



AMAROK

ULTIMATE PERIMETER SECURITY

**Protecting Local
Businesses from
Property Crime**

NM Economic and Rural
Development and Policy
Committee
August 12, 2025

ABOUT AMAROK: EFFECTIVE PERIMETER SECURITY SOLUTIONS

#1 in the U.S. since 1991 / 9,000+ Installations Nationwide
1,200+ Jurisdictions (50 States) / 63 Installations in NM

We are a perimeter security solution for businesses located on commercial, manufacturing and industrial sites whose security needs include the **protection of outdoor assets**.

We break down our response to **common criminal tactics** into four strategic elements:

1. Deter (Before Trespass)
2. Defend (Trespass Initiated)
3. Detect (Know What's Happening)
4. Deploy (Response)



INDUSTRIES THAT NEED PERIMETER SECURITY...

- Freight & Logistics
- Construction Industry
- Recycling
- Landscaping
- Collision Repair
- Automotive Repair
- Auto Auctions & Dismantlers
- Equipment Rental
- Truck Sales & Service
- Storage Facilities
- Auto Dealers
- Transportation and Utilities



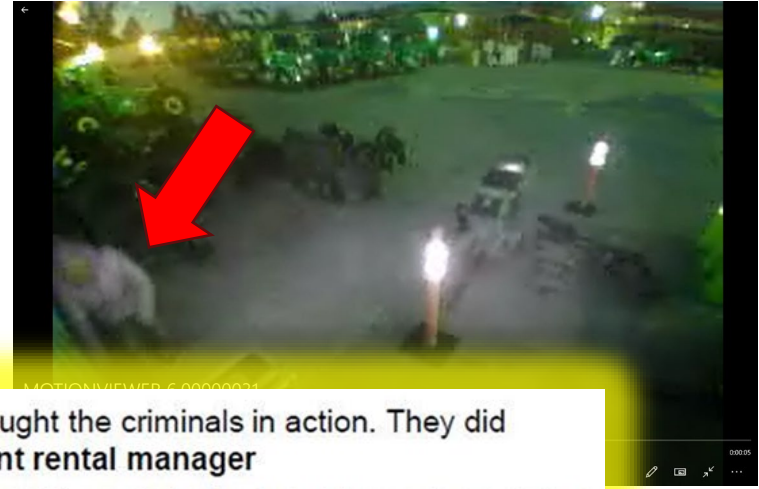


THE PROBLEM: EXISTING SECURITY MEASURES FAIL



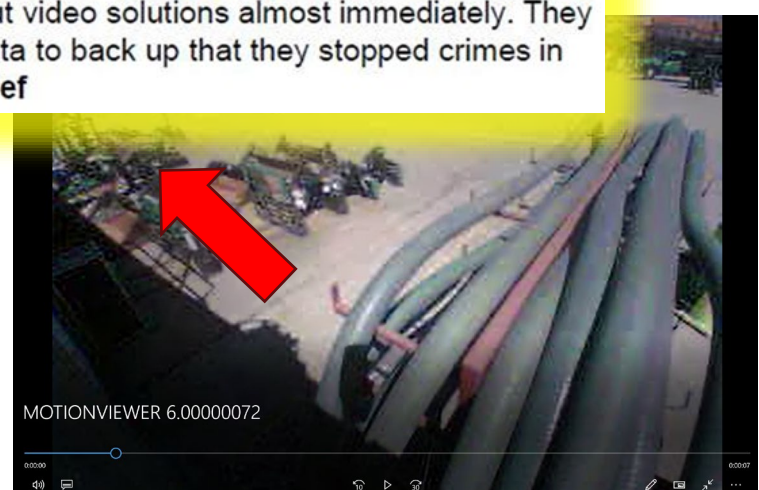


THE PROBLEM: EXISTING SECURITY MEASURES FAIL



“We installed video solutions, but they caught the criminals in action. They did nothing to stop them in time” – **Equipment rental manager**

“In our cost-benefit analysis, we threw out video solutions almost immediately. They were very expensive and did not have data to back up that they stopped crimes in real time” – **Transportation security chief**



Criminals give no credence to video surveillance cameras...

“The battery-charged fence is essentially 100% effective. We went from at least one car theft per month to zero.”

--Auto repair regional manager



Local Businesses Need Security TODAY

“ ”

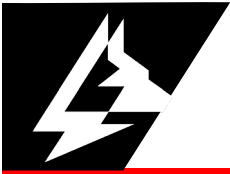
“At any given store, we would be losing \$40k each year. Since install, loss has been \$0” – **Equipment rental VP**

“ ”

“Every year we would have a break in where \$10-25k worth of tires, wheels, and batteries would be stolen off trucks as they sat overnight. We have not had a single theft or break in after hours since we have installed the electric security fence”
– **Freight operations VP**

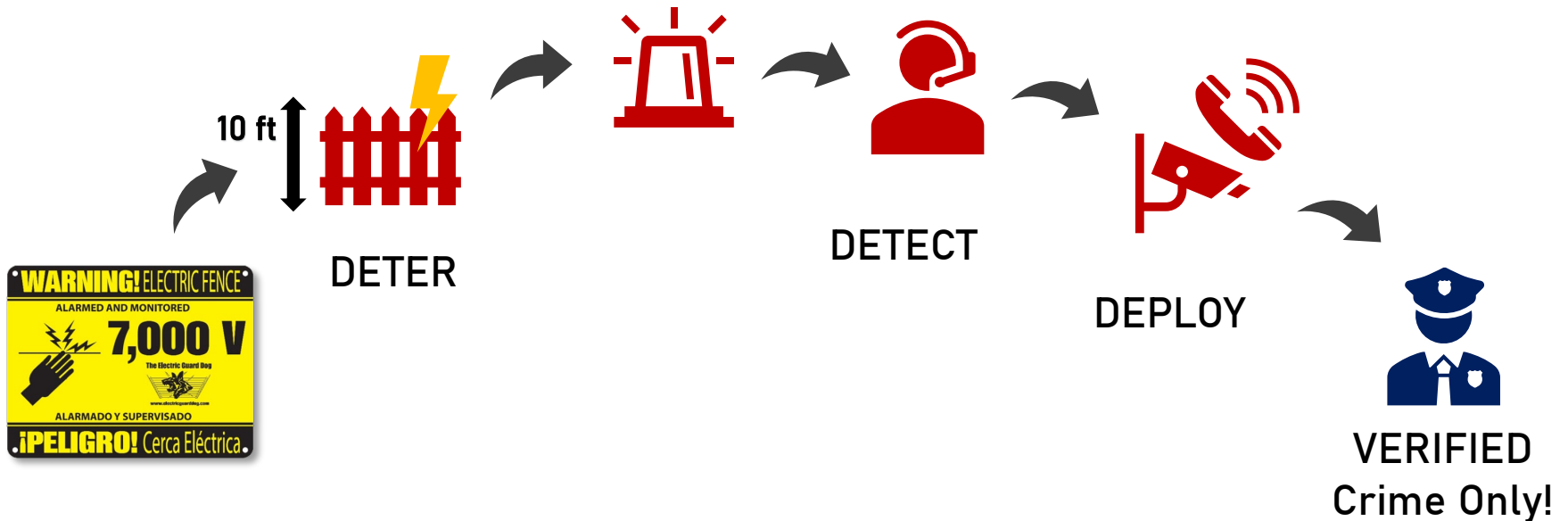
“ ”

“The electric security fence protected us from a large scale issue. If somebody pilfers ~\$500k in material from containers worth up to \$1.5M, it is a big problem”
– **Director of global supply chain security**



COMPREHENSIVE MONITORED PERIMETER ALARM SYSTEM

Proactive + Reactive Security to Prevent Commercial Burglary and Theft





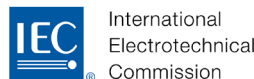
SAFELY DETERS CRIMINAL TRESPASS

How a Battery Charged Fence works...



- Warning signage posted every 30 feet
- Security fence wires located behind and interior to a non-electrified perimeter barrier (fence/wall)
- 12 Volt DC Battery Powered (**NOT** connected to mains/grid power)
- Pulse frequency is **every 1.3 Seconds (NOT continuous current – does NOT “electrocute”)**
- Pulse duration of **less than 0.0003 Seconds – equivalent to the duration and response of a static shock**
- Compliant with safety standards

MEDICALLY SAFE



If a criminal encounters the security fence system, they have already made an intentional and concerted effort to TRESPASS!

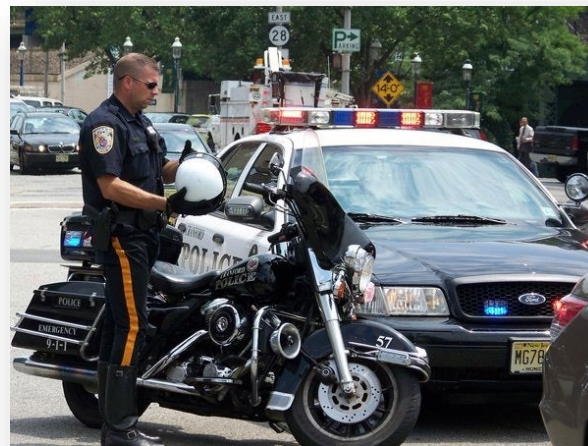
ALARM DETERRENT: DETECT

Audible & monitored alarm system which activates when trespass is detected. System includes remote access to arm/disarm.



ALARM FOLLOW UP: DEPLOY

If an activated alarm is **confirmed to be a trespasser**, responders are then contacted and deployed to investigate



SAMPLE INSTALLATION



SAMPLE INSTALLATION



SAMPLE INSTALLATION





BENEFITS OF BATTERY CHARGED FENCE SYSTEMS



- Medically Safe Security Technology



- Keep Community and Businesses Safe and Secure



- Helpful to Local Law Enforcement



- Reduces Commercial Taxpayer Expenditures



- Safe and Sustainable Technology for Environment



AMAROK

ULTIMATE PERIMETER SECURITY

**Battery Charged Fence
with Alarm System**

THANK YOU



APPENDIX: SIGNAGE

- TWO-SIDED
- MULTI-LINGUAL
- MULTIPLE SIZES AVAILABLE
- POSTED EVERY 30 FT





Why Are AMAROK Electric Security Fences Safe?

Mark W. Kroll, PhD, FACC, FHRS

24 July 2020

Electric security fences, that satisfy US and International regulations, are safe for human beings. These regulations have developed from over 100 years of experience and scientific testing.^{1,2} The pulses are extremely short and thus the brief, high current is not able to affect the heart (electrocute). The best analogy is to a strong static shock which can be painful but has never injured anyone. Strong static shocks can damage electronics — which responds almost instantly — but the human body is not harmed by such brief shocks. A strong static shock can have a peak current of 30 A (amperes) but is too short to be dangerous.³ Note that this is over 2x (twice) the peak current of an electric security fence.^{4,5} The peak current is irrelevant to safety for short shocks.⁶



Question 1:

I saw on the internet that 0.1 amperes (100 mA) is dangerous and that electric fences can have a peak current of over 10 A. Is that dangerous?

Answer: No. An AC current of over 0.1 A can be dangerous to humans but only if the shock lasts about 1 second or more.⁷ The AMAROK security fence pulse only lasts about 0.0001 seconds, so it is 10,000 times shorter than a danger shock.⁴

Question 2:

But still, that 10 amperes is 100 times as strong as the 100 mA danger level!

Answer: It is misleading to compare a peak current with an average current. Since the AMAROK security fence pulses only occur every 1.3 seconds, the average current is only 0.46 mA. Thus, the *average* current of an electric fence is 200 times less than the danger level. We rate AC currents by RMS (root-mean-square) which functions as an average.

Question 3:

How about wet conditions? How about children and wildlife?

Answer: The US and International Electric Fence Safety Standards assume a worst-case scenario of a barefoot child contacting the fence while standing on wet ground.^{8,9} Historical cases of tragic pediatric fatalities involved continuous AC (alternating current), and not the modern short DC (direct current) pulses satisfying today's safety standards.^{2,10} The same is true for wildlife.¹¹

Question 4:

What if the person has a pacemaker?

Answer: For technical reasons, this does not present a risk. The cardiology literature warns of various dangers for pacemaker patients; the electric fence is not included as a danger.¹²