sales & Integration (SSI) Magazine* Editor-in-Chief and Associate Publisher Scott Goldfine had the honor of presenting virtually the **2021 TMA/SSI Monitoring Technology “Marvel” Award** to Florida-based ADT, LLC for its SoSecure app. Leah Page, Vice President, Mobile Security & Strategic Projects, ADT, accepted the award on behalf of winning company.

This award honors innovations in monitoring center technology. It is co-sponsored by TMA and *Security Sales & Integration (SSI)* and coordinated by the TMA Technology Committee. The purpose of the Marvel Award is to provide recognition for monitoring centers creating and/or using cutting-edge technology to raise awareness of these new technologies.

SoSecure by ADT is an iOS and Android safety app. It gives customers access to ADT’s 24/7 professional monitoring and emergency response with a simple swipe, tap, or voice command on their mobile phone. GPS location, personally identifiable details, and any available contextual data is shared with emergency responders unless the user indicates (with authentication) that the request was an accident. With an [estimated 240 million calls](#) made to 911 in the U.S. annually, often with limited location data according to NENA, this can potentially be lifesaving.

ADT also notifies family and friends in case of an emergency, providing added reassurance. SoSecure’s core safety features, including sending an SOS alert by sliding a button or via SMS chat, are free for everyone.

Learn more about the innovative technologies that ADT and this year’s awards finalists, Acadian Monitoring Services and General Monitoring Services, Inc., have engineered in the August 2021 issue of *SSI Magazine*.

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About The Monitoring Association

The Monitoring Association (TMA), formerly the Central Station Alarm Association (CSAA), is an international non-profit trade association that represents professional monitoring companies, security systems integrators, and providers of products and services to the industry. Incorporated in 1950, TMA represents its members before Congress and regulatory agencies on the local, state and federal levels, and other authorities having jurisdiction (AHJs) over the industry. Learn more online at <https://tma.us/about-tma/>.

About *Security Sales & Integration*

“The #1 Technology & Business Authority Since 1979” reaches executive, sales & technical professionals who recommend, buy and/or install electronic security equipment, including video surveillance, access control, biometrics, IT networking, intrusion, fire alarm, home controls/automation plus other security products and services. Editorial features include commercial & residential product applications, technology updates, systems design installation techniques, sales & marketing case studies, statistical research and operation management. For more information, visit www.securitysales.com.