

**SPEC/TEST - Sample Advertisement - [REDACTED] Wireless IP Fisheye Cam 5 MP**

***Headline:***

A security camera with extraordinary capabilities and the effect it has on your business.

***Subheadline:***

Always be prepared for the unexpected.

***Body Copy:***

Picture it now.

You're in the back of your little market, conducting the payroll for the week. Your only other employee currently present is alone up front running the register, never expecting what is about to occur.

Two men with weapons enter your establishment and "request" the funds from the till. Your employee quickly turns over the contents of the till and the men leave.

There's a problem, however. Your establishment does not have the proper CCTV equipment.

When the police arrive, they find there is no visual evidence of the armed men. The only thing that can occur now concerns a lengthy process in the form of describing the suspects to a sketch artist.

Could this whole process have been avoided? Of course, it could have.

One simple camera. A unique camera. A camera which could be installed directly in the center of a room and could view everything in that room at 360 degrees.

The [REDACTED] Rugged IP Fisheye 5 MegaPixel camera is now sold at [REDACTED], a consistent and relied upon merchant you can trust.

At [REDACTED], you can purchase this [REDACTED] Rugged IP Fisheye 5 MegaPixel camera RIGHT NOW for an unbelievable price of only \$699.99, \$100.00 cheaper than our competition.

And if you act NOW, you will receive a FREE [REDACTED] with every purchase!!

The [REDACTED] Rugged IP Fisheye 5 MegaPixel camera would not only provide a sense of security for your business, but it would give you peace of mind. Should an event ever occur like the hypothetical above, your business would be equipped to deal with the aftermath.