

## MARKET TRENDS:

# Municipal monitoring

Public-private partnerships **SEE PAGE 17**



## ESX 2009:

# New products in Baltimore

25 releases for this year's show **SEE PAGE 30**

# SECURITY SYSTEMS NEWS

THE NEWSPAPER OF RECORD FOR THE SECURITY SYSTEM INTEGRATOR & INSTALLER

VOLUME 12, NUMBER 7  
JULY 2009 - \$7.00

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# General Dyn. to buy Axsys for \$643m

By L. Samuel Pfeifle, editor

FAIRFAX, Va., and ROCKY HILL, Conn.—General Dynamics announced in early June it has agreed to acquire high-end camera maker Axsys Technologies for \$643 million, or \$54 per share. The boards of both companies have approved the acquisition, but it needs to be approved by Axsys shareholders and is subject to regulatory approval, so it is expected to



close this fall.

This announcement comes just a few months after Axsys told shareholders it was exploring a sale of the company and had hired investment firm Jefferies & Company to investigate options. The stock price had fallen from roughly \$70 in late 2008 (and a high near \$80 last summer) to a low of \$25 in March. The stock had been hovering around \$40 per share after news of the potential sale broke.

Wall Street analysts have been proven right in their predictions at the time that a government contractor was likely to buy the company eventually, as Axsys's camera technology focuses on high performance electro-optical and infrared sensors and systems and multi-axis stabilized cameras typically sold to the military. However, said Jeff Nestel-Patt, Axsys director of corporate marketing, part of the company's recent growth and success is attributable to

**AXSYS** see page 35

# A roundtable on video analytics

Here's how seven of the major analytics vendors answer some of the industry's most pressing questions

By L. Samuel Pfeifle, editor

CYBERSPACE—There continue to be more questions than answers regarding video analytics. It has still yet to be determined how this technology will be best brought to market, where it will be best employed, how it will be best made profitable. At ISC West and in the weeks following, this reporter had the opportunity to ask seven of the leading companies the same basic questions, so

we thought we'd share with you some of their answers.

Participating in this virtual roundtable are David McGuinness, CEO of ObjectVideo; Scott Schnell, CEO of VideoIQ; Zeev Farkarsh, CEO of iomag; Steve Russell, chairman and founder of 3VR; Craig Chambers, CEO of Cernium; Elan Moriah, Americas president for Verint; and Eric Eaton, CTO at BRS Labs.

**ANALYTICS** see page 36

# Mace's CSSS plans

Shopping for new wholesale central; integrating DVRs with CS platform

By Daniel Gelinas, associate editor

WALNUT CREEK, Calif.—Mace Security International is ready to expand the role of what a security company can do for its dealers. According to Mace CEO

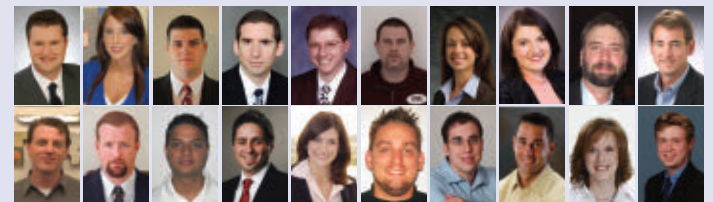
Dennis Raefield, three new hires, the acquisition of the manufacturer's own central station, and the development of a new dealer program will position Mace well for the future of the industry, a future based on next-generation services like remote video and access control.

While recently hired Mace CSSS management staff is working on a definitive dealer program and software/hardware innovations, such as DVRs that automatically configure and integrate with the

**MACE** see page 27

# 20 UNDER 40

Profiles of the industry's future



SEE OUR FULL COVERAGE STARTING ON PAGE 20

# The Yes! attitude

How Defender Direct has grown 70 percent year over year and isn't stopping now

By Martha Entwistle, managing editor

INDIANAPOLIS—What's the secret to becoming the country's largest ADT dealer? It just might be Defender Direct's investment of \$16,000 in training for each of its employees during the first four years of employment. At 1,500 employees and counting, that's a major outlay, but management said it's paid off in the long run.

Surprisingly, the Defender Leadership Advantage training program does not focus on technical or job-based training. It's focused instead on helping employees do things like manage their personal finances, set goals

and develop healthy habits.

"The unique thing is that no job training is involved in any of the training programs. We believe that businesses don't grow, people do," said Marcia Raab, chief marketing officer and a partner at Defender Direct.



The game of life: All new hires are trained in life skills as proscribed by the above.

The company believes that if employees are happy and successful in their personal and home lives, "this will lead to success in business and in their communities," she said. Defender is convinced that support at home is crucial, so it spends part of the \$16,000 to pay for employees to bring a guest to different training programs, including a volunteer trip to Mexico.

**DEFENDER** see page 29

# SECURITY STATS

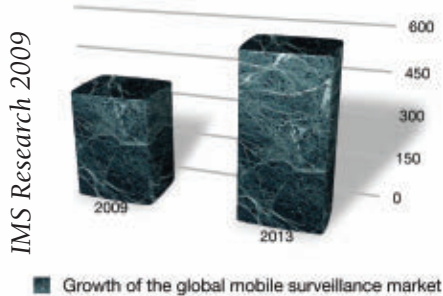
## ROI vs. security

*What will drive mobile surveillance market growth?*

A May release from IMS Research predicts the global mobile surveillance market, including school buses, city buses, trains, and police cars, will increase by almost 51 percent over the next four years, growing from \$375.4 million in 2009 to \$565.5 million in 2013.

According to report author and market analyst Niall Jenkins, there are two main drivers for the coming market growth: ROI and security. "First of all is the return on investment," Jenkins said. "Essentially, if you take the bus market for example, if somebody drives into you, or if someone falls over and claims they have a sore neck, and is requiring some compensation, it can prove exactly what happened. You can defend against fraudulent insurance claims."

Jenkins said while ROI will be the main selling point for investment in the global mobile surveillance market, of equal importance are security concerns. "Security is another big reason for it," Jenkins said. "You've seen the use of it in a number of different post-terrorist attacks, where video from buses and trains were being used." Jenkins said the threat of terrorism on transport infrastructure would continue to increasingly influence security spending of both government agencies and transport authorities. **SSN**



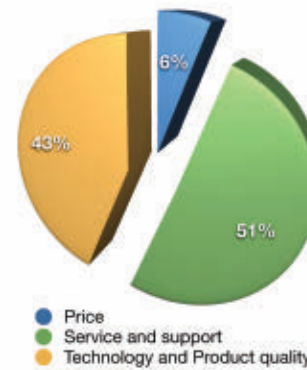
## SECURITY SYSTEMS NEWS

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## NEWSPOLL

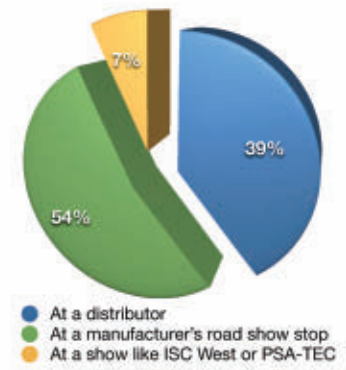
QUESTION 1:

*What's most important in choosing a manufacturer partner?*



QUESTION 2:

*Where would you most like to get training?*



NEWSPOLL based on answers provided by 84 respondents from late May to early June.



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# NEWS

## HDCCTV Alliance formed

*'The megapixel IP camera is fundamentally inferior'*

By L. Samuel Pfeifle, editor

SYDNEY, Australia—The term alone may be a new one for video

surveillance installers, allowed Todd Rockoff, but the concepts and technology ought to be very

familiar. Thus, the challenges for the HDCCTV Alliance executive chairman are twofold: First, get people

to understand what HDCCTV is; second, get people to see why it's better than what they're already installing.

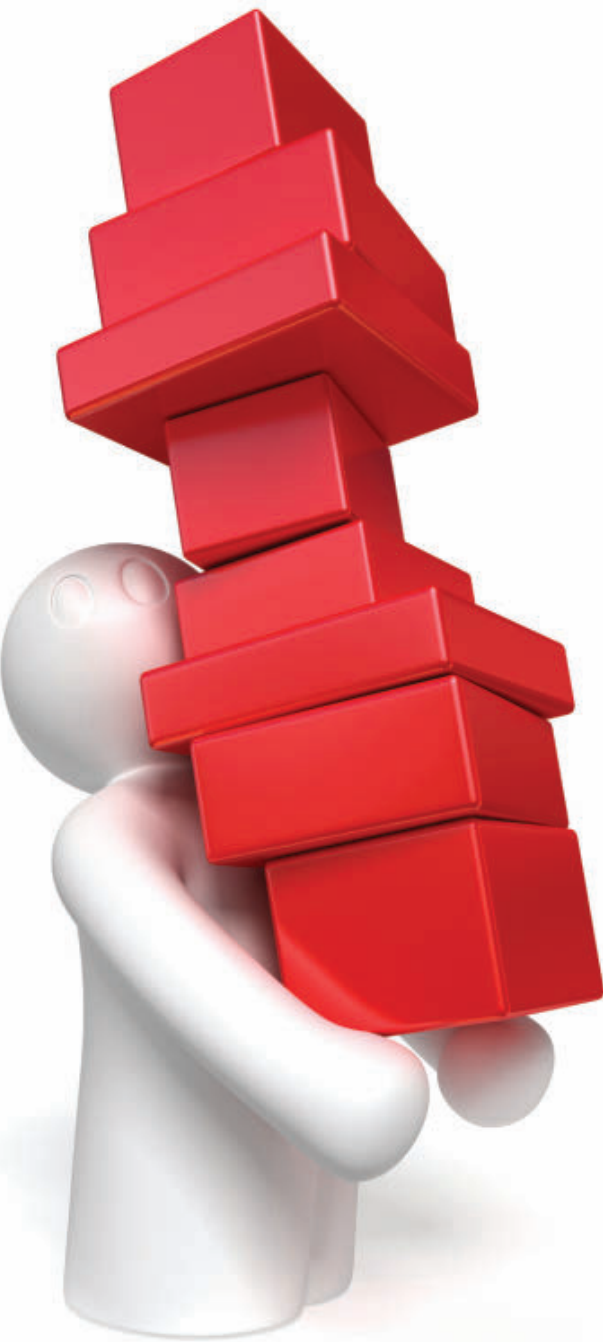
The working definition of HDCCTV: "A video surveillance system wherein broadcast-industry-

compliant, high-definition video [720p is roughly one megapixel, and 1080p is roughly two megapixels] signals are transmitted digitally over conventional CCTV media, without packetization and without a perceivable compression latency."

But Rockoff said it more succinctly: "The guy can plug in the coax cable and, voila, the HD image comes up."

The charter members of the HDCCTV Alliance, which has as its goals both the creation of a global standard for HDCCTV transmission and proselytization through display of the technology, comprise much of a HDCCTV solution. Genum makes the HD-SDI chips (the standard in broadcast HD cameras) that transmit the video by serializing it for long-range coax cable trans-

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<p><b>Potter Electric Signal's Notification Devices</b> Company: Potter Signal www.potter-signal.com</p> <p>This new line includes a complete redesign of the indoor and outdoor siren/flasher combinations. This new line includes a complete redesign of the indoor and outdoor siren/flasher combinations, strobe, strobe/flasher and siren/flasher combinations. This new line includes a complete redesign of the indoor and outdoor siren/flasher combinations.</p>	<p><b>Panasonic's i-Pro Megapixel Fixed Network Camera</b> Company: Panasonic www.panasonic.com/US/Pro</p> <p>The unique combination of superior imaging and multi-compression delivers unparalleled performance and system versatility. The unique combination of superior imaging and multi-compression delivers unparalleled performance and system versatility. The unique combination of superior imaging and multi-compression delivers unparalleled performance and system versatility.</p>
<p><b>SAMSUNG   QVI Security's 8000 Series Standalone DVR</b> Company: Samsung www.samsung.com/usa/security</p> <p>Extremely easy to use, the new SAMSUNG SHR-8000 Series Standalone DVRs are a lower cost alternative to high performance PC-based DVRs. Extremely easy to use, the new SAMSUNG SHR-8000 Series Standalone DVRs are a lower cost alternative to high performance PC-based DVRs.</p>	<p><b>Silent Knight's iFP-2000</b> Company: Silent Knight www.silentknight.com</p> <p>The all new iFP-2000 is the most advanced fire alarm solution ever offered by Silent Knight and the first ever with scalable, network capability. The all new iFP-2000 is the most advanced fire alarm solution ever offered by Silent Knight and the first ever with scalable, network capability.</p>

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**"All the major customers said, 'That looks awesome. How does it work and how do I get it?'"**

—Bob Beachler, Stretch

mission and then deserializing the signal for display. Stretch makes the chips that take that signal and both compress it for storage on the DVR and pre-process it for live monitor display. Ovii will make the actual cameras and EverFocus will make the DVRs.

For Rockoff and Stretch head of sales and marketing Bob Beachler, the end display is the real selling point. Because the system involves no compression or packetizing of the video, what end users see on their commercial HD monitors is just like what they see on their televisions at home. At ISC West, Stretch showed a proof of the technology that allowed for 720p display at 60 frames per second.

"All the major customers said, 'That looks awesome. How does it work and how do I get it?'" Beachler said.

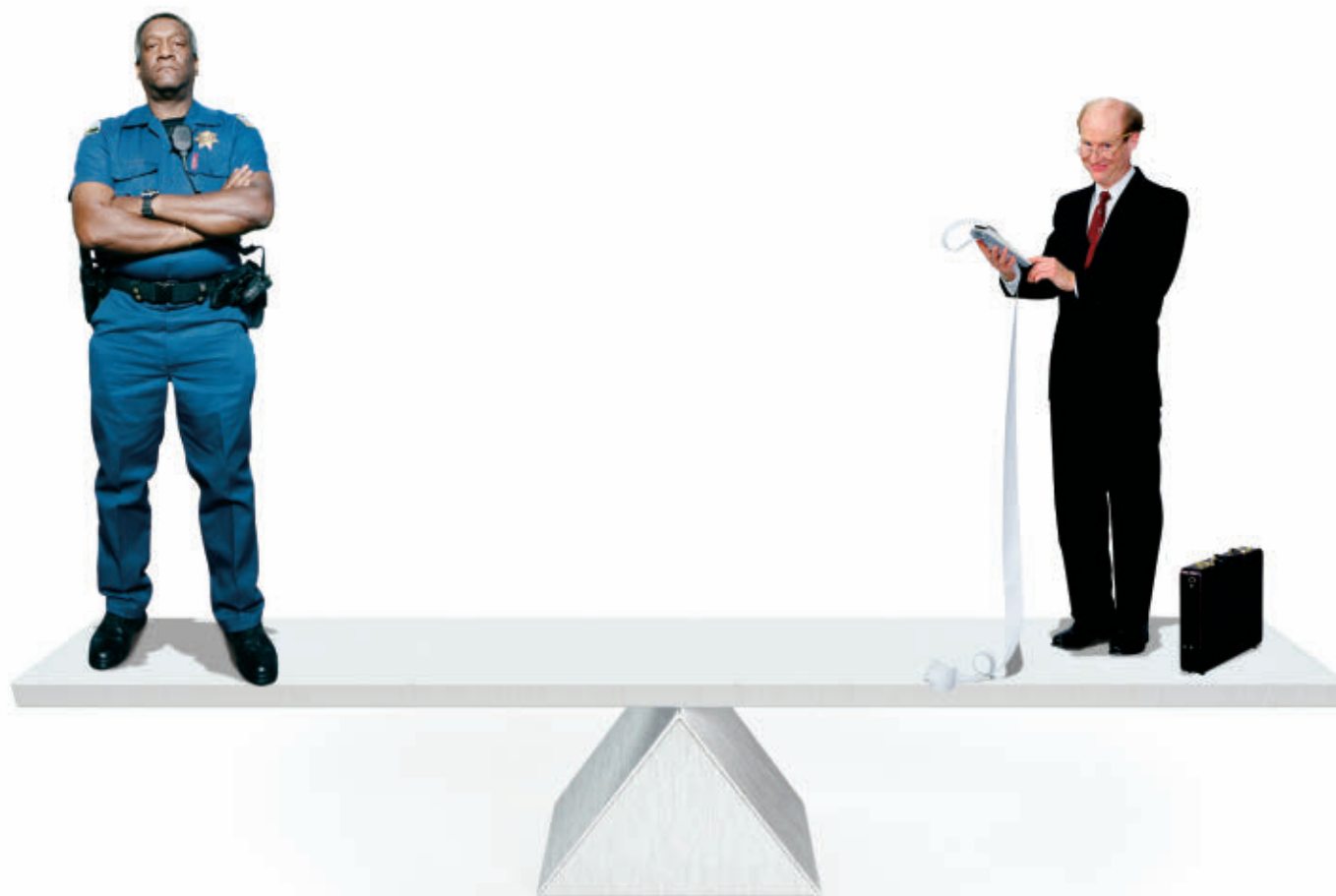
This display, the ease with which most legacy installers will be able to upgrade current coax-based systems to HD, the relatively known quality that is the DVR for storage, and the lower price of analog cameras leads Rockoff to claim, "the megapixel IP camera is fundamentally inferior with respect to every business decision-making criteria: reliability, convenience, price and performance."

Beachler is not as ready to throw IP cameras under the bus: "Is it fundamentally inferior? No. It's just fundamentally different. There are capabilities that IP cameras can give you that analog cameras can't. But

**HDCCTV** see page 8



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imagination at work

# Walking the NFPA expo

By Martha Entwistle, managing editor

CHICAGO—The 2009 NFPA Conference & Expo had the traditional Monday afternoon opening of its Expo here on June 8, and, as was expected, you didn't have to travel far to see and hear about mass notification.

SimplexGrinnell was front and center on the show floor with its tra-

ditional multi-room, walled booth. Their theme this year was a poker game and its featured products included a new mass notification system for smaller applications called the 4003EC. It was also showing FlameVision, its new video smoke detection system. SimplexGrinnell has partnered with China-based Wizmart to bring two infrared VSD

systems to market. "It's the debut appearance," said Jeffrey Brooks, senior product manager fire solutions for SimplexGrinnell. Brooks noted that the system, which he said works well at night and in dark conditions, is UL268-listed as a smoke detector. The FlameVision products will be available in North America within the next 60 days,

he said.

Perhaps showing that it means what it says, Bosch—having recently announced its intention to revamp and expand its fire offerings—had a large booth in the front of the show floor. Charles Davis, product marketing manager, fire, said many fire installers he's talked to at the show have said, "I had no idea Bosch was into fire." The company is ramping up slowly. "We're going to walk before we run," he said. "But

we'll get there. In the next two to three years, you'll be hearing more about us."

Two major testing groups, UL and FM, looked like bookends on either side of the front of the show floor, while ETL, which has made a major push in the market in the last couple of years, was situated a couple rows back.

The Honeywell fire group had mass notification systems and appliances everywhere. Peter Embersold, director of marketing at Notifier, was showing the company's new FirstVision CampusView, "a touch-screen display panel for large campuses that shows a block diagram or actual photograph of a campus," which will ease the task of firefighters responding to emergencies on campus. New at System Sensor was an expanded line of strobes and speakers including Sounder Base, a smoke detector and sounder that "meets the intent of NFPA to have [sounders and strobes] work in sync," said David George, director of corporate communications.

Mike Madden, national sales manager for Gamewell-FCI, was touting a number of new products including Gamewell-FCI's version of the IPDact. **SSN**

## HDCCTV

Continued from page 6

you won't have the latency issues and you won't need the computing power because you're just moving raw video around with HDCCTV." He also notes that only a percentage of camera installations have live viewing at all. "For people compressing and storing for later viewing, that's an IP network camera kind of place."

Beachler feels the best market for HDCCTV will be for upgrading the current coax-based installations that would like to have HD capabilities.

Fredrik Nilsson, general manager, Americas, for Axis Communications, largely thought of as the company that brought IP cameras to security, said the HDCCTV Alliance only reinforces "how successful the HD concept has become in the camera market—people are really getting the concept of resolution. Putting myself in the shoes of an analog manufacturer, I see you would have nothing to compete with that so HDCCTV makes sense. All of a sudden they say, 'Let's try to do the same thing,' because it's technically possible."

While it's been technically possible for some time, it's only really been financially realistic in the last year or so, said Beachler, because the HD-SDI chips were previously nearly \$100 a piece. Now that Gennum can more reasonably manufacture them, they've become appropriate for many-camera installations.

As of June 16, the HDCCTV **HDCCTV** see page 9



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COMMUNICATIONS



## ONVIF releases test tool

By L. Samuel Pfeifle, editor

SAN RAMON, Calif.—ONVIF, one of a number of organizations working toward IP video standards and interoperability, announced in May a test tool and conformance process for its device discovery specification, which will allow manufacturers who have joined ONVIF to declare conformance to its released specification.

“Writing specifications does not ensure interoperability,” noted ONVIF chairman Jonas Andersson. “It takes much more than that.” He noted that ONVIF’s specification is based on Web services, developed by the World Wide Web Consortium, which should allow each manufacturer to generate the correct code. But, he said, “I would say that’s not even enough, it’s just insuring that the interface is correct. If you request the H.264, you have to make sure that you get that stream, so you need a test tool and a conformance process to ensure that interoperability.”

ONVIF now predicts that ONVIF-conformant products will soon be on the market. At the first ONVIF members meeting last fall, Sony, for one, predicted compliant products before the end of 2009.

By way of comparison, IQinVision demonstrated its compliance with the PSIA specification for device discovery with a camera at ISC West. **SSN**

## HDCCTV

Continued from page 8

Alliance has its .9 version of the interoperability specification available to members (who must pay a fee based on level of participation), and the alliance plans to have a more robust specification, which will include things like controlling PTZ cameras, sending sound, and possibly sending power “up cable,” much like PoE, ready by September 1.

Nilsson called HDCCTV “an interesting concept, but it will be a huge investment to get it off the ground.” He also said it will require buy in from the major camera companies, like Panasonic, Sony, Bosch, and others. Beachler said he’s already been in conversations with those kinds of companies, and when it comes to DVRs, “I’ve got customers just waiting for me to make the cards.” He predicted a variety of HD DVRs and cameras by January of 2010. “That’s the great thing about this,” he said. “The roll out to adoption will be really quick.” **SSN**

# County suspends ECV to bag bad guys

By Daniel Gelinas, associate editor

TACOMA, Wash.—In what SIAC director Ron Walters called a “great example of cooperation between law enforcement and our industry,” a Washington sheriff’s department suspended the county’s false alarm fines and enhanced call verification requirements to

catch a group of five suspected burglars. The temporary suspension of procedure worked.

Suspension of ECV and fines, “and sometimes all calls,” is something that “occurs a couple times a year,” Walters said. SIAC and others actively encourage police departments “to interface with

the alarm industry when there’s a specific problem in an area [such as the situation in Tacoma],” Walters said.

In March and April, the Pierce County Sheriff’s Department appealed to the Washington Burglar and Fire Alarm Association to ask its members to temporarily

modify alarm dispatch procedures to assist in the Sheriff’s attempts to capture a group of individuals believed to be responsible for a series of connected burglaries. The Sheriff’s Department asked alarm companies in a designated area, where the break-ins were

**ECV** see page 10

webcast

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### Panelists

Mark Provinsal –  
Dedicated Micros

John Honovich –  
[ipvideomarket.info](http://ipvideomarket.info)

Robert B. Hellmuth –  
Department of School  
Safety & Security,  
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Public Schools

Sam Pfeifle –  
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# American Security Challenge

Detection, RFID productions are the big winners

By L. Samuel Pfeifle, editor

WASHINGTON—The American Security Challenge, an event intended to identify hot new technologies for homeland security applications, held its final-round event May 21 and announced the winners of the challenge. From six finalists, Hi-G-

Tek, a maker of RFID tracking solutions, was awarded a \$2 million prize from venture firm Chart Venture Partners, and MINDco, a maker of nuclear detection technology, was awarded \$500,000. The awards are dependent on the companies and Chart reaching funding agreements

over the coming months.

The Challenge is open to small technology companies with products that will solve homeland security problems. The event hopes to identify those companies, connect them with funding, and speed them to market.

Kristina Tanasichuk, executive director of the non-profit National Security Initiative that runs the Challenge, said she was pleased with the event's second year. "We had over 225 applicants," she said, "and the prize increased from \$100,000 to \$2.5 million." She said there are also conversations happening between venture capitalists and non-winning applicants.

Even moving past the potential award money, Hi-G-Tek CEO Larry

Blue said, "It was a very good event for us, because just the preparation for it taught us a lot about what our business really is and helped us crystallize our go-to-market strategy." He also mentioned that another ASC sponsor, integrator Alion Technologies, took interest in Hi-G-Tek and has introduced the company to potential U.S. government opportunities.

Mark Premo, U.S. manager of Emza Visual Sense, a finalist that was not awarded a prize, said the event was beneficial even for those who didn't win. "For a small company like us, it's great," he said. "To be selected among 200 applications is fairly impressive, I think." Emza is an Israel-based company that makes outdoor cameras with embedded analytics (See related story on page 35).

As the venture firm making the awards, Chart Venture managing partner Matt McCooe said, "The event actually exceeded my expectations. I wasn't quite sure what to expect, but the companies that presented were terrific. They were really mature technologies, well past the proof-of-concept stage." He said the experience working with the winners would dictate Chart's future involvement, but that there were at least two other applicants in this year's event that Chart—a \$100 million, New York-based firm that works exclusively in the security space—will be speaking with further.

Tanasichuk said the American Security Challenge will grow next year, with new sponsors and more visibility. She said the event hopes to add awards for solving specific problems, such as those related to a vertical industry. "We're working with several non-profit organizations that might provide awards," she said. "The American Water Works Association, for example, are working to develop an award for an innovative technology that would protect water supplies.

"We're hoping to be known as the innovation event." **SSN**

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## ECV

Continued from page 9

occurring, to dispatch immediately and suspend the usual two-call verification until after dispatch. The Sheriff also suspended false alarm fines to the amended area during the amendment period.

The procedural change paid off, and the Washington Burglar & Fire Alarm Association in an April 27 letter passed along thanks from the Sheriff's Department. "The Pierce County Sheriff's Office would like to thank everyone for this cooperative effort. Five suspects have been identified, three of whom are in jail."

Pierce County has since returned to usual false alarm ordinance protocols of ECV and fines. **SSN**



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# Government Watch

By Martha Entwistle, managing editor

## SIA LAUDS LEGISLATORS

During its June 2-3 Government Summit, the Security Industry Association honored a number of legislators and one ADT employee for work on behalf of the security industry. Rep. Ed Towns (D-N.Y.), was named SIA's legislator of the year.

Sen. Ben Nelson (D-Neb.), received SIA's Global Security Leadership Award for his efforts to enact the Agricultural Business Security Tax Credit Act. Global Security Leadership Awards were also given to Rep. Elijah Cummings (D-Md.), and Rep. Darrell Issa, (R-Calif.). SIA presented Jay Hauhn, vice president for technology and industry relations

for ADT, with its Statesman Award for his advocacy efforts on behalf of the security industry.

## SUNNY NEWS FROM FLORIDA

In a message to the Alarm Association of Florida, AAF lobbyist Eric Prutsman told members that the recently completed legislative term was a success for the alarm industry. Gov. Charlie Christ signed a workers' compensation bill that will "eliminate the need for double-digit

increases to workers' compensation rates." In other "great news," Prutsman noted that Gov. Christ vetoed SB 714. This bill contained a provision that delayed the required retrofit of fire sprinkler systems from 2014 to the 2025. According to Prutsman, the Governor asked DBPR to conduct a study on the costs of the retrofit and related savings on insurance premiums and provide the study to him by October 1, 2009. **SSN**

# Alarm Ordinance Watch

## DAYTON, OHIO

The Dayton Daily News on April 1 reported the Dayton Fire Department pushed hard for city commissioners to pass a fire ordinance that fines repeat offenders. The ordinance calls for a written notice if crews respond to two false alarms at the same location. The third false alarm in a year warrants a \$50 fine and the fourth is a \$100 fine. The fines go all the way up to \$250. The seventh time, the fire department is allowed to disconnect from the alarm system.

## IREDELL COUNTY, N.C.

The Statesville Record & Landmark reported on March 31 that beginning April 1, an ordinance, adopted by the Iredell County Board of Commissioners, will impose civil fines on what are called excessive alarms—more than three in a 12-month period. The city of Statesville instituted a policy of charging for false alarms a number of years ago. The fine process is as follows: One to two in a 12-month period: no fine; three to four in a 12-month period: \$50 civil penalty; five to six: \$100; seven or more: \$250. The alarm ordinance effects every business, home, church, factory or any other type of occupancy that has any type of automatic or manual fire alarm system.

## GARDEN CITY, N.Y.

The Garden City News Online reported on March 27 the Garden City Board of Trustees voted to implement fines and fees related to false alarms. In a revenue-enhancing move, false alarm violators will receive a \$50 fine if there are three within six months. There will also be an annual \$75 registration fee for residents and \$100 for businesses to have an alarm.

## BEDFORD, IND.

The Bedford Police Department issued notice March 10 it intends to enforce more stringently a 1981 ordinance regarding fines for false alarms. Bedford has established the Alarm Board, a three-member panel authorized to oversee alarm use. After June, only three false alarms will be allowed per 12-month period. A service charge of \$25 will apply to the fourth and fifth alarms. Following that, each false alarm costs \$50. Parsley noted alarms triggered by severe weather conditions will not be counted. **SSN**

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# EDITORIAL

## Shameless promotion

It is my great pleasure to once again be hosting a pair of forums at ESX, both of them geared, like this very issue, toward finding and cultivating young talent in the security industry.

Of course, some talent hardly has a choice about whether it wants to be in the industry or not. We have a huge swath of young people gearing up to take over the family business, and many of them could use some help.

Hence the "Next Generation" forum, which will feature Shandon Harbor, president of SDA Security; Trevor McEnaney, general manager of Knight Security; Jim Wooster, president of Alarm Financial Services; and Bob Wilgos, president of Laurel Financial Consultants. How's that for a collection of titles?

Seriously, though, Shandon and Trevor can give first-hand accounts of the difficult financial and intra-family decisions that have to be made when it comes time to pass

a business from one generation to the next. Meanwhile, Jim and Bob can talk about what you need to do to prepare your business financially for a transition (hint: start thinking about it really early). Far too many businesses leave family hands because there simply isn't enough capital for the family to both keep operating the company and provide for the retirement of the older generation.

Secondly, there is the question of where you might find young talent if you can't happen upon it through natural reproduction. That's where the "Rising Stars" forum comes in. This will feature Beth Tarnoff, the marketing director for Stanley Convergent Solutions; Andrew Stadler, the director of business development for Security Partners; and Sam Vinicur, president of recruiting firm Total Search Solutions.

Beth and Andrew will talk about how they came into the security industry, how their perceptions changed once they got here, and what we can do to better market the industry outside our little fiefdoms.

Sam has the unenviable task of actually recruiting people into the industry. He'll talk about what's working and what's not (hint: paychecks talk loudly).

Already we're seeing real traction in addressing what many see as the growing problem of keeping the industry alive with

new blood. The progress is in the faces of the people in our 20 Under 40 section this month and it is in the ranks of the Young Security Professionals (nearly all of them legacy types, however), who make their debut at ESX in Baltimore.

So come see me, June 24, in Baltimore, between 1:30 and 4:15 p.m.



L. Samuel Pfeifle

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### MORE WIRELESS LOCKS

I would like to add some information to your recent Product Focus on Locking Systems (JULY 2009). The broad array of electronic locks provided by SimonsVoss Technologies compare very favorably to those products listed in the chart that accompanied the article.

What's the required power? Only two small coin cells compared to the minimum 4AA batteries shown in your list and they last for at least 150,000 operations, compared to the maximum of 100,000 operations in the chart. I would say that SimonsVoss has already achieved the improvements in power consumption that the article calls for.

On top of the other features, the SimonsVoss Technologies product is the only one that actually looks like the existing mechanical handles. No big boxes on the door, no special modifications to the door or the frame. It's a product that an architect can like.

More information on the whole range of SimonsVoss electronic locking systems can be found at [www.simonsvoss.us](http://www.simonsvoss.us).

Warren Simonsen  
SimonsVoss Technologies, Inc

## SECURITY SYSTEMS NEWS

THE NEWSPAPER OF RECORD FOR THE SECURITY SYSTEM INTEGRATOR & INSTALLER

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# COMMERCIAL & SYSTEMS INTEGRATORS

## BRIEF

### Siemens preaches, practices at new HQ

BUFFALO GROVE, Ill.—Being part of a worldwide conglomerate has its advantages. For Siemens Building Technologies, it means having the resources to create a Customer Solutions Center and corporate office here that not only serves as a display hall for the company's products, but also has been built and designed from the ground up to show off the company's integration capabilities.

The building itself is LEEDs certified, for example, and produces zero actual garbage, showing Siemens' internal commitment to green practices. Neil Pickrem, who runs the CSC, even noted that the building contains "no printed material." When customers are brought in for a briefing, they are shown presentations on one of a dozen video screens, all of which are integrated into 14 PCs (recycled from employee workstations) so that the same video and audio can be seen and heard on any screen at any time.

Further, there is a Barco display wall running Siemens' SitelQ video analytics-enabled video management system, which customers can play with, adjusting levels of security; watching vans, cars, and people walking to the smoking area trigger alarms; and manually operating PTZ cameras. There are also C-Pass control panels integrated with cameras, a Sygnal mass notification system integrated with the fire alarms, and gadgets like a Zigbee-wireless thermostat you can stick just about anywhere that's integrated into the HVAC system.

Carey Boethel, VP and head of the Security Solutions business unit, said having the facility helps sell building automation "at the right level ... If you have a security guy selling to a security guy, you're not selling building automation," he said. "You have to elevate the pitch within the organization."

Is Siemens actually having success selling wholly integrated buildings, where the HVAC, building controls, security, and fire systems are all part of one system? Boethel said he's seeing customers at the high and low ends of the size spectrum: "At the small end, you've got customers who can't afford to have individuals in charge of all the different pieces — they've just got one guy for facilities and security, and that can be the path of least resistance." And at the high end, there's often a c-level position, he said, that sees the efficiencies that can be created. "It's about vendor consolidation, a different value proposition," he said. "It's a much more complex and longer sale, but there are certainly companies that are doing it today."

## ASG grows Mid-Atlantic

By Martha Entwistle, managing editor  
BELTSVILLE, Md.—ASG's May 19 acquisition of Controlled Access will expand video and access control capabilities in ASG's Mid-Atlantic region.

"It continues to set the stage for us where all of our branch operations [have strong capabilities] in all the channels where we do business, including high-end commercial, government, small business, residential and fire," said ASG CEO Joe Nuccio. The



Casey Guagenti

company brings with it \$33,000 in RMR and \$5 to \$6 million in installation revenue. ASG expects to quickly double the amount of RMR with the combined resources of the two companies.

"It also builds density in the mid-Atlantic region," something ASG has been focused on in all of its regions, noted Ralph Masino, ASG CFO.

Controlled Access, a 30-employee shop based in Maple Grove, N.J., can now take

advantage of ASG's fire and burg capabilities. Within the next 90 days, the Maple Grove office will merge with ASG's nearby Turnerville, N.J., branch operation.

Nuccio called Casey Guagenti, president of Controlled Access, "one of the best sales guys around." He and Nuccio are old friends, having worked together years ago at Security Link.

Founded in the early 1970s, Controlled Access has been around "since the early days of integration," Guagenti said. The company developed a number of

ASG see page 16

## New Insite office in CT

By L. Samuel Pfeifle, editor  
GREENWICH, Conn.—Insite Security, a security and risk-management firm specializing in high-net-worth clients, has opened a second office here to better serve clients here and in surrounding communities like New Caanan, Cornwall, and Stamford. According to CNNMoney.com, Greenwich has a median income of nearly \$150,000 and the average home is worth roughly \$1.5 million.

The new office is led by

William Whiteside, a former Secret Service agent and Deputy U.S. Marshal. He reports to Insite owner and president Chris Falkenberg, also a former Secret Service agent.



Chris Falkenberg

"It's certainly true that the types of crimes that the wealthy are victimized by increase in times of economic downturn," said Falkenberg about

the reasons for his company's growth. But he also credits the "low-voltage revolution," and the AV integrated systems

that are now in every high-end home. "Every job we do comes with an AV consultant now," he said, "which wasn't the case five years ago."

Insite now has seven full-time employees, all of them former high-level police officers or federal security employees, and the company designs risk-mitigation polices along with security systems, which are then contracted out to integrators for installation. Falkenberg feels a customer is "best served by having an independent party draft the specifications and then

INSITE see page 16

## Casinos and ConnectionsIT

Integrator defies CW and installs IP for gaming, including gaming's 'largest IP camera installation'

By L. Samuel Pfeifle, editor  
SANTA ROSA, Calif.—It's your classic IT story. "We started out in our garage quite a few years ago, building computers and working in the telecom space," said Brody Carlson, president of ConnectionsIT. But this isn't the Apple Computers story, and it isn't your classic security integrator creation myth.

However, ConnectionsIT has leveraged its networking pedigree to become a player in the gaming vertical, in the last month completing IP surveillance systems for the Black Bart Casino in Mendocino County, Calif., and the Spirit River, in Tulsa,

Okla. The latter has roughly 1,400 IP cameras, an installation ConnectionsIT is calling "the largest installation of IP cameras at any casino in the world."

Nor do industry commentators challenge this claim. A query to Pelco resulted in an admission that, if you're talking pure IP cameras, it's larger than anything they know about. An Axis representative hedged his bets by saying, "1,400 is, if not the largest, definitely among the largest."

And those cameras create a lot of data. River Spirit sports 1.4

petabytes of storage.

Carlson credits recent advances in camera and compression technology with opening up the casino market. Currently, surveillance is about 60 percent



Brody Carlson

of ConnectionsIT's revenue, with much of the rest coming from managed IT services. The company has 40 employees and offices here, as well as in Nevada and Oklahoma. Carlson said he expects to open new offices near the Great Lakes and in Southern California later this year. SSN

## CDW launches physical security practice

By L. Samuel Pfeifle, editor  
VERNON HILLS, Ill.—CDW, through its CDW Government subsidiary, has launched a small physical security practice that is designing and building security systems, focusing initially in the education and government verticals.



Cindy Schwartz

"We've been selling IP cameras for years," said Cindy Schwartz, CDW-G physical security specialist, "and we've seen a large success in order fulfillment with our customers, so we decided to create a practice dedicated to physical security. We've seen definite trends in the marketplace shifting from analog cameras to IP."

With its legacy in the IT space, CDW-G typically brings in partners it has been working with in the past to do much of the installation work, Schwartz said. However, "we're exploring different options of who's out there and who would give us the best coverage."

CDW-G is also trying to provide its partners with good data to get them more security work. It recently released its 2009 School Safety Index, for example, which surveyed more than 400 K-12 IT and security directors. While much of the survey concerned IT security, CDW-G did find that 79 percent of schools are using video surveillance of some kind, and that's up from 70 percent in 2008. Further, some 70 percent of schools are now using mass notification of some kind, up from just 45 percent in 2008.

Currently, there are just two dedicated security specialists in the physical security practice, but "we're looking to grow that significantly over the next couple of years," Schwartz said. SSN

# C&C's portable security

*Solution aimed at construction industry, needs dealers*

By L. Samuel Pfeifle, editor

CAMP HILL, Pa.—Despite the downturn in the construction industry, or maybe because of it, securing job sites continues to be an attractive sales opportunity for integrators. This week, C&C Security Systems, based here, announced a new portable security system for job sites, called JeSS, which offers access control, time and attendance, video surveillance with up to eight or 16 cameras, fire detection and intrusion protection in one package. The company is selling the product in Pennsylvania, Delaware and West Virginia currently, and will be looking for dealer partners to cover the rest of the United States and Canada.

Last year alone, integrators ASAP Security, Unilux, and HowTec Video Security Systems all released portable video systems for construction job sites. JeSS goes a step further, said president Steve Chianos, by incorporating access control and time and attendance, so that the system has helpful reporting features and serves as a security system.



"We're trying to provide a comprehensive solution," Chianos said. "They can use it to do their payroll, they can monitor when subcontractors arrived on the site, they can access the DVR from home to see what's going on. And at night we have an intrusion detection system that will call you with a cell phone dialer or you can have it call the police."

C&C does all the assembly in house, with eight total employees, but is exploring an outsourcing option for when sales increase. Chianos said the insurance savings alone for construction companies could pay for the system, so he's optimistic about sales. In the future, "I want to develop this into something that's almost like a command center, which could house the security equipment, but double as a staff office, with the ability to monitor multiple job sites, pull up plans on the monitors and keep track of everything."

C&C was founded in 2005 and works primarily in the municipal, commercial and industrial space. **SSN**

# ASG

*Continued from page 15*

security products (video data-mining, access control multiplexers) that weren't readily available in those days. Guagenti and two silent partners acquired the company in 2001. "We kept away from making products and focused on adding business acumen and discipline on the finance and business side of the organization. We developed the organization as far as we could take it," he said. "With the advent of the ASG acquisition, we want to go to the next level, and we're certain we will."

"Their business model is a perfect fit for us," he said. "We are a security integrator with high skills in access and video, but we haven't had the fire and security component before, [nor] the bonding capacity necessary for some of the larger projects. ASG will bring that and the fire and security," he said.

The day-to-day experience for Controlled Access employees won't change much. Guagenti said he'll be focusing more on the growth of the business from a sales perspective and there will be more opportunities for Controlled Access employees. "They'll be working in a larger organization with multiple sites. The cream rises to the top and [top performers] will have more opportunity for growth. From a legacy standpoint, they're already being treated as a part of the family and that's how I hoped it would happen." **SSN**

# Insite

*Continued from page 15*

send that out to market for bid, certify them, make sure they're competent, and then commission the project."

Falkenberg said infrared technology has become particularly useful and reasonably priced lately, though the cameras can be difficult to make fit a high-end home's architecture and look. "They're putting millions into museum-quality design," he said, "and so we can't just run with commercial security equipment, even though we need commercial-level performance."

This is just one of many difficulties unique to high-wealth homes. Considering the size of many of these homes' staffs, "how do you maintain even basic physical security?" Falkenberg posits. "We have to use selective zoning on different entrances, keeping back or side entrances on a 24-hour zone." Many times, however, a resident will turn the system off completely when home, but "it's a 10,000-square-foot home," Falkenberg said, "there's no way someone can hear a break in on the other side of the house."

However, these are problems that need solving more and more often, as "there's an enhanced feeling of vulnerability" now.

And Falkenberg predicted it would only get worse. "There's a concern about kidnapping," he said, something that's a problem for the wealthy in South and Latin America, but has not been a problem in the United States. **SSN**



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# Watching the city's video

New surveillance trend: Private companies monitor public spaces

By Daniel Gelinas, associate editor

Adoption of public surveillance has been slow to spread for a number of reasons. Chief among them is the "Big Brother" privacy argument. However, according to many, this aversion to widespread public video monitoring is changing, and that's very good news in a slow economy for a struggling security industry. Not only does it mean more installations, but, in many cases, the municipalities don't have anyone to watch the cameras, so they are contracting with private alarm firms to do the monitoring for them.

Communities like Atherton (where police are currently waging a campaign to tie in private, residential CCTV and IP-video systems to the municipal system) and El Cerrito, Calif., Birmingham, Ala., and St. Louis, to name a few, have large-scale municipal surveillance programs in place and indicate the genesis of a trend.

Ojo Technology security solution advisor Bob Kusche likens the

**"They basically thought we could do it better."**

—Richard Cruit, ION

increasing acceptance and quickening spread of surveillance at the municipality level to the explosion of Web commerce. "It is akin to when big business first encountered the Internet," Kusche said. "Everyone was scratching their heads wondering how to use the technology. Security is only now starting to do the same thing with IP-enabled cameras, sensors, and other related hardware." Kusche also points to public opinion as proof that acceptance will continue to increase.

"Polls show a 98 percent approval rating by the public for cameras placed in public areas," Kusche said. "Ojo Technology presented a 'Video 911' presentation to 27 police departments last August in conjunction with the Atherton Police Department. That's a lot of interest."

According to California Alarm Association past president Jon Sargent, who is with ADT Industry Relations-West, quicker adoption of video surveillance solutions at the municipality level is a natural extension of a shift in priorities. Safety and security are now of paramount importance in reaction to heightened crime and more desperate criminals. "I have actually heard more people comment at city council meetings that they want more cameras in certain areas. Crime, and in particular violent crime, has gotten to the point where people are now willing to allow just about any tools available to fight crime," Sargent said. "People just don't care like they used

to about having cameras around and I think most have accepted that out in public areas there is no expectation of privacy."

Further, communities are looking to the security industry to help fight that crime and monitor those cameras.

In early 2008, the Office of the Mayor in Birmingham, Ala., hired systems integrator ION Interactive Video Technologies, an IP-based video and security solutions provider, to install surveillance cameras in various outdoor locations across the city. According to Richard Cruit,

vice president of ION, the city also asked ION to remotely monitor all of the installed cameras from the company's own control center, a rare opportunity for a private monitoring company. "Municipalities normally set up their own monitoring stations within the police station," Cruit said. "We've got a very unusual arrangement with the city of Birmingham. They basically thought we could do it better."

Cruit explained that while the

situation with ION in Birmingham is not industry standard, more opportunities are opening up, and the current expectation of public surveillance to promote safety is spreading rapidly into the private sector. "This is good for the industry. No doubt about that. With the municipal contracts come more commercial contracts. Because as the municipalities bring these systems online, there's more awareness of

**VIDEO** see page 18


## Harry meet Sally



**Harry** is a job seeker in the Security industry.




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# Video

Continued from page 17

it," Cruit said. "Then the private sector takes a look at it and says, 'Well golly, if they can do it, we can do it. We've got an apartment complex or a large facility and we want to make sure it's surveilled.' It's a natural progression."

Carey Boethel, vice president, business unit head for security

solutions U.S., Siemens Building Technologies, sees increased opportunity given the new trend toward security-critical infrastructure, much of it controlled by local governments. "Today we're able to capitalize on a couple of different trends in the marketplace that we see occurring, including the continued spending in the critical infrastructure space. We can aggregate all these technologies, and we're doing that from our command centers. We're monitoring

critical infrastructure on behalf of municipalities," Boethel said. "We're also doing managed services from there, hosting access and video. The guard-tour scenario is something that we do every day ... RMR is a by-product of that."

Mike Hackett, CEO and president of St. Louis-based Hackett Security says the need for vigilance, especially in urban centers where many cities are revitalizing, is paramount. A rebuilt downtown does no good if

people don't feel safe, Hackett points out. "In most cities you have most of the growth in the ring of the donut. The center is so built out that they go farther and farther out, but now we're rebuilding on the inside of the donut," Hackett said. "So we put cameras up in coordination with local business owners and when the cameras start to see a group of people ... [the business association will] just make sure that they've taken the assets of the guard force

and deployed them around where the people are, while we alert the police. And when you've got police and lots of people watching what's going on, if they're up to something unscrupulous, they're going somewhere else."

Sargent agrees that citizens are continuing to realize the way to keep honest people honest and dishonest people away is to openly monitor their public activities. "There are still some people who are paranoid of 'Big Brother,' but the tide has turned," Sargent said. "People who do not do illegal things have nothing to fear and look forward to a safer community. People who do illegal things should be fearful, and will move on to other areas."

A recent case study released by ION identifies the challenges of securing America's downtowns. Paramount, according to the release, is to efficiently and cost-effectively increase safety and security with limited security personnel in sprawling downtown areas. ION's solution includes the use of VideoIQ, analytics-enabled video surveillance cameras throughout

**"Today we're able to capitalize on a couple of different trends in the marketplace ... We're monitoring critical infrastructure on behalf of municipalities."**

—Carey Boethel, Siemens



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the downtown core, which allows for prompt detection and notification of suspicious behavior, enabling guards to evaluate the situation and dispatch police immediately. "The public now expects, and in some instances views it as the force multiplier. They can do more with fewer feet on the street," Cruit said. "It's already starting to drill down into the residential market."

Security Industry Alarm Coalition director Ron Walters feels a time is coming where the industry and municipalities will work more and more closely together. "I believe that the future will be the industry uploading video to the 911 folks," Walters said, noting APCO and the CSAA had recently worked together to pass a standard to allow direct digital communication of dispatch info between the security industry and police.

While these municipal installations have been largely closed to RMR opportunities, cities and towns will increasingly represent long-term customers who expect a partnership with private security companies. The successes, or not, of these early relationships will likely shape the future market. **SSN**



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# 20 UNDER 40

## And one more for luck

By L. Samuel Pfeifle, editor

Yes, we understand that this feature will eventually tire itself out. At some point, I guess, we'll be profiling folks who just joined the industry and saying things like, "Boy, howdy, they sure do seem smart." But that day hasn't come yet. Not hardly.

If anything, word is starting to get around and this was our best batch of nominees yet. More than 125 names were submitted for our consideration this year, and the choices were as difficult as they've ever been.

(We've yet to come to blows in the SSN offices over this thing, but we arched our eyebrows menacingly a couple of times, I can assure you.)

As in years past, we often went with our gut. Sometimes a title isn't as impressive as the passion that goes into a nomination. Sometimes a good story beat out a few extra years of experience. And we nearly always went with the guy or gal who participates in industry associations and works at training and educating others.

These are, after all, future leaders we're trying to identify here. Leadership isn't measured solely in success. In order to have leaders you must have followers, of course, and leaders are those who take it upon themselves to set a course for the industry, to make decisions about the new ways things can be done and the old ways that needn't be changed.

When the CSAA or SIA or the NBFSA sends out a legislative bulletin, who's likely to take the time to make a phone call to the local legislator? Who's likely to be at the

Education and Training Committee meeting, giving up valuable selling time to figure out ways to improve the businesses of others?

Who's going to take upon themselves the onerous task of traveling to Athens, Greece, this fall to participate in the CSAA's annual meeting?

Wait. Maybe that last one isn't the best example. But you get the idea.

Further, these future and present leaders need support as they continue to grow. A number of this year's selections mentioned the value of mentors in their career paths, and expressed a desire to be mentors themselves.

**"Leaders are those who take it upon themselves to set a course for the industry, to make decisions about the new ways things can be done and the old ways that needn't be changed."**

To you industry veterans reading this: To whom have you been a mentor? Who will carry on your legacy when you retire? Sure, your son or daughter might count, but what about your ops manager or your lead technician?

All of you have talent in your organizations that needs to be fostered.

We are excited, too, about recent developments in the industry

like the creation of the Young Security Professionals, who make their debut at ESX this month. Please don't underestimate the value of giving these young leaders a place to swap war stories: "Did your boss ever ask you where he could find Twitter on the Internet?"

Yes, the folks on the following pages have the industry twittering about its great potential, built upon its great history. New technology and new ideas have security becoming ever more vital to society at large, both in keeping people safe and in growing the economy.

Who knows that better than these people?

## 2008's 20 under 40

- Katie Adelhardt, Construction Account Manager, Diebold
- Sean Baghai, CEO, Baghai Security
- Jill Bartyzal, IT/Technical Operations Manager, Armor Security
- John Bergher, General Manager, Protection One, Las Vegas
- David Bitton, CTO, Supreme Security Systems
- Renee Genke, Customer Service Coordinator, Suburban Electrical Engineers/Contractors
- Jason Gonzalez, CEO, Digital Management Systems
- Kristi Harris, Vice President, ESC Central
- Josh Houser, Vice President of Service and Inside Sales, APXAlarm
- Michael Jagger, President, Provident Security
- Craig Metzger, Owner, GuardMe Security
- Rick Motta, System Sales, Commercial Electronic Systems
- Andrea Nielsen, Director of Sales and Marketing, Comtel Systems Technology
- Michael Noyes, Operations Manager, One Source Security & Automation
- Heather Peterson, Dealer Support and Data Entry Manager, COPS Monitoring
- Efrain Saenz, Director of Monitoring Services, UTC Fire & Security
- Dwight Sears, President, Silent Guard
- Jayson Swope, Director of Engineering, Adesta
- Steven Turney, Security Program Manager, TAC
- Jeremy Wyble, General Manager, Alarm Central

## 2007's 20 under 40

- Jason Baycroft, Director of security systems, Canada, Siemens Building Technologies
- Brett Bean, President, F.E. Moran Alarm and Monitoring Systems
- Dan Bresingham, CFO, Stanley Security Integration
- Nick Cannone, VP of operations, Connective Home
- Steven Coppola Jr., Director of Tech Services and General Manager, Statewide Central Station
- Jeffrey Doak, President, i2c Technologies
- Jon Ecker, President, Peace of Mind Technologies
- Kerry Egan, Vice President, Security Partners
- Robert Few, Co-Founder, King Monitoring Group
- Josh Garner, President, AvantGuard Monitoring
- Maria Gonzalez, CEO, Nortronics
- Shandon Harbor, President, SDA Security
- Chris Horan, Branch manager, New York, Johnson Controls
- Mary Jezioro, Vice President, Shield Security Systems
- Dave Lindsey, President, Defender Direct
- Rob René, Vice President, Portland, EYESThere
- Louis Sampson, CFO, American Alarm
- Eugene Szatkowski, President, Secure Integrations
- Brent Uhl, Vice President, Brink's Business Security
- Eric Yunag, President and COO, Dakota Security Systems



Carey Boethel

## Carey Boethel, 38

Vice President, Business Unit Head for Security, Siemens

Like many executives in the security industry, Carey Boethel didn't graduate from Texas A&M looking forward to a career in security. An architecture student, he happened to catch on with Schiff & Associates, where "I had two terrific mentors very early in my career, Gary Schiff and Jim Francis," he says, "both of whom taught me the basics of security design, engineering and risk mitigation."

He's taken that early instruction and built a career on combining security with business efficiency and understanding a customer's entire operation, first and foremost. At Siemens, he finds himself with tools at his disposal to show the C-level that building systems don't have to be a sunk cost.

This mentor process, he says, is vital to the growth of the industry, despite increased efforts in college recruiting. "The best way to navigate this industry is to align oneself with someone who can help guide decisions," he says. "My hope is that by the end of my career, there are a few young industry leaders who will have considered me a mentor who made a difference in their careers."

—L. Samuel Pfeifle



Michael Bourque

## Michael Bourque, 35

Fire Alarm Manager, HB Alarm

HB Alarm was founded by "my grandfather in 1971 before I was born," says Michael Bourque. His father worked there and his uncle, John Bourque, is the current president. "When I was growing up it's all my family ever talked about, and working for the company has become the course for me as well."

Bourque began his career installing burglar alarm systems in 1996. After The Station nightclub fire three in 2003, HB Alarm "was instrumental in bringing wireless fire alarm systems to Rhode Island," Bourque says. "We've carved out a niche for ourselves in this market." Today, Bourque runs HB's fire alarm business.

Plenty of young people work at HB, but, like many family-owned businesses, most are members of the Bourque family. "There are a handful of [younger] guys who work here [who did not grow up in the industry]," he says. Bourque predicts more will be attracted as the industry's technology becomes more sophisticated. "Technology is what young people are interested in. That's what I think will draw more young people."

—Martha Entwistle



# 20 UNDER 40



Jeremy Brecher

## Jeremy Brecher, 33

Vice President, Operations and Information Technology, Diebold

An entry-level summer job in college, at Diebold acquisition Antar-Com, hooked Jeremy Brecher on security with the technology: "It was tangible," he says. "It was hardware and software, the whole gamut of technology." It didn't hurt, either, that his work at Antar-Com put him side-by-side with Fortune 500 companies' IT departments, whose best practices he soaked up like a sponge as he learned to make security friendly to the operation as a whole.

He also knows from that experience that IT guys are "below the line," Brecher says. "They're a necessary evil." But, in security, they can be above the line. "You're the person we want to grow and have more of," he says to potential IT hires, "and this gives you versatility, seeing all kinds of storage, servers, software—you get a bigger picture IT experience here in security."

Brecher may indeed be a security lifer because here "you can have daily successes—you're protecting your own family and friends. You could deploy a great web site, or a data center, but it's so hard to have daily wins and physically touch it. In security, you are what you make yourself. Your vision can define something new."

—L. Samuel Pfeifle



Jordon Brown

## Jordon Brown, 36

Regional Manager, GuardTronic

At 14, Jordon Brown was already pulling wires for his dad's security company. Not too many years later, he found himself managing his own central station in Arkansas. He had always been fascinated by central stations, by "all the information taking place at one spot," he says. "I was just always amazed that somebody sitting in one spot could know everything that was happening about all these different accounts all around the world."

Brown says to promote the security industry to young people, "We have to make it like an electrician's job, where we promote in high school that not only is it a good summer job but a good career choice." Brown volunteers teaching training and certification programs, has been lauded by the NBFSA for his work, and hopes to inspire other young people through education.

"When I'm done," he says, "I want people to say, 'I did a better alarm job from what I learned from Jordon Brown.'"

—Angelique Carson



John Corliss

## John Corliss, 39

COO, Defender Direct

John Corliss and Defender president (and 20-under-40 alum) Dave Lindsay worked together in the 1990s. They'd fallen out of touch, but when he was mulling a move, Corliss called Lindsay. "He talked me into coming out to Indianapolis," Corliss says. "I started here in January of 2006."

The largest ADT dealer in the country, Defender has grown to 1,500 employees in 11 years. "We recruit a lot of young people in installation and sales," he says. Defender has extensive training programs that encourage career growth through personal growth (see accompanying story, page 1).

It's an approach Corliss believes should be adopted by more companies who want to not only attract young people, but keep them as employees. "Many people have been here since day one," he observes.

Corliss doubts he'll ever "quit working" but when he does, he says he'd like to be remembered as a teacher. "I'd like people to say, 'I learned a lot from John. He was able to teach me some things that made me be a better person, helped me provide for my family, and help other people.'"

—Martha Entwistle



Acy Forsythe

## Acy Forsythe, 33

Central Station Manager, SentryNet

Acy Forsythe, a director-at-large for the Alarm Association of Florida, claims his entry into the industry was "a fluke." Forsythe began as an IT guy. "My wife moved to Austin, and I started working for a software company called ABM. They wrote automation software for central stations," Forsythe says. The transition to operating a central was a natural one.

Forsythe says there is an untapped resource right under the industry's nose. "We need to pull from all of those unemployed IT pros that don't have jobs because of the dotcom fallout and overseas outsourcing," he says. "The IT guys don't know about this industry as an option ... We need to recruit through IT trade magazines, because there is a pool there, and they are extremely unemployed."

What does he want his legacy to be? "I'd like to be remembered at all," Forsythe chuckles. "I'd like to be remembered for bringing new technology into the security industry ... new technology that wasn't thought of as being in the security realm."

—Daniel Gelinas



Cindy Harkins

## Cindy Harkins, 25

Director of National Account Installation, UAS

As if her day job doesn't keep her busy enough, Cindy Harkins fills her nights working toward a degree at the University of Pennsylvania. What do her fellow students think of her as she studies everything from business to chemistry and biology?

"As a science nerd, I have this crazy urge to tinker and problem solve. The technical aspect of the industry satisfies that urge for me," she says. But, "When you say security, they all think I'm a security guard and I carry a gun," she laughs. Yet, "the news is constantly flooded with stories about house fires and local robberies. Rarely is there any mention of the central station operator who dispatched the fire department in less than a minute and saved lives as a result. It's important to make those achievements public."

Harkins' achievements are worth acclaiming, too. She's worked her way from summer office assistant in high school to being the central point person coordinating all of UAS' many ongoing national account installations. Her focus on the customer has been vital in that rise: "It's essential," she says, "that customers walk away with faith in the rapport that we've established during the installation process."

—L. Samuel Pfeifle



Robert Hofmann

## Robert Hofmann, 35

Business Development Manager, Convergent Technologies

Robert Hofmann entered the security industry by way of Germany. A member of the United States Air Force in 1994, he was given a special duty assignment to work in the alarm zone, where his focus was on fire and security systems.

When he left the Air Force in 2000, it was a natural transition to work for an access control company, and eventually find his way to Convergent as a business development manager.

Hofmann believes that to attract young people, this industry should look hard at the IT world. "Convergence, that's a word that's been thrown around the industry for a couple of years," he says, "and as we go down that road, it's important to attract some of the young IT professionals that are skilled and interested in IT."

Hofmann hopes to give back to the industry at least as much as he's taken out of it. "I still have a great mentor that mentors me once a week or whenever I need him," he says. "He's been such a huge impact on my life within this industry that I owe it to him to pay it forward and take the things I have learned and take somebody and give him or her the keys to success."

—Angelique Carson

# 20 UNDER 40



Sam Jaddi

## Sam Jaddi, 35

Chief Technology Officer,  
Stanley Convergent Security Solutions

**W**orking at ADT during the 9/11 aftermath, Sam Jaddi realized the security industry was not only growing, but lacked tough leadership as it related to the future of the industry. Everybody had been doing the same thing for dozens of years.

He says the industry has really started to evolve within the last eight years, however, “and the technology has matured enough to where we need to start looking at how we integrate and converge to provide the services of tomorrow,” he says.

To attract young people to maintain that evolution, Jaddi thinks three things should be done: Executives need to invest time to go to colleges and build awareness of the industry with talented students before they graduate; industry leaders need to realize there are many more roles now than before, as convergence and integration occurs; and security should capitalize on the fact that technology is a way of life for young people, and they represent the customer demands of the future. “In the 1980s and 1990s, there was no way of looking at the Internet as an industry; security has the opportunity to put itself on the map in a similar way,” he says. Jaddi hopes to contribute to that evolution and see its fruition.

—Angelique Carson



Andy Johannsen

## Andy Johannsen, 39

Director of sales,  
VES central station, VES Fire Detection

**A**ndy Johannsen let his fingers do the walking to begin his security career. “I decided to change careers in 1993, and called some local alarm companies I found in the yellow pages,” Johannsen says. “Two weeks later, I was a service technician for Advent Security, in Oreland, PA.”

Johannsen feels strongly about fostering proactive growth, and feels the path to good industry stewardship is active recruitment and hands-on training. “Unfortunately for the industry, many people move up through the ranks of a family business,” Johannsen says. “Vocational schools with electrical or computer courses of study are a great resource. Some even teach alarm systems.”

Over a 16-year career, Johannsen has been a service tech, a manufacturer’s sales rep and an alarm company owner. At the end of the day, he wants nothing more than to have made a difference. “It’s why I got into security. I want to be proud of my straightforward, honest dealings and friendships with colleagues, dealers and customers. I just want to do my small part to protect and save lives.”

—Daniel Gelfinas



Brendan Lally

## Brendan Lally, 32

President/Owner, IRL Systems

**B**rendan Lally came to America from Ireland on something of a lark: “I got my green card through the lottery,” he says, “so I decided to give America a chance for six months.” Once in New York City, he got a position with fire installer Crossfire thanks to an electrical engineering background, and things clicked.

“I just fell in love with fire alarm,” he says. “I think I might do that for free.”

However, he found his services in demand and began rising up the ranks before, with help from his former Crossfire employers, starting his own business. Seven years in, IRL Systems (get it? Ireland-IRL) services the five boroughs with three men in the field, plus himself and back office, but a new operations manager has him confident he can triple the size of the business in short fashion—if only he could find some good workers. “I often judge a person just on the speed they walk at,” he says. “If he’s dragging his heels just to get a coffee, he’s not going to be running when he’s on the job.”

While the firm’s work ethic has won the company national sales awards from its vendor, it’s hard to keep up: “A lot of people want a job,” Lally says. “Not many want to work.”

—L. Samuel Pfeifle



Jorgia McAfee

## Jorgia McAfee, 28

VP of Operations, Crime Prevention  
Security Systems

**J**orgia McAfee was born with security on the brain, as her parents have owned their own security company since 1975. At 16, she began working part-time for them, but with an eye on the theater, as she hoped to be an actress. She now combines the two passions, performing at local theaters and as vice president of operations at the family company. “I ended up getting more practical when I took college courses and switched my major to business,” she says. “The older I got the more I valued what we do as a business, protecting lives and property.”

She thinks the industry should capitalize on opportunities to promote itself at college campuses as well as on social networking sites like Facebook and YouTube. She says she hopes her legacy is that she continues to build the business her parents started by celebrating individuals.

“I want to be known for recognizing the individual achievements of innovators of technology,” she says, “the individuals achievers within our company, and the individual needs of our customers.”

—Angelique Carson



Trevor McEnaney

## Trevor McEnaney, 33

General Manager, Knight Security

**T**revor McEnaney was born into the security industry. His grandfather was Howard Wolfurst and his uncle is CSAA president Bud Wolfurst. He did not jump right into the business after school, however. He went to the Berklee School of Music where he studied jazz guitar and played in a rock band.

He transitioned from music to business with a job at a finance company for four years before coming back to help his father run Knight Security. Getting outside experience, and particularly learning about finance and proper accounting, has given him valuable perspective, he says.

McEnaney said his work with the NBFAs Young Security Professionals Group “is the start” of carving his own name into the industry. Through that work, he’d like to “elevate awareness and give the Mom and Pops some competitive resources on multiple levels.” Business transition is an area of interest for McEnaney because, “my whole premise in getting involved in the industry was to help my family transition the business.”

—Martha Entwistle



Jeremy Pixton

## Jeremy Pixton, 32

President/Owner, Platinum Protection

**J**eremy Pixton began working in the industry doing door-to-door sales for Safe Home Security (now Pinnacle) as an undergrad. He was the top sales rep, a recognition he achieved at subsequent companies. Three years ago, he teamed with three others to launch Platinum Protection, a summer-model security company. One of Pixton’s objectives has been to “change the image of the door-to-door industry” by hiring the best people and training them well.

Platinum shuns the common practice of offering a signing bonus to sales reps, which “changes the focus from 100 percent money to a focus on the quality of customers,” along with the sales process, “and attracts high quality sales people,” he says. The company has amassed more than 100,000 accounts, and Pixton credits the quality of the sales reps for that success.

“Young people want to be involved with organizations that are making a difference along with a lasting change in the world. Our product has that ability. It can change lives. I think we need to start emphasizing this more than the money that comes with the job,” he says.

—Martha Entwistle



# 20 UNDER 40



Tracey Ritchie

## Tracey Ritchie, 30

Director of Marketing & Dealer relations,  
United Central Control

Tracey Ritchie began her career in security as an assistant to the VP of sales at UCC and rose through the ranks. "I have a background in marketing and public relations, and it was through looking for a job in that market that I happened to stumble upon security," Ritchie says. "I've been with UCC for almost seven years now, and have learned so much more about security since I've been here."

Ritchie sees security moving in a much more technology-oriented direction and feels the future of the industry will depend on promoting its cutting edge. "We're already beginning to attract the young, savvy techie crowd," Ritchie says. "As security gets more into stuff like video and moves more into technology, I think we'll continue to attract young, bright minds."

Ritchie, who serves on the board of the Texas Burglar and Fire Alarm Association, sees the importance of being involved. "I would like to be someone who has contributed to the industry as a whole," Ritchie says. "I'd like to know I've contributed to helping our industry to grow."

—Daniel Gelinas



Lisa Roy

## Lisa Roy, 37

VP global security and fire safety  
operations, Johnson Controls

In Lisa Roy's case, she did sort of go to college to be in the security industry. "Controls theory was what I was drawn to," she says, having studied electrical engineering and joining up with Johnson Controls 15 years ago as an application engineer intern. Now, after a left-hand turn into sales and time managing the government vertical for JCI, she has a global team and lives on Continental Airlines, going from Louisiana to Wisconsin to points around the world.

The basic tenets remain the same, though: "It's about how we might take a different approach to market," she says, "coming from the customer perspective, driving their business needs instead of focusing on the technology."

As the industry embraces this "revolution of what it takes to be a security integrator," she predicts, "you'll see a better caliber of person, one who can articulate the value proposition to a customer who wants new security technology to better run their business."

"We haven't explored security technology fully from the business side or the customer side, and I want to be around to watch that happen," she says.

—L. Samuel Pfeifle



Josh Timko

## Josh Timko, 26

President, SafeNet Security

Josh Timko started in the security industry in 2003 as an intern, while pursuing a law degree in Criminal Justice and Law Enforcement at the University of Akron.

He says as soon as he got involved, he was hooked for life. Helping people stay protected gave him more satisfaction than any other career path he'd thought of. So when the boss said he wanted out and was thinking of selling, Timko stepped up

with his partner to purchase the company.

"I still get excited about all the new technologies and trends in our markets," he says, and believes other young people could get excited, too. "You have to realize that most people do not go through high school planning on their future in the alarm industry," he says, adding that it's important the industry stress the endless possibilities that exist. Timko hopes his legacy is that he helped people feel safe and secure, and, "I want to leave knowing that every time I walked into a potential client's home or business, I had an advantage over the next guy with my knowledge and ability to relate to the customer."

—Angelique Carson



Aaron Wahrsager

## Aaron Wahrsager, 27

COO, Smith & Wesson Security Services

Yes, Aaron Wahrsager has security in his genes. His father Warren has been in the industry since 1977, "so I more or less grew up into it. I've been working here probably since I was 12 or 13, in some capacity," Wahrsager says. "I would go out with installers as a helper to get a feel for everything."

Not everyone has the opportunity to grow up in the industry, however, and Wahrsager feels more can be done to recruit new blood and fresh ideas. "I think the industry as a whole needs to portray itself as a professional industry. Some people have an impression that it's a grimy, trunk-slammer industry," Wahrsager says. "If people see a classier side, they'll be interested in it."

Wahrsager isn't anywhere near considering retirement, but when he does, his aspirations are simple. "When I leave this industry, I would like to think that I left it a better, more professional industry than when I got here," Wahrsager says. "Overall, I want people to appreciate what I've done."

—Daniel Gelinas



Curtiss Weinstein

## Curtiss Weinstein, 36

President, Absolute Security

Fresh out of the service, Curtiss Weinstein sold vacuum cleaners door-to-door. "I was very good at it, but I hated it," he says. He switched to selling alarms and, wanting to be an entrepreneur, became an ADT dealer. That was more than 10 years

ago. Today, Weinstein is president of Virginia-based Absolute Security, the second-largest ADT dealer in the country. What would he like to leave as his legacy? "Not a mess," Weinstein jokes. He wants to make good decisions that'll benefit his company and his employees. "I'm 36 years old, I haven't scratched the surface yet. I'm still figuring out what I'm trying to build," he says.

Weinstein is certainly doing his part to attract young people to the industry. Most of his 150 employees are young, and he's hired and trained many in door-to-door sales, some who've stayed in the industry and others who've gone on to successful sales careers elsewhere. Weinstein says there's no better "bootcamp" for business training than knocking on doors.

—Martha Entwistle



Leanne Woodhouse

## Leanne Woodhouse, 37

General Manager of Marketing and Dealer  
Relations, SecurTek

Leanne Woodhouse began her career 10 years ago with a then-nascent SecurTek as a dealer channel manager. "I haven't moved around a lot. I've been there from the beginning," She says.

Woodhouse feels the industry will face increasing difficulty attracting bright newcomers without proactive action. "I think if we want to get more young people we need to let them know that this is a career option—it's not usually top of mind," She says. "It's working with community colleges or other educational facilities, where someone goes to get their low voltage electrical training, working with business schools, bringing in young people on practicums or internships."

As for the future, Woodhouse is modest. "I've been fortunate enough to have worked with some great people," she says. "I would like it if the people I've learned from were able to say they had the opportunity to grow or learn something as a result of working with me. It is a sign of my success when people that work with me become even more successful."

—Daniel Gelinas

# FIRE SYSTEMS INSTALLATION

## Alarm co. owner next Governor of Rhode Island?

By Martha Entwistle, managing editor

WARWICK, R.I.—Alarm company owner Joseph Trillo is mulling a bid for governor of Rhode Island and he says his experience running a business for the past 30 years is one of his most important qualifications for the job.



Joseph Trillo

In addition to running Triple A Custom Alarm Systems, Trillo has served as State Representative from Warwick for the past nine years. "One of the problems in the Legislature is that there are not enough business people, especially people who have run small businesses," he said. This experience "helps

tremendously," he said.

Rhode Island's current governor, Republican Don Carcieri, cannot run for reelection in 2010. Three Democrats and one independent are considering running for Carcieri's seat. Trillo is the only Republican who has expressed an interest in running.

Trillo created an exploratory committee and expects to make a final decision by September. With \$60,000 in his campaign war chest, Trillo has more cash on hand than most of his legislative colleagues. However, Trillo's likely Democratic opponents have substantially more money. According to the Providence Journal, State Treasurer Frank Caprio has \$1.2 million, Attorney General Patrick Lynch has \$418,917 and Lt. Gov. Elizabeth Roberts has \$302,103.

Rep. Trillo is not worried about

fundraising. "I'm not concerned. The money will come once I commit," he said. More than 700 people have contributed to Trillo's campaigns in the past "and a lot of those people have told me that they're willing to give me a lot more money." Among some of his staunchest supporters, he said, are others in the alarm industry.

The Boston Herald described Trillo as a "public access TV host best known for his outbursts." Asked about this, he said he considers his outspoken nature a plus. "Sure. When I get pushed far enough I'll outburst at you. Put it this way, I'm not one of the pansies in politics." Trillo hosts two public access television shows, "Trillo Talks" and "Issues and Ideas," which air statewide.

He considers himself an

TRILLO see page 25

## UL, RJA partner

*Collaboration to prevent hassles with AHJs*

By Martha Entwistle, managing editor

CHICAGO—In a move designed to save fire installers time and money, Underwriters Laboratories announced June 1 it had forged a new partnership with Rolf Jensen & Associates, a fire protection engineering and life safety consulting company.

The partnership will help fire installers and building contractors ensure quick approval of projects by local AHJs (authorities having jurisdiction). Under the new arrangement, UL and RJA will work together during the design and construction phase of a project to help ensure that a project will meet all UL specifications, and thus, avoid any problems with getting the job approved by AHJs.

The partnership will be particularly helpful with international jobs, said Randy Tucker, executive vice president and chief technology officer for RJA. It will also be useful domestically, he said, because RJA has resources all over the country.

Tucker explained how the partnership may help a fire installer. "It could be that a fire detection system is designed in a way that appears slightly beyond UL limitations," he said. In that instance, RJA could do an "analysis of the project and demonstrate that it is in compliance with UL." RJA would send its analysis to UL, which would issue a letter to the contractor for the local AHJ stating that the project is in compliance.

"It will save a lot of money for the contractor," he said.

Although UL and RJA have worked together over the past 40 years, this collaboration represents a new approach to working with consultants and contractors for UL, according to Tucker. "UL has partnerships with other [entities], but not with consultants and engineering firms like ours. It's a new partnership approach for them [that will enable us to] leverage our capabilities together." **SSN**

## BRIEFS

### FEMA appoints Tidwell

CLEVELAND, Ohio—The Fire Equipment Manufacturer's Association (FEMA) appointed Jim Tidwell, of Tidwell Consulting Corp., to code consultant.

As FEMA's code consultant, Tidwell will be the liaison with the ICC, NFPA, Underwriter's Laboratories, as well as fire authorities across the nation. For six years, Tidwell has worked for the International Code Council, most recently holding the title of deputy senior vice president of government relations.

Tidwell also spent more than 30 years as a firefighter, in every capacity from fire marshal to interim fire chief of a metropolitan fire department. FEMA is an international, non-profit trade association representing manufacturers of fire equipment including fire hose, standpipe systems, interior equipment, portable fire extinguishers and pre-engineered systems.

### Plymouth hosts first sprinkler demo

PLYMOUTH, Mass.—In what is expected to be the first of many live sprinkler demonstrations, fire officials on May 27 staged a demonstration of how quickly homes will burn with and without sprinkler systems.

Two "living rooms" were constructed and then set on fire. The Plymouth Fire Department put out the fire. "It took the unsprinklered room only a minute and a half to be totally engulfed in flames," said Lorraine Carli, VP communications for NFPA. "In the sprinklered room, you could go in and sit down on the couch after the fire."

The demonstration, the first of many across the country, is part of a public awareness and advocacy awareness campaign by NFPA and the Home Fire Sprinkler Coalition. The goal, said Carli, is to get jurisdictions to adopt codes that require sprinklers to be installed in new one- and two-family homes.

The NFPA has kits available for fire departments that would like to do similar demonstrations. Kits include instructions and materials to build the two "rooms."

### NFPA appoints officers, directors

CHICAGO—The NFPA announced June 8 at its conference here the reappointment of officers and new members to its board of directors. Officers reappointed to their current positions on the board are: Paul M. Fitzgerald, Thomas W. Jaeger, Philip C. Stittleburg, Vincent Bollon, H. Wayne Boyd. New members of the board include: Thomas Groos, Peter M. Holland, Brian J. Hurley, and Bill McCammon.

## En-guage installed in N.H.

By Martha Entwistle, managing editor

NASHUA, N.H.—When Bill Degnan, New Hampshire state fire marshal, found out that SimplexGrinnell was going to install en-guage monitored fire extinguishers at its Nashua showroom, he suggested they install the system at the New Hampshire State House instead.

Those involved say the installation, completed in April and announced in late May, not only improves fire safety in the State House, but also increases security, saves money for the state and gives SimplexGrinnell a unique showcase for this technology.

Robert DuMais, business



Bill Degnan, NH State fire marshal (L), State Rep. Daniel Eaton, and Jim Rose, en-guage director of operations. Photo credit: Tom Roy.

development manager for SimplexGrinnell, said the installation was a great training tool for SimplexGrinnell installers, and now SimplexGrinnell "will use it as a site to bring customers to demon-

strate the product ... it's a real-life application in a museum-like setting."

The system, which includes 50 monitored fire extinguishers in three separate buildings, "improves security and fire safety without [heavy security measures that] impede the freedom of people to come in and out of the building," Degnan said.

"In different places around the world, fire extinguishers have been used as IEDs, that's one of the concerns," Degnan explained. Another is that someone could take fire extinguishers and spray them around to disrupt legislative

EN-GUAGE see page 25

## SG, AVI-SPL team for deal

By Martha Entwistle, managing editor

BOCA RATON, Fla.—Aiming to provide a one-source solution for customers looking for life safety systems and high-quality, concert-level sound systems, SimplexGrinnell announced May 14 a partnership with AVI-SPL, a global integrator for audio video systems and services.

"Many customers, such as school systems and hospitals,

want to buy multiple systems from a single source," said Mike Swiecicki, SimplexGrinnell manager for sound and communications. This partnership will enable SimplexGrinnell to provide "best of breed sound systems along with SimplexGrinnell's fire, security and emergency communications systems."

AVI-SPL's portfolio includes sound and video reinforcement,

video conferencing, collaborative communications and streaming media as well as services.

SimplexGrinnell "is already in schools and hospitals," Swiecicki noted. These customers will be particularly interested in AVI-SPL's offerings for auditoriums, gymnasiums and cafeterias. Likewise, SimplexGrinnell believes its clients in healthcare, government,

SIMPLEX see page 25



# GE touts UL listing

By Martha Entwistle, managing editor  
BRADENTON, Fla.—Just days before fire installers converged in Chicago for the NFPA show, GE Security announced June 3 that its mass notification emergency communication (MNEC) system is

the first to meet UL's pending mass notification standard. It's further evidence, GE executives say, that GE is poised to help its dealers take advantage of new mass notification business opportunities.

Robert Tockarszewsky, global marketing director, fire and security sector, confirmed that GE's product is, in fact, the first to meet

the pending standard, called "the outline of investigation for pending UL 2572."

"It's a great story from a lot of different directions," said Ted Milburn, GE Security product marketing manager Americas life safety and communications. GE's mass notification solution, EST3-Sixty is based on its EST3 fire product "that's been in the market for a long time." There's a large installed base already in the

market, Milburn said, so dealers "are well positioned to go back to existing projects and retrofit."

In addition, GE has a large installed base of telephony systems in school systems around the country. Those systems can now be integrated with upgraded fire systems to create a mass notification system.

As expected, mass notification was a major theme of the June 8-11 NFPA show.

NFPA 2010 contains major changes having to do with mass notification.

The new code—which defines what a mass notification system actually is, and recommends that MNEC should be built upon fire systems—was approved at the NFPA conference. Many in the fire business believe these changes will mean more and new business opportunities for fire installers. **SSN**

# Simplex

Continued from page 24  
hospitality, houses of worship, corporate facilities and performance venues will be interested in AVI-SPL's video solutions.

Service is an important component of the offering, said Swiecicki. Frequently, customers want to have the very best sound, fire and security systems, "but in these economic times, they don't have the capability to support and service the individual systems internally. They're looking for a single, reliable outside source for service," he said.

In an email interview Chris Bianchet of AVI-SPL said the partnership, "provides a way for AVI-SPL to increase our brand awareness, improve our reach to potential customers." **SSN**

# En-guage

Continued from page 24  
proceedings. The en-Guage system integrates the fire and security systems wirelessly and alerts a control center if an extinguisher is tampered with, depressurized or obstructed. It also saves money for the state because monthly manual inspections are not required. John McSheffrey, president of en-Gauge, noted that "aside from SimplexGrinnell and en-Gauge, Inc., the install couldn't have happened without the assistance of Inovonics, PACOM and Ansul, all who donated equipment to the project." **SSN**

# Gov. Trillo?

Continued from page 24  
advocate for taxpayers and believes the unions are the root of many of the state's financial problems.

Trillo served as president of the Rhode Island Alarm Association in the 1970s and was one of the founders of the New England Alarm Convention. He has worked for the interests of the alarm industry in the Legislature, notably with fire code reforms.

His message to the alarm industry is to pay attention to what's going on in government. A good way to do that is through state associations, he said. "Things can slip by [in the Legislature] and you don't know about it until it's too late. It's much easier to stop something when it's a bill ... once it's enacted it's 10 times harder." **SSN**



## IFP-2000 Demo Schedule — ISC West

<b>Wednesday 4/1</b>	11:00 a.m. - 11:20 a.m. 1:00 p.m. - 1:20 p.m. 2:00 p.m. - 2:20 p.m.
<b>Thursday 4/2</b>	10:30 a.m. - 10:50 a.m. 11:30 a.m. - 11:50 a.m. 2:00 p.m. - 2:20 p.m. 3:00 p.m. - 3:20 p.m.
<b>Friday 4/3</b>	10:30 a.m. - 10:50 a.m. 11:30 a.m. - 11:50 a.m.

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# MONITORING

## Industry expands borders

*Reliance Protectron partners with Blackline GPS*

By Daniel Gelin, associate editor

CALGARY, Alberta—Reliance Protectron Security Services, the second largest security provider in Canada, in May teamed with Blackline GPS Corp., a technology manufacturer of security, tracking, and monitoring devices. Through the partnership, retailers—and eventually Reliance Protectron dealers—will be able to offer a full suite of vehicle monitoring, tracking and theft-recovery services to end users in Canada and the United States, to be monitored by Reliance. The first solution under the partnership is the Escort Entourage CIS and is due from Blackline through retail outlets in July.

According to Reliance Protectron vice president of marketing and business development Patrice De Luca the partnership broadens the borders of the traditional security channel and shifts the focus of protection to the end user.

“We’ve always considered that monitoring assets—whether they were mobile or fixed assets—if emergency dispatch was concerned, that was core business to us,” De Luca said.

Blackline president and CEO Clark Swanson agreed. “There’s a convergence that’s happening for sure. ... Industries that are saturated are looking for creative growth,” Swanson said. “They’re all saying, ‘I can attach other services.’ ... Security companies are doing the same thing. So now you can have total peace of mind.”

The appeal of the Blackline/Reliance Protectron solution does not stop at stolen vehicle recovery, according to Swanson. The customer can monitor the vehicle in real time using a web browser or Blackline’s BlipPlus mobile application for smartphones. The end user can also review six months-worth of cached vehicle history, including location, time, heading and speed, providing value for the driver wanting to review trip logs, and peace of mind for the concerned parent wanting to monitor a young driver. **SSN**

## Municipality vs. industry?

*Who should administer the county’s permit renewal process?*

By Daniel Gelin, associate editor

LEXINGTON, Ky.—Alarm companies doing business in Lexington-Fayette County have been pushing for change lately. Ordinance No. 56-2005 has been on the books for four years now, but according to some, is in dire need of revision.

According to KBFAA area director Jeremy Bates, of Sonitrol Lexington, there are a number of issues with the ordinance, but of primary concern is the industry’s required involvement in administration

of the municipality’s license renewal process. “We are not interested in removing the responsibility of obtaining the initial permit, just the responsibility for renewing ... We’re obviously wanting to relieve ourselves of that burden,” Bates said.

SIAC executive director Stan Martin said there was a blurring of responsibility. “This is kind of like sending Ford Motor Company the registration and speeding ticket fines. Certainly, the industry has accepted helping the police department—

because we’re there in contact with people—with the initial permit application, the initial registration fee, and helping to process that piece of it,” Martin said. “In a partnership, we’re willing to help. But clearly we need to draw the line when it comes to collecting fees.”

Security industry consultant Lee A. Jones of San Clemente-based Support Services Group feels the Lexington ordinance is indicative of a trend of law enforcement giving back responsibility where it is due.

**KENTUCKY** see page 27

## ESX enlists recruits

*SureView hosts Next Generation Monitoring Boot Camp*

By Daniel Gelin, associate editor

TAMPA, Fla. and LANCASTER, Pa.—The Electronic Security Expo this year was to feature a new, cutting-edge, half-day education

program, entitled the ESX Next Generation Monitoring Boot Camp, on Monday, June 22, from 1 to 5 p.m. at the Baltimore Convention Center. Sponsored by SureView Systems, the boot camp aimed to provide a comprehensive overview of the opportunities and requirements for launching next generation monitoring and remote management services.

According to SureView Systems executive vice president Matt Krebs, “there’s a large movement

underway toward more interactive video and audio, access control and monitored services. The timing of this was just perfect.”

Security Partners vice president Kerry Egan, one of the confirmed panelists for the session, believes “doing [the bootcamp] at ESX is important because ESX was created to be more the educational segment to the trade show idea in the industry. ISC East



Kerry Egan

and West are more of a product line intro.” Why is a boot camp for next generation monitoring important? “The idea of remote managed services is going to give dealers the opportunity to, in fact, double the recurring revenue

that they are used to getting per customer,” Egan said.

Waste Management Security Services director of physical security operations and systems Sarah Conley, another boot camp panelist, feels the opportunity to participate in, and help grow, the industry is invaluable. “We believe very strongly in both the CSAA and the NBFSA, and the fact that they’re providing this forum for education and networking is very valuable,” Conley said.

Krebs assured boot camp recruits they could expect to walk away empowered. “If I’m a boot camp attendee, and I want to get into this interactive world, when I walk away, I’m going to have a pretty good idea of how I’m going to get there.” **SSN**

## Monitronics, Lanvac offer Canadian monitoring

By Daniel Gelin, associate editor

DALLAS and OTTAWA—Monitronics, one of the United States’ larger monitoring companies, has entered into a strategic alliance with Canadian third-party monitoring firm Lanvac, which operates a hot redundant network of five centrals across Canada, to improve its dealer program north of the border.

According to Patrick Soo, Monitronics’ director of Canadian operations, the strategic alliance made sense for both organizations. “We were monitoring our accounts out of the U.S. ...

There were some perceptions issues within the dealer and subscriber communities,” Soo said. “In Canada there were a handful of central stations that we spoke to who had a national presence, didn’t compete with their dealers and also provided a very high level of response. That was our criterion moving forward, and that was what got us together with Lanvac.”

Lanvac general manager Bert O’Grady said the Monitronics alliance was a perfect fit for both companies and offered a powerful synergy. “When Monitronics

decided to move into Canada, they met with some significant resistance because Canadians are so protective of their identity. Dealers were very reluctant to climb on board with a program that would see their accounts monitored in the United States,” O’Grady said.

Monitronics VP marketing & market development Mitch Clarke feels the alliance is indicative of industry resilience. “We’re very excited that amidst a downturn economy, we’re still finding ways to grow,” Clarke said. “We

**MONITRONICS** see page 27

## BRIEFS

### CSAA multilingual training

VIENNA, Va.—The Central Station Alarm Association on April 29 announced its Central Station Operator Level I course is now available in Spanish and French.

Developed in a partnership with the Asociación Latinoamericana de Seguridad (ALAS), and CANASA, the course now extends its reach beyond the English-speaking security industry.

According to ALAS director of operations Víctor Alarcón there is a real need for education and standardization in areas where English is not spoken. “The Latin American security industry and central stations, in particular, are in great need of education. They want to become more professional and deliver a better service to customers,” Alarcón said.

### KORE, LoJack SCI partner

FORNEY, Texas and ATLANTA—KORE Telematics, a digital wireless services provider, and LoJack Supply Chain Integrity in early May announced a partnership in which KORE will provide GSM wireless services to power LoJack SCI’s advanced supply chain monitoring and security solutions for the global transportation industry.

Alex Brisbane, president of KORE, says the driver behind the partnership is KORE’s ability to provide globally available connections for a wide range of applications. “The key essentially is the ability to connect remotely located devices over the cellular infrastructures,” Brisbane said.

### SureView announces Immix/Digital Acoustics integration

TAMPA, Fla.—SureView Systems announced May 26 it had successfully completed the integration of Digital Acoustics two-way audio suite into Immix, the company’s automation software platform.

“Like a lot of things in the security industry, technology and products are end user-driven, and what we’re seeing is a huge spike out in the field of end users requesting two-way audio capabilities through a central station environment,” SureView executive vice president of sales Matt Krebs said.

Bill Thorpe, president of Atlanta-based Remote Systems Solutions, claims the new, integrated Immix saves time, makes his company’s job easier, and improves performance. “We use the platform as a dashboard. When we’re looking at a site that gives us an alarm, we can pull it up, look at the video, use the video appliances, use the audio appliances—it’s all right there on the head-end screen. It’s very intuitive for our officers, and with the nature of what we do, that’s very important,” Thorpe said.



## Mace

Continued from page 1

video monitoring component of the Mace CSSS platform, the company is already looking for another acquisition. "We will eventually acquire a second, redundant site. And then we will also look for quality accounts," Raefield said.

In May, Mace announced three high-profile new hires, following on the February announcement that it had acquired Anaheim, Calif.-based third-party monitoring center CSSS. Peter Giacalone was announced as Mace Security Services president on May 12, Morgan Hertel as Mace CSSS' new director of operations on May 14, and Don Taylor was named Mace Security International's new VP of marketing on May 19.

According to Raefield, all three bring valuable knowledge and experience to the table and represent the execution of Mace's plans to dominate.

"We're using Peter for two different roles. Since we decided to

enter the services business, one is to manage the overall strategy of Mace CSSS, and the other is to establish a dealer program for Mace Security products dealers ... There aren't many people who have the unique dual experience in both dealer programs and central stations."

Further, "Morgan is probably the leading central station manager with understanding of these next-generation services," Raefield said. Don Taylor "has this tremendous

background in video, as well as dealing with dealers. So we feel like this will be the third leg of the stool," Raefield said.



Hertel stressed Mace's double-threat approach of product-plus-service will make Mace CSSS an

industry leader. "This is much bigger than Mace getting into monitoring ... If a manufacturer is able to come together with a service proposition and give [dealers] something that's turnkey, it's really going to accelerate success," Hertel said. "There's so many good technologies, and so much good service, but the problem is that it doesn't come together all that well."

Giacalone agreed. "There's so much you're going to hear going

forward from this organization," he said. "We should be able, with some focus and work, to move pretty quickly toward leading the pack."

Raefield said he was optimistic about Mace CSSS' potential. "This is the execution of the strategy we announced last November, to mix products and services for our dealer base," Raefield said. "It's a different tack. We'll know in a year if it was a good strategy." **SSN**

## Kentucky

Continued from page 26

"One of the pieces of the [SIAC] model ordinance is permits; permits for each alarm site. And the alarm industry off-loaded that responsibility to the local police department to administer," Jones said.

Calls and emails to Sergeant James Decker, who heads the Lexington-Fayette Urban County False Alarm Reduction Unit, were not returned by press time.

Bates said area industry representatives and county law enforcement and government officials met once before press time to discuss potential changes to the ordinance. Bates said there were many more meetings to come. "We're not being combative with the police," Bates said. "We're trying to work hand-in-hand to create these changes." **SSN**

## Monitronics

Continued from page 26

believe that innovation and the way you do business offer a growth strategy—this is the right growth strategy for us."

Monitronics was founded in 1994 and provides monitored security system services to more than 700,000 residential customers and commercial clients through its network dealers. Lanvac has been in operation for Canadian dealers for 25 years and has centrals in Quebec City, Montreal, Ottawa, Toronto and Vancouver.

Soo said Monitronics expects to be monitoring its Canadian dealers' accounts through the Lanvac central station network by July. **SSN**

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# RESIDENTIAL SYSTEMS

## Gun show nets leads

Smith & Wesson security dealer gets 100 leads in one day

By Martha Entwistle, managing editor  
MESA, Ariz.—After he got 100 leads for residential security systems at a recent gun show, Technical Systems co-owner Bill Riley is more convinced than ever that becoming a Smith & Wesson Security Services dealer was a wise decision.

“Quite a few people who signed up for estimates already had security systems. They had ADT, Brink’s, Monitronics, and they said, ‘I want to switch to Smith & Wesson. I want that sign on my lawn,’” Riley said.

Gun-maker Smith & Wesson announced it was getting into the residential security business about one year ago. Today it has 28 dealers in 12 states. Wayne Wahrsager, Smith & Wesson Security Systems CEO, said most metropolitan areas in the country will be covered by the

end of the year.

The May NRA show in Phoenix where Riley got 100 leads also produced about 75 more leads for dealers outside



Mike Golden, CEO Smith & Wesson (L), Ryan McClintic, Bill Riley

of Arizona. Wahrsager was in the Smith & Wesson booth at the Phoenix show.

“The strange thing is that we weren’t giving anything away for free. People just came into the booth and bombarded us... signing up for free estimates.”

Wahrsager said he plans to have a presence at local gun shows around the country. “We’ll do whatever it takes to get as many leads as possible,” Wahrsager said.

Riley has worked in the security industry for 20 years, and has owned Technical Systems with his partner Ryan McClintic for five years. Technical Systems previously did only commercial work and specialized in access control, CCTV and fire.

Riley had wanted to get into the residential business for about three years, but didn’t pull the trigger until he saw that Smith & Wesson was getting into the business. In addition to the brand, Riley said he likes the fact that as a dealer, he can keep his own accounts.

“A lot of dealer programs want  
**S&W** see page 29

## Sales up in Georgia

By Martha Entwistle, managing editor

RINGGOLD, Ga.—In the first four months of 2009, Dependable Security Systems has sold 50 percent more alarm systems month-over-month compared to the previous four months, Dependable Security Systems operations manager Corey Cochran told Security Systems News on May 26.

What’s the secret? Cochran, said it has more to do with an increase in crime than any new initiative he’s started.

“All of a sudden [in January] things started to increase above and beyond what we’ve had in the previous six months. We didn’t change anything; we don’t go door-to-door. We just rely on people calling us,” he said.

Certain areas within Dependable’s footprint have been “really hard hit with burglaries and those [homeowners] who can, want to protect their homes,” he said.

In the several months before January, the company was averaging about 50 alarm systems per month. In the past four months, that number has jumped to about 75 systems per month. It’s an unusual increase in business, Cochran said. “I haven’t seen anything like it in the 11 years that I’ve been here.”

In business here for the past 30 years, Dependable has 13 employees, about 7,000 accounts, and its own central station. Its business is mainly residential with some small commercial accounts, and its footprint extends in a 60-mile radius and includes the metropolitan area of Chattanooga, Tenn.

For the first 24 years, the company didn’t do any advertising at all: “It was all word of mouth.” About six years ago, the company started doing some advertising on local radio, printed publications and on billboards. The advertising is geared to “changeover customers” he said. Dependable, which is a GE dealer, can offer lower prices for systems and monitoring for people who are paying “outrageous amounts for monitoring services.” Of the 10-12 alarm companies in the area, most don’t advertise, Cochran said, but most “are not as large as us.” It’s mainly the major “national companies that have the door-to-door sales people; it’s not a model we’ve had to resort to.” **SSN**

## BRIEFS

### ESX features experienced business leaders

BALTIMORE—Organizers of the 2009 ESX show “worked very hard this year to increase the number of peer-to-peer presentations,” said John Lombardi, president of CIA Security and chair of the ESX Program Advisory Committee, in a prepared statement.

In a two-part session, Anatomy of a Transaction, CSAA president Bud Wulforst, former owner of A-1 Security, and John Lombardi, share the perspectives of an experienced seller and buyer.

ASG Security vice president of human resources Aggie Hassan and ADS Security president John Cerasuolo share the policies and programs required to recruit, hire, train, motivate and develop a high-performance team in Building Your Human Capital.

In Establishing & Monitoring Key Performance Indicators, Jeff Hoffman, CFO of Vector Security, and Ralph Masino, CFO of ASG Security, cover key business metrics.

In Evolving Your Company: Stages of Growth, George De Marco, former owner of Greater Alarm of Los Angeles, Alan Kruglak, owner of Genesis Security and former owner of Glenn Industrial Communications, and Ed Bonifas, vice president of Alarm Detection Systems of Aurora, cover the keys to successfully evolving a company from start-up to well-managed mid-size and beyond.

### Atlanta gives kudos to Brink’s Home Security

ATLANTA—Atlanta citizens chose Brink’s Home Security for the 2009 Consumers’ Choice Award gala for business excellence. This is the second consecutive year Atlanta consumers selected the company for this esteemed recognition.

The award, established in 1986 to identify and promote business excellence, utilizes a unique survey that asks consumers to choose the best of their city.

The award is based on a survey of random residents and businesses in Greater Atlanta responding to a questionnaire on consumer satisfaction.

### Merlin asks: ‘Got security?’

AURORA, Colo.—On May 28, NBFAA executive director Merlin Guilbeau and Kathleen Baty, “the Safety Chick,” an author and crime victim who was held at knifepoint in her home by an intruder, did a live satellite broadcast from ADT’s central station here where they discussed safety tips and answered questions from the media.

“As there continues to be a growing need for security systems,” said Guilbeau, “we want all consumers to answer one question, ‘Got Security?’”

## Apx invests in software

By Martha Entwistle, managing editor  
PROVO, Utah—ApxAlarm has invested a sizeable sum—in the neighborhood of \$750,000—in an enterprise technology solution designed to make its installation and service calls more efficient and improve customer satisfaction at the same time.

The summer model giant expects to reap benefits quickly. “We are forecasting a ROI of one year,” said JT Hwang, CTO for Apx Alarm.

Apx announced May 29

that it signed the deal with ClickSoftware Technologies. The program will be up and running by October, Hwang said.

The system will be used to manage, schedule and route the workload of 300 full-time Apx field service technicians who handle thousands of installation, service and repair calls annually.

Technicians will use Blackberries to keep in touch with Apx headquarters and customers. However, the software takes over much of the work

previously performed by people. The software is configured to automatically assign technicians to certain locations. For example, if a technician has an install that runs overtime and so cannot make a later scheduled appointment, the system will search



J.T. Hwang

**APX** see page 29

## Guard co spawns CVS

By Martha Entwistle, managing editor  
PALM DESERT, Calif.—Coachella Valley Security president David Chandler, who owns a guard company and security training academy based here, announced May 26 that he’s getting into the alarm business.

Chandler has partnered with Jim Diaz to launch CVS Alarm, which will provide alarm installation, service and monitoring in the Coachella Valley.

CVS Alarm will initially target a number of gated communities where Coachella Valley Security already has a presence. “David’s clients in these communities where he provides [guard] security have said they would like to

have him provide alarm service as well,” said Diaz

Diaz, who is the former chief



of the California State Bureau of Security and Investigative Services, will take care of business operations while Chandler handles sales. “David has a positive presence in the Coachella Valley. CVS Alarm will be a Bosch and Pelco dealer and will use

the Command Center for its third-party monitoring station. “Once we get a critical mass on our account base then we’ll hire our own service and installation personnel, but we’ll continue to use a third party for monitoring.” Diaz said the company expects to put on 1,000 residential accounts in the first year.

Once the company has a certain number of accounts within a gated community (likely about 200 accounts), CVS Alarm will offer private guard response for an additional monthly fee. “It will be a dedicated armed response [from a private guard within the community] to the activation of an alarm,” he said. **SSN**



## Defender

Continued from page 1

Does the training pay off?

"It's hard to argue with 70 percent growth year over year," said Raab. Defender has been in business for 11 years. It sold 100,000 accounts in 2008 and is "well over a 10,000 run rate per month" this year, Raab said. "We feel like this philosophy is the core of our success and what drives that kind of growth." The program has grown organically over the years, and includes in-house

training and events, formal programs that are outsourced, reading certain books, volunteer programs "and some fun things," Raab said. Some of the formal programs Defender employees attend include Dave Ramsey's Financial Peace University and Truth at Work Academy with Ray Hilbert. Defender runs its own Time Management Workshop.

Sending employees to these kinds of training programs may not be

that unusual, but it's generally done "with a top down mentality," Raab said. "Companies will send C-level employees, and expect they'll wave a magic wand over everyone else. We take a ground-up approach.

In their third year of employment, employees are selected to attend a Leadership Day with Defender president Dave Lindsey. During these all-day offsite meetings, a group of 25 to 30 people

"sit down with Dave and discuss his philosophy on how to build a business," she said. It's something a lot of business executives would love to be able to do, Raab said. In the fourth year, employees and a guest are sent on a volunteer trip to build homes in Mexico.

Other "fun stuff" includes a family day at a theme park. Defender has 160 offices around the country. Those employees can take their

families to local theme parks. Books include: *The Seven Habits of Highly Effective People*, by Stephen Covey; *You, the Owner's Manual*, by Oz/ Roizen; and *The YES! Attitude*, by Jeffrey Gitomer.

In addition to building great employees, the program helps with retention. Raab, who also runs the sales program, said she "hasn't lost an employee that I didn't want to lose for the past four years." **SSN**

## S&W leads

Continued from page 28

you to sell them your accounts. You put all this work into gaining a customer's confidence and then you have to sell the account. That customer's lost forever," Riley said. Riley's staff has gone through products and sales training. He called residential sales and installation "a whole new ballgame" compared to commercial jobs. Smith & Wesson has a "bible" that outlines protocol for interacting with residential customers: "They tell you how to act, what to say, how to dress, even what your vehicle should look like, all the way down the line. It's pretty well thought out." **SSN**

## Apx

Continued from page 28

for an available technician, with the right skillset, in the geographic area and notify him to take the appointment.

"From the customer service standpoint, [customer service reps] can take care of everything in one place. The billing, service scheduling, alarm signals are all on the same screen." Typically, a customer service rep would have to transfer a customer to a different department, or navigate around the computer system to perform these different tasks.

Hwang said the program will make the customer service department more efficient, and will enable field service engineers to handle more jobs "due to more efficient route scheduling, less time spent driving." That will also mean lower fuel use.

The program automatically places reminder calls to customers and uses GPS tracking to notify customers within a narrow time frame when the technician will arrive at their home.

With real-time scheduling, "the customer can pop out and run an errand and know he won't miss the technician," said Simon Morris, ClickSoftware's director of marketing. This makes customers happy and ensures that when Apx spends the \$250 or so it costs to roll a truck, that the customer will be there. **SSN**

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## Important events

NBFAA Young Security Professionals Reception.....	June 23, 5:30 p.m.
NBFAA Weinstock & Jackson Awards Reception .....	June 23, 6:30 p.m.
CSAA Central Station Excellence Awards .....	June 24, 8 a.m.
ESX Keynote.....	June 24, 10 a.m.
Expo Open .....	June 24, 11 a.m.
Rising Stars Forum .....	June 24, 1:30 p.m.
Next Generation Forum .....	June 24, 3 p.m.
ESX Big Bash .....	June 24, 5 p.m.
ESX Club Crawl .....	June 24, 7:30 p.m.
NBFAA General Membership Meeting.....	June 25, 8:30 a.m.
Expo Open .....	June 25, 10 a.m.
CSAA General Membership Meeting.....	June 25, 3 p.m.

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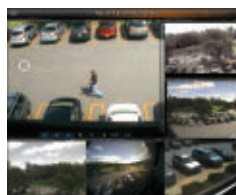
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### Editor's note:

The following companies submitted product releases in response to a call put out through email distribution for products being released at this year's ESX convention. They are listed in the order we received them. Security Systems News is not responsible for the accuracy of the content in the product descriptions.

### On-Net Surveillance Systems' Ocularis

On-Net Surveillance Systems Inc. offers a comprehensive IP video surveillance control and management solution. Ocularis is a unified platform with high levels of user-intuitiveness, open architecture and scalability. Our clients are able to choose best-of-breed components, combined in



any configuration for any size application, enabling all users to realize significant productivity and performance improvements. With core competencies rooted in both the IT and professional security markets, OnSSI's IP solutions deliver substantial value to thousands of installations globally, in public safety, government, enterprise, industrial, and educational settings.

Get more information at [www.onssi.com](http://www.onssi.com)  
ESX Booth #1224

### Risco Group's SynopsSYS Integration Platform

Integrate intrusion, access control, video, and building management into a single platform with virtually limitless capabilities. There are hundreds of installations around the world.

Get more information at [www.riscogroup.com](http://www.riscogroup.com)  
ESX Booth #1620

### SedonaOffice version 5.2.74

SedonaOffice is an enterprise class financial accounting and business management software application for security dealers, central station operating companies and systems integrators. SedonaOffice is



a Microsoft Windows client/server application

using a Microsoft SQL Server database management system. SedonaOffice includes all the core modules to operate your business including: general ledger, RMR management, accounts receivable, accounts payable, service management, job tracking, job costing, inventory management, collection tracking, report manager and Sedona setup.

Get more information at [www.sedonaoffice.com](http://www.sedonaoffice.com)  
ESX Booth #2004

### Minuteman/Para Systems' Entrust Series UPSs

The Minuteman Entrust Series UPS provides users with all the features usually found in

higher-priced UPS products, including voltage regulation, spike and surge protection, plus battery backup. This series supports security systems, and is ideal for use with DVRs

and cameras, access control, telephones, servers and data storage. The small, uniquely designed footprint is ideal for placement on the floor and can also be installed horizontally on a shelf, in a rack, or in cabinet.

Get more information at [www.minutemanups.com](http://www.minutemanups.com)  
ESX Booth #823

### RSI Video Technologies' Videofied XL

Videofied's new residential system delivers video and two-way voice over GSM cell for the

price of a standard alarm system. The totally wireless system is unplugged, with no AC power and four-year battery life on the panel and peripherals. Wireless

MotionViewers use PIR technology to trigger the night vision camera and film the intrusion. Central station personnel immediately see a 10-second clip of the intrusion and use two-way voice to challenge/ verify.

Get more information at [www.videofied.com](http://www.videofied.com)  
ESX Booth #1208

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[www.rutherfordcontrols.com](http://www.rutherfordcontrols.com)



### Samsung | GVI Security's SCG-B6323/6325/7325

Samsung Electronics' new 10X Optical Zoom Lens Mini SmartDome cameras are designed to provide flexibility for your security application. Powerful digital noise reduction, 520(Color)/570(B/W)TV lines of resolution and full auto focus functions provide clear, sharp and consistent images. Moving filter allows the true day/night function to identify objects even in dark environments. Easy installation and ability to adapt to the environmental changes quickly makes this camera truly a great choice for variety of indoor and outdoor applications.

Get more information at [www.samsung-security.com](http://www.samsung-security.com)  
ESX Booth #1223

### Ioimage's ioicam Remote Guard

Outdoor Color Day/Night Intelligent-Video IP PTZ Camera with automatic

guard tour, autonomous tracking, remote set up and configuration. PTZ surveillance camera with built-in video analytics specially designed for central stations and remote video monitoring companies. The unit reduces onsite guard requirements and operators' workload by automatically taking over with remote facility tours and only alarming on pre-designated events while triggering the PTZ to autonomously track intruders while sending alerts and video to the monitoring station.

Get more information at [www.ioimage.com](http://www.ioimage.com)  
ESX Booth #1011

### DMP's XT Series v102

DMP released the latest upgrade to the XT Series Burglary/Fire/Door Access Panel featuring cellular, dialer and network



connections on-board as well as a wireless receiver. With version 102, security is enhanced, operation is simplified for end users, and dealers now have opportunities to earn additional recurring revenue from cellular services. End users can issue SMS commands via cell phone text messaging to arm and disarm their system as well as other commands.

Get more information at [www.dmp.com/xtseries](http://www.dmp.com/xtseries)  
ESX Booth #2012

### America On Watch's Video Surveillance & Access Control Monitoring

America On Watch has introduced a real-time, interactive video and access control monitoring solution. Utilizing SureView System's Immix platform, America On Watch delivers a single point of alarm



management for video, access, life safety and intrusion systems in a single solution. The non-proprietary platform can seamlessly integrate with any CCTV or access control technology available. It offers an intuitive user interface and a secure access portal allows customers to monitor their accounts from any Internet-connected device.

Get more information at [www.AmericaOnWatchNetwork.com](http://www.AmericaOnWatchNetwork.com)  
ESX Booth #1420

### Cernium's CheckVideo

CheckVideo is an intelligent video verification product that seamlessly integrates with monitoring/automation software to dramatically reduce false alarms while decreasing the burden to operators. Much more than motion detection, CheckVideo



allows monitoring operations to define events of interest that may include a person, vehicle, intelligent object motion or video verification of alarms triggered by an external sensor. CheckVideo is IP-standards-based, simple to install and configure, and works with existing analog cameras.

Get more information at [www.cernium.com](http://www.cernium.com)  
ESX Booth #1014

### Crest Electronics' CDVS True Hybrid DVRs

Crest's hybrid DVRs, available in 4, 16 and

32 channels, capture and record cameras via traditional hardwire or over an IP network – all on the same DVR! These "True Hybrid" models allow mixing analog and network cameras in any quantity and ratio. These versatile recorders utilize our proven CDVS platform and GUI. View and control cameras via our easy-to-use CrestLink remote software, which features auto detect and setup for IP devices, eliminating complicated network software.

Get more information at [www.crestelectronics.com](http://www.crestelectronics.com)  
ESX Booth #1221



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And ask **Rodger Landis** of **Landtronics**, Charlotte, NC.

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Get more information at [www.microkey.com](http://www.microkey.com)  
**ESX Booth #1514**

**Kaba Access Control's E-Plex 5700/5800 Series with LearnLok Feature**

Kaba E-Plex 5700/5800 with LearnLok provides card access without wires, software, or computers. Cards are easily enrolled at the door in "LearnLok" mode. This is the perfect solution for simple card access installations, or to add additional doors to an existing system at less cost. The LearnLok feature is available to read various card technologies including 125 kHz prox,



FIPS 201 credentials, and DESFire cards. This functionality is available in various locking configurations including cylindrical, mortise, exit trim, controller, narrow stile, and many more.

Get more information at [www.kabaaccess.com](http://www.kabaaccess.com)  
**ESX Booth #1027**

**Aiphone's JK Series PTZ Video Intercom**

Aiphone is excited to release the new JK series, a Pan Tilt Zoom, hands-free color video intercom system. The JK series 170-degree camera offers nearly twice the viewing width as conventional video intercoms. Even better - the JK's fish-eye camera lens is digitally processed so the monitor displays distortion free video. The JK series allows users to stay safely behind a locked door while visually and audibly verifying the identity of anyone with missing credentials.

Get more information at [www.aiphone.com](http://www.aiphone.com)  
**ESX Booth #1226**

**System Sensor's CO1224T Carbon Monoxide Detector with RealTest**

The CO1224T CO Detector provides RealTest technology, a field functional test for a CO detector's gas sensing cell. This makes the CO1224T compliant with NFPA 720-2009's requirement to provide a field functional test by 2012. The detector also includes a six-year end-of-life timer, low current draw, and 12/24 VDC operation. And even when residents cannot respond to its temp-4 alarm, this system-connected device guarantees protection via 24/7 central station monitoring.

Get more information at [www.systemsensor.com](http://www.systemsensor.com)  
**ESX Booth #1613**

**Honeywell Security's Managed Services**

Managed services help dealers generate recurring monthly revenue by creating security solutions that help your customers streamline their business processes. Convenience is a key benefit for customers and a selling point for dealers. Dealers can increase recurring monthly revenue by offering services such as remote management, customized and scheduled reporting, photo-ID badging, and daily task automation. The approach is especially attractive for customers who don't have a full-time staff to manage their access control system.

Get more information at [www.honeywellaccess.com](http://www.honeywellaccess.com)  
**ESX Booth #1515**

**Pegasus Products' Siamese Coax**

Pegasus Products new line of siamese coax is offered in a 500' roll and a 1000' roll and features a 20 gauge solid copper center conductor, 95 percent braided copper shield, 18 gauge 2 conductor stranded copper and it is UL listed. Pegasus offers their line of quality wire at some of the lowest prices in the industry. For a 500' roll (PRG59182/500) it is only \$78.00 and for 1000' roll (PRG59182/1000) it is only \$156.00.

Get more information at [www.pegasuscctv.com](http://www.pegasuscctv.com)  
**ESX Booth #1225**

**Security Information Systems' Web Phone**

At ESX 2009, Security Information Systems, Inc. (SIS) presents the Web Phone, the future of central station



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customer interaction. This Web-enabled service allows for instant remote connections to the central station from any web enabled device. Using a web enabled cellular phone (WAP), authorized service technicians can access real-time central station account status information, thereby allowing operators to attend to important dispatching of alarms.

**Get more information at**  
[www.securitysoftware.com](http://www.securitysoftware.com)  
**ESX Booth #917**

**Bosch Security Systems' Divar MR**

The Divar MR family of DVRs from Bosch combines high quality



digital recording with flexible alarm handling, camera control and remote management into an integrated video management solution. The Divar MR is easy to install and operate, with one-touch recording and instant playback capabilities, and offers high-resolution recording with MPEG-4 compression for enhanced storage capacity.

**Get more information at**  
[www.boschsecurity.us](http://www.boschsecurity.us)  
**ESX Booth #2114**

**ABM Data Systems' Phoenix X.4.1.3**

Phoenix X.4.1.3 is the latest release of the alarm automation software developed by ABM. Enhancements include more efficient alarm handling, archive/purge utility, expanded third-party video integration, IP receiver interfaces along with several customer requests. ABM offers a full array of add-on modules such as Remote Data Entry, Alarm Forwarding, Field Tech Access and an integrated Job Management application to compliment the Phoenix software.

**Get more information at**  
[www.abmsystemsllc.com](http://www.abmsystemsllc.com)  
**ESX Booth #923**

**Silent Knight's IFP-2000 Networkable, Scalable Fire Alarm Systems**

Silent Knight has released the new IFP-2000 networkable and scalable fire alarm systems line, designed for medium-



to large-size applications. For retrofits, IFP-2000 systems can utilize existing wire and increase overall point capacity to a maximum of 636 points per panel via a convenient SLC loop expander card. Up to eight IFP-2000 panels can be networked

together as one large system or segmented into separate sites.

**Get more information at**  
[www.silentknight.com](http://www.silentknight.com)  
**ESX Booth #1611**

**Honeywell Power Products' HPFF8 Fire Alarm Power Supply**

Honeywell Power Products' HPFF8 (FireForce 8) power supply is designed to expand

fire alarm NACs (notification appliance circuit) and provide auxiliary power to 24-Volt system accessories. The HPFF8 supply



can operate as a standalone or be activated by any 12- or 24-Volt

fire alarm control panel. This UL/ANSI 864 9th Edition power supply's exclusive EOL (end-of-line) resistor replacement feature

and NAC trouble memory are unique technologies new to the marketplace.

**Get more information at**  
[www.honeywellpower.com](http://www.honeywellpower.com)  
**ESX Booth #1609**

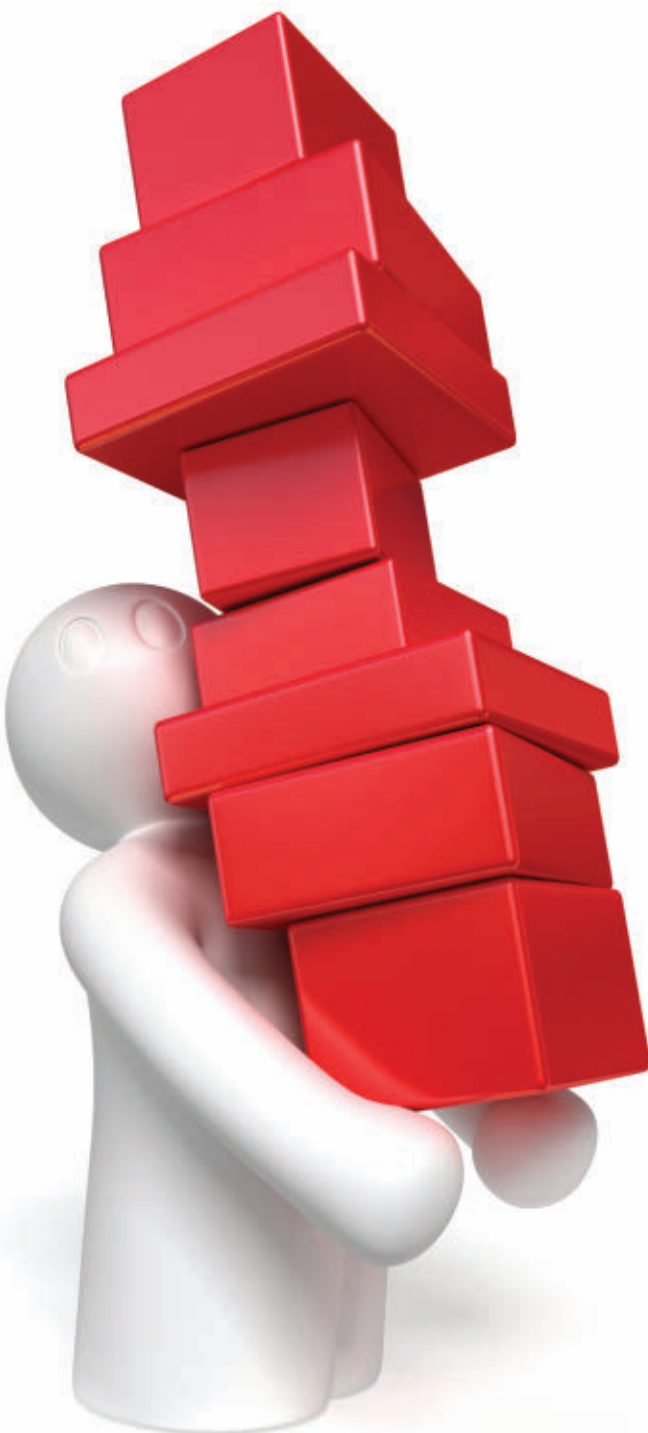
**Fire-Lite Alarms' Economic, Non-Proprietary Fire Alarms**

Fire-Lite Alarms' new MS-9200UDLS and MS-9600UDLS fire alarm control panels offer

faster polling speeds and support lower cost wire and annunciation devices. A factory-installed digital alarm communicator with upload/download capabilities coupled with a USB port and new Microsoft Windows-based programming tools are additional innovations made to benefit dealers.

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<p><b>Speco Technologies' H.264 Hybrid Triplex TH Series DVR</b> Company - Speco <a href="http://www.specotech.com">www.specotech.com</a></p> <p>Speco Technologies introduces a new Hybrid H.264 DVR/Space Technologies new Hybrid H.264 TH Series DVR features IP and analog camera support as well as advanced H.264 compression algorithms. Speco Technologies introduces a New Hybrid H.264 DVR/Space Technologies new Hybrid H.264 TH Series DVR features IP and analog camera support as well as advanced H.264 compression algorithms. (Or) Speco Technologies new Hybrid H.264 TH Series DVR features IP and analog camera support as well as advanced H.264 compression algorithms.</p>	<p><b>Honeywell's Outdoor Wireless PIR</b> Company - Honeywell <a href="http://www.honeywellsecurity.com">www.honeywellsecurity.com</a></p> <p>The newest member to join Honeywell's popular 5800 Series wireless family, Honeywell's exciting 5800PR-OD is a robust, easy-to-install sensor that delivers reliable outdoor performance. The newest member to join Honeywell's popular 5800 Series wireless family, Honeywell's exciting 5800PR-OD is a robust, easy-to-install sensor that delivers reliable outdoor performance. Honeywell's exciting 5800 Series wireless family, Honeywell's exciting 5800PR-OD is a robust, easy-to-install sensor that delivers reliable outdoor performance.</p>
<p><b>Potter Electric Signal's Notification Devices</b> Company - Potter Signal <a href="http://www.potter-signal.com">www.potter-signal.com</a></p> <p>This new line includes a complete redesign of the indoor and outdoor selectable horns, strobes, strobehorn combination and mass notification strobehorn combinations. This new line includes a complete redesign of the indoor and outdoor selectable horns, strobes, strobehorn combination and mass notification strobehorn combinations. This new line includes a complete redesign of the indoor and outdoor selectable horns, strobes, strobehorn combination and mass notification strobehorn combinations.</p>	<p><b>Panasonic's i-Pro Megapixel Fixed Network Camera</b> Company - Panasonic <a href="http://www.panasonic.com/Pro">www.panasonic.com/Pro</a></p> <p>The unique combination of superior imaging and multi-compression delivers unparalleled performance and system versatility. The unique combination of superior imaging and multi-compression delivers unparalleled performance and system versatility. The unique combination of superior imaging and multi-compression delivers unparalleled performance and system versatility.</p>
<p><b>SAMSUNG   QVI Security's 8000 Series Standalone DVR</b> Company - Samsung <a href="http://www.samsung-security.com">www.samsung-security.com</a></p> <p>Extremely easy to use, the new SAMSUNG 8000 Series Standalone DVRs are a lower cost alternative to high performance PC-based DVRs. Extremely easy to use, the new SAMSUNG 8000 Series Standalone DVRs are a lower cost alternative to high performance PC-based DVRs.</p>	<p><b>Silent Knight's IFP-2000</b> Company - Silent Knight <a href="http://www.silentknight.com">www.silentknight.com</a></p> <p>The all new IFP-2000 is the most advanced fire alarm solution ever offered by Silent Knight and the first ever with scalable, network capability. The all new IFP-2000 is the most advanced fire alarm solution ever offered by Silent Knight and the first ever with scalable, network capability with scalable, network capability. The all new IFP-2000 is the most advanced fire alarm solution ever offered by Silent Knight and the first ever with scalable, network capability.</p>

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# SUPPLIERS

## GVI buys VMS technology

By L. Samuel Pfeifle, editor

CARROLLTON, Texas—GVI Security Solutions increased its product suite in May with the purchase of technology and intellectual property from PacketNVR, a maker of video management software.

Further, PacketNVR co-founder Tom Galvin, who has worked with GE Security and Verint in the past, will join GVI and help continue to develop the VMS

product through GVI's wholly owned subsidiary GVI Video Management Solutions.

GVI chairman Steve Walin said a VMS provider was number one on the company's acquisition plan, so as to better support the new Samsung IP cameras that are hitting the market, and he had a relationship with Galvin going back to their days at GE Security. Galvin and a partner

**"Our goals and objectives line up perfectly."**

—Steve Walin, GVI

had started a development company in 2007 "to develop a mid-market VMS that could be sold in the mass market," Walin said, "that was easy to install and support. They saw that gap in the market, as we did, and our goals and objectives lined up perfectly."

GVI, according to 8k filings, made an initial payment of \$116,000 to PacketNVR. The achievement of certain milestones over the next three years will result in further payments that could amount

**GVI** see page 35

### NEW TRICKS

## IQinVision dabbles in access control

By L. Samuel Pfeifle, editor

BIRMINGHAM, UK—Speaking here on his way to the IFSEC show floor back in May, IQinVision chief marketing officer Paul Bodell said his new product, IQaccess, may not rival Lenel and AMAG for entry into the access control market, but "the thing that we love about it is that it leverages our existing intelligence on the camera; and that's not just analytics, as some people call intelligence. It's just the horsepower that we have."

Essentially, IQaccess is software that resides on the IQeye camera that alerts a remote operator with a pop-

**"It's just the horsepower that we have."**

—Paul Bodell, IQinVision

up window on a PC whenever there's a motion event, doorbell pressed, or other stimulus. The operator can then use the camera's relay to unlock a door and allow entry, or perform any other action that can be controlled in an on/off manner.

For the integrator, it's a free download from the IQ Web site, and "voila," Bodell said, "everyone in the office has the ability to buzz people in and out."

While this doesn't represent a serious entry into the access control software market, "what we are looking to do is integrate more seamlessly with those guys," Bodell said. "Because we have all this processing capability, it would be trivial for us to take an event, create an AVI clip, and send that to the access control system so every event has a corresponding AVI clip. The access control system can integrate directly with the camera, and the camera can service multiple functions."

"But, no," he chuckled, "we're not going after Lenel—yet." **SSN**

### BRIEFS

#### ADI now offers Xanboo

MELVILLE, N.Y.—ADI announced in June the availability of Xanboo's Security Enhanced line of products at its branches across North America. These solutions allow dealers to upgrade existing and new security systems with smart-home technology that permits users to remotely control and monitor their home or office from anywhere in the world. As a monthly-fee based service, Xanboo Security Enhanced provides dealers with additional recurring monthly revenue (RMR) opportunities.

With features that include a virtual keypad, pre/post event video clips and live video, Xanboo technology makes it possible to control and monitor homes or businesses from anywhere in the world. In addition, dealers can provide a complete end-to-end solution with a wide variety of accessory products including indoor and outdoor cameras, lighting controls, wireless thermostats and sensors that detect water leaks and temperature changes.

#### Tri-Ed location moves

UNION CITY, Calif.—Tri-Ed has relocated its San Leandro branch here to Union City, Calif. This new facility features an expanded showroom of Tri-Ed's growing inventory of products.

Managed by Pete Lomando, Tri-Ed Union City is located at 2807 Whipple Road. The branch can be reached at 510-297-5500 or toll-free at 888-874-3339.

#### DMP expands facility

SPRINGFIELD, Mo.—Digital Monitoring Products (DMP) has completed renovations at its Springfield headquarters here, expanding the space dedicated to product engineering, quality assurance and training for dealers and customers. The just-completed interior changes took advantage of space added last year when DMP increased the size of its building by 22,000 square feet. The renovation enables DMP to expand its product design and engineering capabilities, preparing the company for planned growth.

"While many companies in our industry and most other industries have experienced sales losses and job cuts, DMP is going strong," said vice president of corporate services Steve Powell in a statement. "As we look ahead to increasing our product development and growing sales, the recent renovations give us the space needed for new hires and a base of operations for our future growth."

Since increasing their manufacturing space by 22,000 square feet last year, DMP reconfigured its production lines for greater efficiency. The just-completed interior renovations capitalize on the freed-up space, nearly doubling the size of the Engineering area and Quality Assurance Lab.

## Pelco consolidates sales operations, lays off 17

By L. Samuel Pfeifle, editor

CLOVIS, Calif.—Pelco officials announced in May that it has consolidated all of its global sales operations. Effective immediately, Cliff Holtz, Pelco senior vice president of Americas, will manage sales for the Pelco Global Sales Operations.

"In an effort to better serve our global customer base, we are consolidating all of Pelco's sales operations functions into a single Global Sales Operations team," said Pelco president and CEO Dean Meyer, in a statement. "This consolidation of functions will allow Pelco to streamline processes and eliminate duplication of efforts which will result in better response times and improved customer service throughout our entire sales operations group."

In an interview with *Security Systems News* earlier this year, Meyer said he believed Pelco's global operations gave the company an advantage over competitors who were focused exclusively in the United States or North America.

"You can play differently if you have a global reach," he said. "Not all markets are being impacted the same way. Others still have fairly good growth, even though that's slowed down. We're trying to be prudent with where the best opportunities are. Everyone's trying to figure out how to get through this. It's a war."

The Pelco Global Sales Operations Department, led by John Roman, director of global sales operations will now report directly to Holtz. And, according to a statement, even with a priority on minimizing staff reduction, these actions do come with some reductions in the areas of Americas Sales Operations, Strategic Accounts, and Global Sales Operations: the elimination of 17 sales positions.

In early June, IndigoVision announced it had hired former Pelco EMEA sales director Ivo Drent as its own senior VP of EMEA sales.

"We will do our utmost to support those

**PELCO** see page 35

## Speco gets on the Mac bandwagon with DVRs

By L. Samuel Pfeifle, editor

AMITYVILLE, N.Y.—Due to demand from customers and an increasing marketshare on behalf of Apple Computers, Speco Technologies is the newest manufacturer to embrace the Macintosh. All of its T Series DVRs are now Mac compatible, thanks to a new Java application that is free for download from the Speco Web site.

Exacq DVRs, for example, are also Mac compatible using an Mac client.

"We created a Java applet,"

said Gary Perlin, Speco's vice president of product marketing for video security. "It's a very fast download. You just throw it on the desktop, double click it, and put in the address of the DVR, and it gives you full viewing and playback capabilities." You can't configure the DVR using the applet, he noted, but "it's desirable to keep the end users out of the configuration anyway, so that fits the bill for what most people are looking for."

You can also run the program from a USB flash drive.

"PCs do rule the industry," Perlin said, "but more and more Macs are going out there. We're constantly asked about Macs."

Perlin estimated the Mac solution would work for "95 percent" of the DVRs Speco sells and, better yet, has sold. "It's a reason to go back and talk to the customer again," Perlin noted. "Normally, these are people who have professional DVRs in their facilities, and they go home and they have a Mac and they want to be able to log into the DVR. Now they can." **SSN**



# The ASC finalist you just might resell

*Emza does wireless analytics for outdoor intrusion*

By L. Samuel Pfeifle, editor

BELLEVUE, Wash.—Of the six finalists in the American Security Challenge (see story on page 10), just one is likely to be resold by your typical commercial-focused security integrator. Emza, an Israeli company with U.S. offices based here, makes outdoor-appropriate wireless cameras with on-board analytics that company officials say are more than competitive with the algorithms used by the top-selling analytics companies.

It's a "purpose-built application for the smaller outdoor application," said Mark Premo, Emza's U.S. manager. "It's one small unit, it's easily replaceable," and it's designed to filter out the false positives that plague motion-detection-based solutions for protecting outdoor assets and perimeters.

"The algorithms that we run on the low-cost processor, that's the secret sauce," said Premo. "We can detect a car at 300-to-500 feet, a person at 300 feet. And with IR illumination, we can find someone at night at 150 feet." The camera does need 12 volts of power, though, so is not truly wireless.

"We're very impressed by it and installing it on a regular basis," said Dave Meurer,

chief operating officer at Armed Response Team, an Albuquerque, N.M., integrator that also provides response services by former police officers. With a vested interest in verifying alarms to determine whether response is necessary, Meurer said the Emza solution "eliminates most of the



Mark Premo

false positives" right out of the box, but "the nice part about it is that if we're seeing a new environmental issue, like a flapping piece of plastic that wasn't there before, it's easy for us to modify that sensor or a whole suite of sensors to not be affected by that problem. It learns on its own, but we can take it to the next level as well."

With 32 employees, ART uses a third-party central station that receives the video from the cameras in the field. As of yet, the feed has not been integrated into the major central station software packages. However, "they don't have any problem with dispatches," Meurer said.

Premo said he's looking for many more companies like ART. "We have to get to the channel," he said, "because that's the way to get to the small business market, get them to understand that it's possible to prevent crime." **SSN**

## GVI

*Continued from page 34*

to \$2,140,000. GVI also issued a warrant to Galvin and his partner to purchase 200,000 shares at \$.75, along with 60,000 shares of restricted common stock, subject to achievement of certain sales goals.

Walsh said it was important to buy this technology outright, rather than have another company OEM it for GVI. "It's controlling your own destiny," he said. "It's being able to be unique in the marketplace for ourselves and our channel partners." He said GVI might be interested in tailoring the VMS to certain verticals, for example. Further, with OEM

strategy you have "margin stacking," he said, and having the technology in-house will allow GVI to make the VMS more price-competitive and profitable at the same time.

The VMS, which will be open to integration with a wide variety of other manufacturers' cameras, will be ready for sale within a "couple months," Walsh said, and it will be designed so that it's appropriate for the distribution channel as well as direct sale to integrators. He called it "plug and play."

It will be launched properly at ASIS in September, and there will be a road show of the major cities following that so GVI can introduce the product to its channel partners, Walsh said. **SSN**

## Axsys

*Continued from page 1*

applications that go beyond its traditional military roots. "We're seeing wider adoption in protecting infrastructure of all kinds," he said, "commercial shipping, gas tankers, ports of entry, be they harbors or airports ... It's definitely increasing and expanding beyond the traditional military applications."

Axsys does roughly \$250 million in yearly revenue, but grew by some 18 percent in the most recent reporting quarter. It reported an operating margin of 16.6 percent and had \$25 million in cash on hand. The company employs about 1,000, is based here in Rocky Hill, Conn., and has facilities in Alabama, California, Michigan, and New Hampshire. **SSN**

## Pelco

*Continued from page 34*

affected employees with extended notice, severance pay, outplacement, and counseling services," Meyer said in the statement. "As we go through these difficult changes, I appreciate the support and understanding of the entire company and the energy and effort of our Global Sales Operations team while they continue to build on Pelco's reputation as the global industry leader in customer service."

These efforts are part of a continuing streamlining of operations effected since the acquisition of Pelco by Schneider Electric in 2007. Pelco's private jet and 19 "non-factory" staff at Pelco headquarters here were eliminated in December, and the size of the Orangeburg, N.Y., Pelco facility has been reduced. **SSN**

# Schneider makes second video investment

*Leads funding round B for analytics vendor Agilence*

By L. Samuel Pfeifle, editor

CAMDEN, N.J.—Schneider Electric Ventures, a venture capital firm sponsored by Pelco owner Schneider Electric Group, has led a Series B funding round for Agilence, a maker of video analytics solutions aimed primarily at the retail sector.

Terms were not released, but the round also included additional funding from Granite Ventures and Next Stage Capital, who invested in Agilence in the fall of last year.

Rob Adams, managing partner at Next Stage, called Schneider's investment "strategic," "given what they're doing in the video surveillance space. Now they're looking at the integration of point-of-sale systems and video surveillance."

Agilence's solution not only tracks and correlates what happens in real life with what's recorded in the point-of-sale system, but end users can also, for

a monthly fee, employ the company's analysts who will identify likely fraud and theft instances.

Adams said, "this was not a required financing," but should be seen as Schneider seeing value in the company. "Taking in capital is always a plus," Adams said, "to have that cushion, but this is more about positioning Agilence to participate in the Pelco value chain."

Adams said Agilence is "making great progress. There are new accounts coming online at a pretty regular pace. There are folks who are embracing the technology a little more frequently than you've had in the past. The value of the technology is really born out in some of the more aggressive users, the folks who are the early adopters. You're going to see a trend."

Schneider Electric Ventures partner Benoit Toulouse will join the Agilence board of directors in an observer role. **SSN**

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# Analytics roundtable

Continued from page 1

These participants didn't really know they were participating in a virtual roundtable, but they were all asked the same two questions and these are their answers, some of them edited for length. Also, some of them said the same basic thing, so not everyone answers every question.

SSN: Where are you seeing actual installations and traction with video analytics?

**Farkarsh:** Most of our business is coming from the mid-range market. I can't say the mass-market is really perfect for analytics yet; it's still not quite the mass market. We didn't achieve the hype yet. We're still on the way to the hype. We thought we'd get there 2009, 2010, but the slowdown might change that. But there's still the argument that we can save them some money.

I'm a strong believer in the mass market. I think the big projects are driven by the mass market, not the opposite. It reminds me of the strategy of Microsoft, not going to the giant companies like IBM, but going to the mass market, and they proved that was a good strategy. And I think the same thing will happen here as well. It's nice to have analytics that's affordable.

That was our pitch for the last three years, that was our number one pitch: You're retrofitting the dumb security installation and just adding a box. You're upgrading your security for a reasonable price. We've been doing that for the last three years, and now those competitors are doing that as well.

System integrators need a reason to go back to their customers.

**Russell:** It's tipping. It's always been ease of deployment and prices that has slowed the adoption of analytics, and we've solved those problems. We have a new product designed for exactly that middle market. We're at the forefront of the industry, we've always had the best analytics, etc., but we were a high-end system. So what's changed recently is that we've been very aggressive in making analytics easy to deploy by our partners, and we're releasing products that are designed to compete head to head with your standard hybrid NVR and DVR out there. From a cost standpoint, we're a no-brainer. It's really just a question of 'Do you want a dumb DVR or do you want to pay the same price for a smart, searchable 3vr?' We make that price

not an issue.

**"I think the big projects are driven by the mass market, not the opposite."**

—Zeev Farkarsh, ioimage

**Chambers:** Where it is being used successfully, and how can integrators use Perceptrak, is when an organization might have one or two, maybe three, people who have the ability to do communications, dispatch, coordination, that type of thing, and they just use Perceptrak as a tool to bring their attention to things as they're happening in real time so they can act on them.

In a campus setting, the Johns Hopkins installation for example, Catholic University in DC, University of Minnesota, every one of those has seen the ability to upgrade real-time security with guards who can intervene as things are happening. That's a huge paradigm shift.

Where that fits with the integrator is that they'll talk with the security operator, ask things like, 'What kinds of issues are you

dealing with?' And then they'll recommend a suite of capabilities that, if it includes video surveillance, will often employ Perceptrak or another real-time notifier. This provides the ability to upgrade technology and products, but also to get professional service fees.

**Schnell:** The key thing for me has been the continued growth of business with notable end user organizations, both in the breadth of categories and weight of the institutions, including DHS, the oil and gas industry, some state and municipal customers. And we've had continued strength in the schools. We've seen good strength in both the k-12 side and the university side, and that breadth to me is a great sign. Some of the common elements are that those sectors are healthier, more so than retail and the consumer-focused financial services sector. We've had good success in the markets that are healthy and continuing to invest in security infrastructure.

We've seen a lot of activity by the remote guarding partners, too. There's really two center points: One is what I would call guard augmentation, as in, 'I want to have a certain number of uniformed officers at the site, and want to use a professional monitored service to cut down on that number and to give them universal visibility to the site—analytics-monitored cameras do a better job than human beings in terms of persistent vigilance. Guards will be distracted by one incident, where analytics don't get distracted. That's the high-end phenomenon.

The second market, which is much larger, is a market that hasn't been served by guards because they're too expensive or it's too large of an area for it to be practical. This includes mid-market outdoor commercial, equipment dealerships, rental facilities, perimeters at refineries and other industrial installations.

**Eaton:** For us, with the integrators, what they like about our solution is the dramatic reduction in the cost of deployment labor and the cost of ongoing maintenance. Some of the integrators that we've talked to, when they go to deploy, their cost curve on setting up

each individual camera and making sure it's tuned has been a real sore point on the deployment cost. Our system that self learns and defines its own rules has been well received.

For one of our customers in a major hotel, we deployed the system and had it up and running and giving them information within three to four days. Of course, the patterns that it's learned are limited to those observations you can make in a three-day period. And it can learn things over weeks as well. And it's not just large customers. We do have customers that start out with four cameras and do get value out of the system. It is actually more expensive to do four cameras, but we might eat that cost because we think it's going to lead to further deployment.

**McGuinness:** Our customers are manufacturers, and we have them around the world in all regions, and based upon the shipment reports, we're encouraged that it is being spec'd, it is being sold, and it is being deployed around the world. Security and safety applications still drive the marketplaces—airports, rail, maritime, oil and chemical plants—but we've also been very excited about performance in business intelligence, retail, casinos, entertainment and banking. It's security at some points and it's collecting data at other points.

Want to read the rest? Guide your browser to [www.securitysystemsnews.com](http://www.securitysystemsnews.com) and search "analytics virtual roundtable."

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# DATABANK

## PEOPLE NEWS

Integrated Biometrics, a provider of certified fingerprint identity solutions, announced June 3 the addition of **Charles Johnson** to its sales staff. Johnson is a security industry veteran with more than 12 years of experience and had previously worked at Integrated Biometrics in 2006.

COPS Monitoring on May 28 announced **Jim Combs** has joined the COPS Monitoring team as account manager, working out of the company's New Jersey office. Combs comes to COPS with an abundance of industry experience. Before COPS, Combs had seven years experience as a sales manager first for First Edge Security & Technologies and then SST (Security Systems and Technologies).

Stanley Convergent Security Solutions announced May 28 it has named **Jim Kopplin** as vice president, field operations. He will assume responsibility for all Stanley Convergent Security Solutions field branch operations.

Bosch Security Systems on May 26 announced the appointment of four sales managers. **Lloyd Apricio** handles sales of the Intrusion, Fire and Access Control/Systems (IFAS) portfolios in the Southwest, including Utah, Colorado, Arizona, New Mexico, Southern Nevada and Wyoming. **Holley Hunt** manages sales of the IFAS portfolios in Southern California. **Joe Scardino** holds responsibility for the IFAS portfolios in the New York Metro region. **Mark Land** now manages sales of Bosch video surveillance products and systems in Central/Eastern Ohio.

## CALENDAR

**July 6-8** ASIS Int'l, Physical Security: Advanced Applications and Technology. This intensive, three-day program focuses on emerging trends, operating procedures, and the application of technology to meet the increased level of security needed by today's commercial, industrial, and government enterprises. Hyatt Regency, St. Louis. For more information, call 703-519-6298 or visit [www.asisonline.org](http://www.asisonline.org).

**July 14** Vicon seminars. Classes will run from 9 a.m. to noon. The events, which are open to technology specifying A&Es, security integrators, Vicon end-users and prospective end-users, will introduce attendees to the opportunities and benefits that can be derived from integrated, IP-based video surveillance and access control systems. The sessions will include discussion of the underlying technologies, system design considerations,

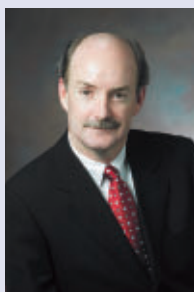
application ideas and installation examples. Vicon Headquarters, Long Island N.Y. For more information, call (631) 952-2288 or go visit [www.vicon-cctv.com](http://www.vicon-cctv.com).

**July 14-16** AXIS Communications Course: 3-day Fundamentals. The course provides advanced training on system solutions and design. Kansas City, Mo. For more information visit [www.axis.com/us/academy/reg\\_free.htm](http://www.axis.com/us/academy/reg_free.htm)

**July 28-30** Americas' Fire & Security Expo, Miami Beach Convention Center, Fla. The event features state-of-the-art fire, security and life-safety products, systems and services and offers more than 50 sessions designed to cover several market segments. For more information visit [www.americas-fireandsecurity.com](http://www.americas-fireandsecurity.com).

## Five Questions

PSA Security Network, the world's largest electronic security cooperative, announced in May that PSA stockholders had elected Mike Kobelin, director of sales for Aronson Security Group (ASG), as chairman of the board. He will serve a two-year term. The elections were held at a shareholder meeting during the 2009 PSA-TEC in St. Charles, Ill. The eight-member board represents more than 200 member companies, which are responsible for more than \$1.7 billion in aggregate annual sales of electronic security and life safety installations nationwide. Security Systems News caught up with Mike in May and asked him five questions.



Mike Kobelin

### Where did you grow up?

In Roseburg, Oregon, which in the 1960s was known as the timber capital of America.

### It's not the timber capital of America any more?

No, I'm afraid the spotted owls and the tree huggers all but shut down the timber and lumber industry in Roseburg.

### Where do you live now?

I migrated to Eugene, Oregon, to go to the University of Oregon. It was the end of the Vietnam War and this was a very leftist, liberal, anti-Vietnam place. After college, I ended up in Portland where I have lived ever since.

### Is Portland as liberal as Eugene?

Yes, thankfully I'm here to protect the conservatives ... I can hold my own.

### So you're protecting the conservatives. What else do you like about Portland?

Oregon has had a lot of controlled growth over the past 20 years. ... Portland is a great, great place for business. For a family, it's got everything. It's like a mini-San Francisco. It's one hour to the beach, one hour to the ski mountains, and you can fish in downtown Portland and catch salmon. I'll never leave Portland.

—Martha Entwistle

## STOCK WATCH

Prices quoted are from the close of business on June 8, 2009

COMPANY (ticker)	Price	Previous	52-WK HIGH	52-WK LOW	EPS
AlarmForce Ind. (AF.TO)	4.85	5.01	6.02	3.00	N/A
Axcess Inc. (AXSI.OB)	.42	.40	1.96	.62	-.16
Brinks Home Security (CFL)	30.03	28.04	31.30	13.15	1.3
Cantronic Systems (CTS.V)	.22	.23	.49	.08	N/A
Checkpoint Systems (CKP)	15.36	14.07	25.00	6.06	-.94
Cogent Systems (COGT)	11.07	11.55	14.40	7.88	.44
Cooper Industries (CBE)	35.52	36.56	49.64	18.86	3.35
Diebold (DBD)	26.73	26.15	39.83	19.02	1.15
General Electric (GE)	13.56	14.53	30.86	5.87	1.54
Gentex (GNTX)	13.10	12.48	17.76	6.50	.22
Global ePoint (GEPT.PK)	.01	.01	.09	.01	N/A
GVI Security Solutions (GVSS.OB)	.26	.26	1.09	.26	.04
Henry Bros. Electronics (HBE)	5.97	6.76	7.52	4.30	.24
Honeywell (HON)	35.67	34.72	56.88	23.06	3.44
ImageWare Systems (IWSYE.OB)	.25	.25	1.74	.15	N/A
Ingersoll Rand (IR)	22.77	23.25	44.46	11.46	-9.07
Johnson Controls (JCI)	21.77	20.23	36.00	8.35	-.58
L1 Identity Solutions (ID)	8.78	8.88	17.22	3.23	-6.82
Mace Security (MACE)	1.16	.97	1.75	.61	-.99
March Networks (MN.TO)	4.09	3.66	5.48	1.39	N/A
MDI Inc. (MDII.PK)	.06	.05	.72	.03	-.14
Napco (NSSC)	1.44	1.42	4.70	.01	.29
Optelecom-NKF Inc (OPTC)	4.10	4.53	9.17	3.00	-.73
Protection One (PONE)	2.76	3.97	10.12	.83	-1.20
Richardson Elec. (RELL)	4.01	3.82	7.00	2.47	-.39
ScanSource Inc. (SCSC)	26.49	25.94	34.74	13.58	1.86
Stanley Works (SWK)	36.60	38.08	49.58	22.61	3.57
Tyco Int. (TYC)	27.50	26.25	46.26	15.17	-2.90
United Protection Sec.Grp. (UZZ.V)	.15	.19	.38	.06	N/A
United Technologies Corp. (UTX)	56.49	53.55	69.43	37.40	4.67
Verint Systems Inc. (VRNT.PK)	8.60	5.54	24.60	3.10	N/A
Vicon Industries (VII)	5.57	5.60	6.45	3.54	.66
View Systems (VYST.OB)	.01	.01	.10	.01	N/A
Viscount Systems (VSYS.OB)	.15	.19	.36	.05	N/A

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# Harry meet Sally



**Harry** is a job seeker in the Security industry.




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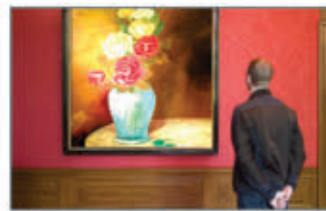
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# smart move



## Honeywell's 5870API Wireless Indoor Asset Protection Sensor...the Strategic Way to Win New Business.

Thanks to Honeywell's 5870API, being in the asset protection business is now as easy as installing any 5800 Series wireless sensor! The easy-to-install device affixes to virtually any valuable requiring protection within a home or business, including paintings, flat screen TVs and other electronics, family heirlooms, safes, office equipment and more. You'll find the breakthrough product to be an excellent way to win new business, reduce attrition and add more content per sale by providing your customers with a unique and practical solution for asset protection.



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For additional information, please call **1-800-467-5875** or visit **[www.honeywell.com/security/hsc](http://www.honeywell.com/security/hsc)**  
The 5870API is compatible with Honeywell's Total Connect remote services and is available in dark grey and white.

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