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## Business Really Wailing for This Small Company



WCBS

Joe Connolly

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(CBS) (NEW YORK) Dec 3, 2001 11:59 am  
Here's another business up since September 11th. The siren business.

Michael Roosa at Audiotech Signal Corporation is a former Minolta engineer in New Jersey and a volunteer fire fighter who started Audio Tech 12 years ago. And he is now getting calls from communities and companies wanting to set up new warning systems.

He says "We still feel that the siren is the best way to capture people's attention quickly. People could have pagers that are off or cell phone

batteries that area dead. or maybe they're not in front of their television. But they will hear the siren, and that will do the job of getting their attention."

Then it's up to each community to tell its residents what the siren signals mean. Roosa says his company usually saves communities a lot of money by selling them just siren controllers, because he says the old sirens themselves are usually still good.

Audio Tech also makes a \$15,000high end siren that can be used as a pa system for a 2 miles radius

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