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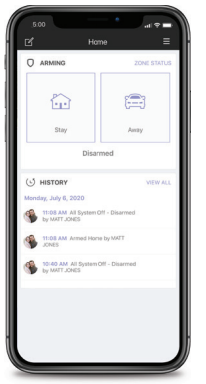

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New Product Showcase awards company's creativity in creating new products for the security industry. These new products are reviewed by a panel of volunteer

SIA *see page 3*

Justin Owen

750 accounts and $34,000 in RMR.

Owen Security President and Security Systems News' 20 under 40 Class of 2017 Alumni Justin Owen recently spoke with SSN about making an acquisition — and steering the company — during unprecedented times.

"We worked alongside some wonderful people during this recent acquisition and we are very appreciative of how

substituted video-calls and electronic documents for many of the discussions, meetings and paperwork that would have normally taken place in-person."

Owen pointed out that immediately following the announcement of the current pandemic, Owen Security Solutions implemented new policies and procedures "for the protection of the health and safety of both our

OWEN *see page 10*

ner, TAMCO, explained to *Security Systems News*. "So many of them [integrators' recognized, 'wow, I'm fragile! I'm relying on what's in the pipeline.'"

For years, TAMCO has been saying that integrators basing their business on one-time sales is a fragile model. Even when speaking with integrators, TAMCO company representatives would reference an economic downturn to support their argument.

"We've obviously never referenced the analogy of a pandemic,"

RMR *see page 11*

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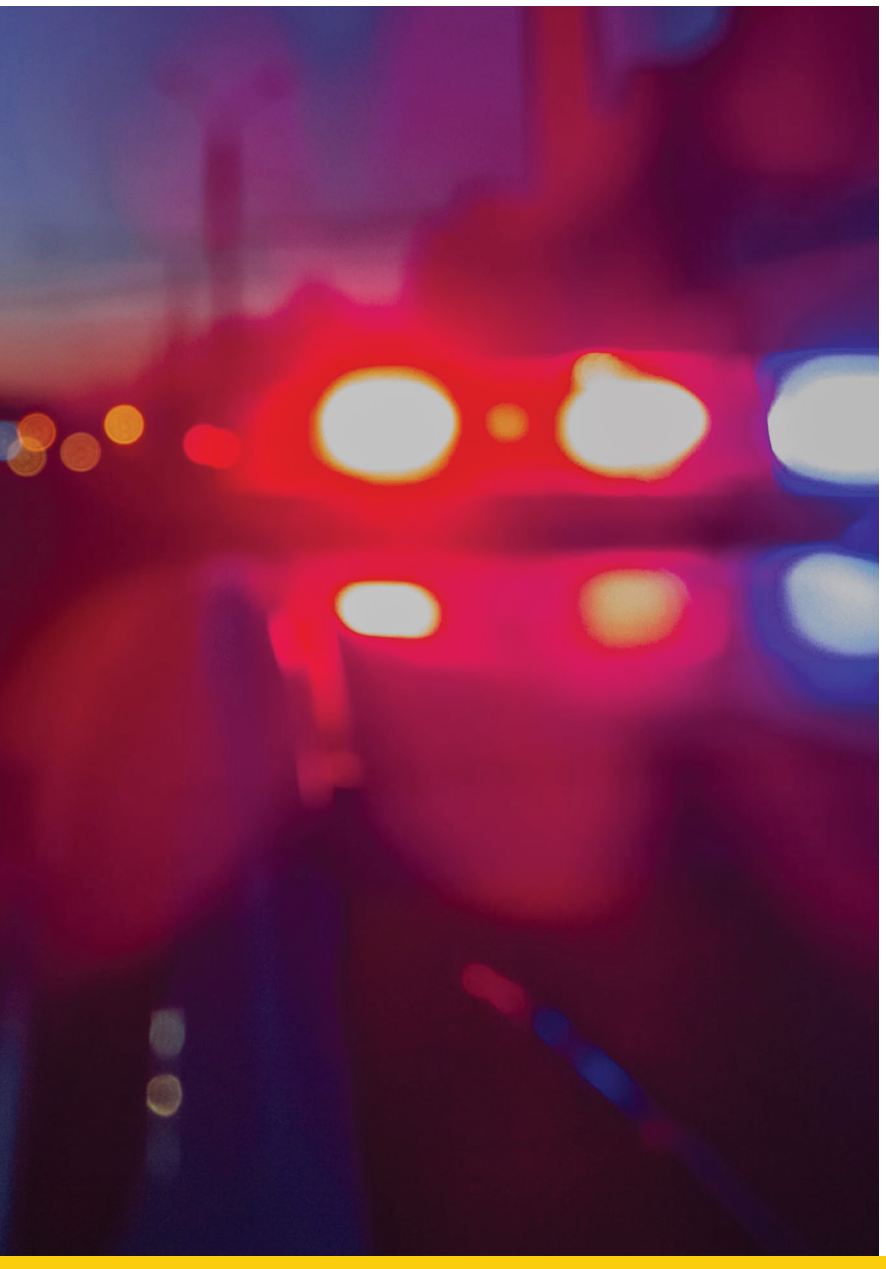

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AUGUST 2020 ▪ $7.00

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Touchless airports take flight across the globe

By Ginger Hill

YARMOUTH, Maine—It's no secret that COVID-19 essentially halted air travel: the sky quiet from grounded planes; airport terminals eerily silent and empty; travel industry furloughs and job loss. From Jan. to present date, 7.5 million flights have been cancelled; demand for air travel has decreased 54 percent and total losses for the air travel industry estimated for this year are predicted at $84.3 billion, according to the International Air Transportation Association (IATA).

While this is the reality about six months into the pandemic, the world is beginning to look forward to a time of getting back into the open skies and adding frequent flier miles for work and pleasure, with the caveat of safety.

The way people interpret and process the environment surrounding them at any given moment translates into feelings,

AIRPORTS *see page 6*

SIA's new product winners announced

By SSN Staff

SILVER SPRING, Md.—Since its inception in 1979, the SIA New Product Showcase awards company's creativity in creating new products for the security industry. These new products are reviewed by a panel of volunteer

SIA *see page 3*

Acquiring during COVID

Owen Security president and SSN "20 under 40" alumni talks about the deal

By Paul Ragusa

CALHOUN, Ga.—With the recent acquisition of Priority One Security Inc., Owen Security Solutions continues to grow and expand its reach, adding three new employees, 750 accounts and $34,000 in RMR.

Justin Owen

Owen Security President and Security Systems News' 20 under 40 Class of 2017 Alumni Justin Owen recently spoke with SSN about making an acquisition — and steering the company — during unprecedented times.

"We worked alongside some wonderful people during this recent acquisition and we are very appreciative of how smoothly this transaction was completed," Owen told SSN. "The COVID pandemic did affect the pace at which things were able to be completed, compared to previous acquisition experiences. We also substituted video-calls and electronic documents for many of the discussions, meetings and paperwork that would have normally taken place in-person."

Owen pointed out that immediately following the announcement of the current pandemic, Owen Security Solutions implemented new policies and procedures "for the protection of the health and safety of both our

OWEN *see page 10*

Building RMR in turbulant times

By Ginger Hill

YARMOUTH, Maine—The "as-a-service" business model and approach is designed to help build recurring revenue for integrators; it's no longer feasible to simply install a system, have the customer pay for the system outright, and then move on to the next customer. As-a-service is a powerful enabler to integrators to approach business in a new way, pivoting and being nimble, while embracing what customers are asking for, and in return, reaping the rewards of consistent revenue.

P. Metzheiser

"What's happened is that so many integrators, because of COVID, recognize that they are reliant on one-time sales — project-based sales, Capex sales, with the installation and the project — and when things just froze, there was no other source of revenue," Paul Metzheiser, managing partner, TAMCO, explained to *Security Systems News*. "So many of them [integrators' recognized, 'wow, I'm fragile! I'm relying on what's in the pipeline.'"

For years, TAMCO has been saying that integrators basing their business on one-time sales is a fragile model. Even when speaking with integrators, TAMCO company representatives would reference an economic downturn to support their argument.

"We've obviously never referenced the analogy of a pandemic,"

RMR *see page 11*

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NEWS

BRIEFS

SIA opposes act to ban biometric technologies

SILVER SPRING, Md.—The Security Industry Association (SIA) has announced its strong opposition to the recently introduced bicameral Facial Recognition and Biometric Technology Moratorium Act that would impose a blanket ban on most federal use of nearly all biometric and related image analytics technologies.

The legislation incorrectly labels all such technologies as surveillance regardless of application and forces essentially all state and local governments to do the same. This threatens the safety of Americans by eliminating certain tools that have been in use for a decade or more to solve thousands of crimes, prevent fraud, allow access to critical infrastructure and, overall, keep Americans safe, while negating the research put into improving and developing safe, reliable, unbiased technology.

"When used effectively and responsibly, facial recognition technology keeps people safe and brings value to our everyday lives," Don Erickson, CEO of SIA, said in the announcement. "While SIA welcomes a constructive dialogue over the use of facial recognition technology, the Facial Recognition and Biometric Technology Moratorium Act is regrettably not a workable solution to address reasonable concerns about the use of facial recognition. Alternatively, SIA would enthusiastically support legislation that ensures appropriate transparency, procedures and oversight."

Government must use high-performing facial recognition technology for a given application, validated using sound, scientific methods, such as through the National Institute of Standards and Technology's Facial Recognition Vendor Test program across demographic groups.

PSA TEC 2021 opens call for presentations

WESTMINSTER, Colo.—PSA, a global consortium of professional systems integrators, announced the call for presentations for PSA TEC 2021 is open. TEC 2021 will be held at the Sheraton Downtown Denver in Denver, Colo., May 3-6, 2021.

Sessions will be selected that serve a variety of disciplines and focus on emerging technologies, critical issues in the industry and tool development to augment attendees' knowledge base needed to drive the industry forward. Submit proposals at www.psatec.com until August 31, 2020.

"The speakers we secure for TEC every year are the best in the security and AV industries and a key component to the event's success," said Anthony Berticelli, vice president of operations at PSA. "Life has drastically changed in 2020 due to COVID-19 and we anticipate our education line-up will look quite different at PSA TEC 2021 to reflect how systems integrators' businesses are evolving."

SIA New Product Showcase Award winners

Continued from page 1

judges with extensive industry experience. In partnership with ISC West, the 2020 winners, covering 23 product and service categories, were honored in a virtual celebration, following significant deliberations between 30 judges.

"Following hours of panel-driven judging and technology demonstrations, SIA is thrilled to recognize the 2020 winners of the SIA New Product Showcase Awards for their innovative products, services and contributions representing the best new offerings in the market," said SIA CEO Don Erickson.

The 2020 SIA New Product Showcase Winners are:

• **Best New Product Award**: Leica Geosystems, part of Hexagon, 3D Surveillance with Leica BLK247;

• **Judges' Choice Award:** Suprema, Inc., Airfob Patch;

• **New Product Showcase Merit Award**: John Spooner, executive vice president, Alarm Detection Systems;

• **Access Control Software, Hardware, Devices & Peripherals – Wired:** Winner: Swiftlane, Swiftlane Access Control; Honorable Mention: Altronix Corporation, Tango;

• **Anti-Terrorism/Force Protection**: Gibraltar Perimeter Security, G-1441 Ultra-Shallow Bollard;

• **Biometrics:** IDEMIA, VisionPass;

• **Commercial Monitoring Solutions:** IronYun Inc., AI NVR Edge Analytics;

• **Communications and Networking Solutions**: Axis Communications, Inc., C8210 Network Audio Amplifier;

• **Convergence and Integration Solutions**: Blue Light, Blue Fusion;

• **Design, Diagnostic and Installation Tools:** Alarm.com, On-Site Wrap Up;

• **Emergency and Mass Communication Systems:** Verint, NowForce;

• **Emerging Technologies:** BioConnect, Unified Mobile Access Solution;

• **Environmental Monitoring Systems**: IPVideo Corp., HALO IOT Smart Sensor 2.0;

• **Fire/Life Safety**: Kidde, Kidde Optica Smoke Detectors;

• **Hosted Solutions/Managed Services**: SiteOwl;

• **Intrusion Detection and Prevention Solutions (Physical) – Wireless:** Winner: Alula, Slimline Touchpad; Honorable Mention: Cartell, CW-SYS Wireless Driveway System;

• **Lock and Key Solutions:** Medeco, All Weather Padlock; Honorable Mention: Abloy Oy, ABLOY BEAT;

• **Mobile Solutions (Connected):** Winner: CloudScann, Visual Intelligence Control Center (VICC) with VisualC3 Mobile; Honorable Mention: Rapid Response Monitoring, rapidSMS;

• **Smart Home Solutions:** Alarm.com/Building36, Smart Water Valve+Meter;

•**Threat/Risk Management Software Applications:** Splan Inc., Splan Intelligent Visitor Insights (SIVI);

•**Video Surveillance Advanced Imaging Technologies:** Axis Communications, Inc., AXIS Live Privacy Shield;

• **Video Surveillance Cameras (HD/Megapixel):** Winner: Bosch Security and Safety Systems, MIC IP Ultra 7100i; Honorable Mention: Hanwha Techwin, PNM-9085RQZ;

• **Video Surveillance Data Storage:** Dragonfruit AI, Dragonfruit LiveArchive;

• **Video Surveillance Hardware and Accessories**: EIZO Inc., FDF2711W-IP; and

• **Video Surveillance Management Systems:** Airship Industries Inc., EMS v5.4.5. SSN

SPECIFICALLY SPEAKING

John Acosta

Lead Security Consultant

The Clarient Group

Iselin, N.J.

What is your role at the company?

teI am the Lead Security Consultant for The Clarient Group. I design and specify all the security systems required in a project, and work with my teammates to integrate the security systems with other building systems, to the greatest extent possible.

What kinds of systems do you design/specify and what services does the company provide?

I have been very fortunate to have been in positions to design the full gamut of security systems both physical and electronic for government, commercial, and residential clients.

I believe I am in a very unique position as a security subject matter expert (SME) for The Clarient Group, that designs multiple technologies related to buildings' infrastructure to enable enhanced building automation. TCG has also taken a leading role in building systems "integration," before it became a buzz-phrase.

Without regurgitating our website, I would say the one key role/service our company provides that sets us apart from others the most, is as a Technology Systems Owner's Representative. The old adage "cradle to grave," is accurate for TCG, many times, our involvement is from

SPEAKING *see page 4*

Stats: Home security to see continued growth

By SSN Staff

CHICAGO—The Home Security Systems Market size is expected to grow from $53.6 billion in 2020 to $78.9 billion by 2025, at a CAGR of 8.0 percent during the forecast period, according to a new market research report published by MarketsandMarkets.

The video surveillance systems segment currently holds the largest share of the home security systems market. The growth of the home security systems market is driven by factors such as growing awareness regarding home security systems, the emergence of the Internet of Things (IoT) and wireless technologies and increasing adoption of IP cameras for video surveillance amid COVID-19 crisis, the study noted.

The market for Do-it-Yourself (DIY) security systems is expected to grow at the highest CAGR during the forecast period. "One of the major factors contributing to the projected high growth of the market for DIY security systems is the cost optimization ensured by these systems," the researchers stated. "Some of the products offer integrated alarm triggers and other smart features, which help to detect a break-in by security cameras in regular monitoring activities."

The home security systems market in APAC is witnessing exponential growth, mainly because of the growing awareness about the potential security threats to individuals and the expanding construction industry, the study noted.

"The security-consciousness of buyers encourages the project developers to preinstall the security solutions in new housing projects," researchers said. SSN

Industry sees uptick in business amidst coronavirus

By Paul Ragusa

YARMOUTH, Maine—Despite some obvious setbacks in the U.S. in states that have experienced a resurgence in COVID cases, the security industry overall has seen business get back to some semblance of normal, although nowhere near the levels that were once enjoyed pre-coronavirus.

Back in April, an overwhelming number (84 percent) of SSN News Poll respondents said that their business was being negatively impacted by COVID-19. Now, three months later, we asked readers to reevaluate the business landscape, with many saying they are seeing things improve.

For example, when asked if they are starting to see an increase in business, 64 percent said yes, with another 23 percent saying, "yes, somewhat," and only 13 percent saying they were not seeing an increase.

What is interesting is many are using virtual events and meetings to gain more business, with 41 percent of respondents saying they are gaining business this way, and another 32 percent saying they have had "some" success. Only 27 percent said they were not capitalizing on this approach.

Respondents were slightly more optimistic than three months ago on the future and when things will return to business as usual, with 46 percent saying in the next 6 months (compared with 47 percent in April), and another 46 percent (up from 38 percent) saying in the next 18 months, with just 9 percent (down from 15 percent) saying longer than 2 years.

"I think there will be an uptick in cases with all the social unrest, restrictions easing and people just not doing what they're being asked to do to protect themselves and other," one respondent prophetically noted.

While one respondent said, "We are seeing normal levels now," there are others, such as Jim Leise, systems engineer at Guardian Protection Services, who noted that business "is not picking up as fast as I expected," adding that he is seeing a "slow return to business. We cant see a vaccine soon enough."

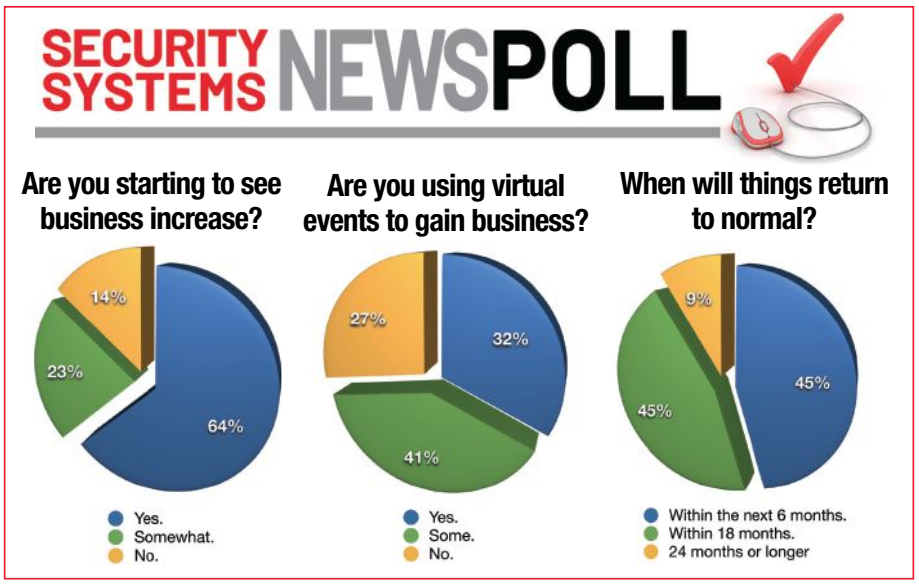
Another respondent agreed, noting, "We are seeing an overall decline of purchases by 30-40 percent … new opportunities [are] off by 50 percent."

Another respondent addressed the overall "concern about attrition, as many hospitality and restaurant businesses may not survive past the end of the year. Another big concern is office and retail space closings."

While many dealers and integrators were not allowed access for new projects or routine inspections during the shutdown, things are starting to open up as customers demands heighten.

"As reopening occurs, they want these things yesterday; it's becoming hectic and stressful for my company," said Sentry Alarms President Jean Levenson. "I said we'd return to normalcy in six months because we should be able to address the backlog in that time as well as undertake new projects, but that timeframe is totally dependent on the course the virus takes."

She continued, "There's never been a more unsettling time to be in business. I am, as I'm sure are most security dealers, grateful that our business model allowed us to weather the shutdown relatively unscathed, but it was and remains anxiety producing to place your valued employees in a variety of locations daily." SSN



SPECIFICALLY SPEAKING

Continued from page 3

project conception; working with clients to develop their vision, and how technology can advance their corporate goals. It's more of a holistic approach, rather than designing for specific short-term concerns, current environment, or whatever the current trends are in the technology world.

TCG is involved in most vertical markets: Property Management, Education, Government, Entertainment, Manufacturing, Financial, Hospitality, Transportation, Religious, and non-profit organizations.

How did you get started in security and designing/specifying?

While in the US Air Force, I worked with security contractors on USAF security projects from the client's perspective as the USAF's representative. After leaving the service, I worked with L-3 Communications as a PM on government security projects, overseeing construction and installation. I also had other projects, where I had to write specifications for security systems that were being developed by the government. Finally, I had the opportunity to combine all three: project management, design and specification of security systems, into one job—security consultant/designer. I have been very fortunate.

Can you talk about what new or emerging technologies you are seeing or specifying today?

There are so many out there it is difficult to narrow them down. I believe the biggest trend or shift that is occurring is how security is being perceived, meaning, it has shifted from being considered an electrical off-spring to being more in-line with IT. This has changed how security designers need to conceptualize their designs; meaning going from the traditional, copper wire, wall mounted equipment to rack mounted equipment designs. The use of POE devices, OSDP for more secure communications, smart card technology that can be utilized across various technology systems, not just security, are becoming more in-demand — must haves.

"As security becomes more integrated with other non-security systems, and IT infrastructure, security designers and security professionals in general, have to be cognizant of both the physical and logical inter-workings of these systems and the threats posed to them."

—John Acosta, The Clarient Group

As far as "widgets" and software programs are concerned, the exploration of biometrics to include facial recognition have been popular for the past few years; but as with most things they have their advantages and disadvantages. The biggest obstacle I believe biometric technology will have is with privacy concerns. Of course, I would be remiss if I didn't mention the challenges that are being faced today due to the Covid-19 pandemic.

The security world had already been moving in that direction for a while, mostly for convenience purposes—it is no longer just a matter of convenience, rather life safety. This pandemic passing is not a question of if but when, and regardless of when this pandemic subsides, I believe some of the concerns will be here to stay. Security professionals: designers, manufacturers, and integrators need to work toward finding solutions that will alleviate some of the fear associated with physical touching of security devices utilized by large groups of people.

What is your view on the industry moving forward?

The Nostradamus question. As stated, as security becomes more integrated with other non-security systems, and IT infrastructure, security designers and security professionals in general, have to be cognizant of both the physical and logical inter-workings of these systems and the threats posed to them.

Cybersecurity will be what everyone thinks about when it comes to security, however, those infrastructures have to be protected not only from cyber threats but physical threats as well. All the firewalls in the world will not stop someone from physically damaging the IT infrastructure in place or compromising physical security edge devices to hack into a system from within an organization. SSN

—Paul Ragusa

Specifically Speaking, a *Security Systems News* monthly column, features Q-and-A with a security consultant provided to *SSN* by SecuritySpecifiers.

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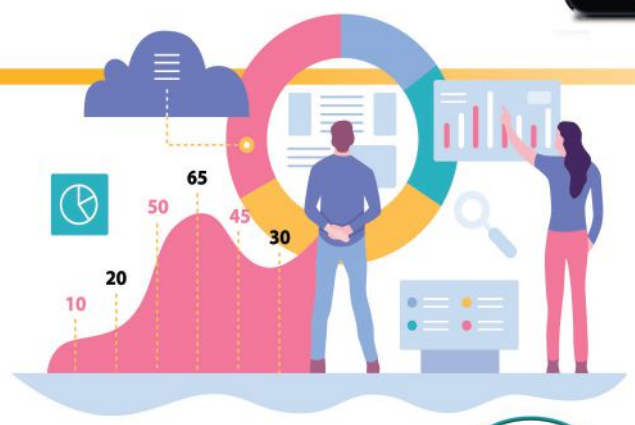

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Touchless Airports

Continued from page 1

whether that be fear, safety, happiness, anger, etc. which further becomes their reality. Honing in on safety and to help passengers not only feel safe but be safe, airports are embracing the "touchless" theme when it comes to engaging during the air travel process. To accomplish this, a variety of technologies are needed, which translates into opportunities for security professionals to work with airport end-users to choose and deploy the best technology to achieve their touchless goals.

Here's what some of the busiest airports around the world are doing to ensure a touchless/contactless experience:

Avalon Airport, Australia

• Implemented a check-in kiosk that allows travelers to interact via head movements; measures vital signs; and scan passports from a distance.

Bangalore International Airport, India

• Use of facial biometric recognition technology getting the passenger through check-in, bag check, security screening and onto the air craft.

Changi Airport, Singapore

• Automated kiosks with infrared proximity sensors that detect the motion of fingers as passengers simply point to the options without actually touching the display to check in and drop off luggage;

• Disinfectant-spraying, cleaning robots;

• Use of ultraviolet-C light technology to sterilize escalator handrails;

• No-touch elevator buttons using same infrared technology as check-in kiosks;

• Use of face and eye (iris) biometrics for contactless clearance at immigration;

• Lanes coated with antimicrobial disinfectant keeping surfaces pathogen-free for up to three months; and

• Bathrooms: touch-free toilets with flushing sensors; hands-free soap dispensers and faucets.

Dallas/Ft. Worth International Airport, Texas

• Self-check-in for luggage;

• Restrooms are on track to be entirely touchless by the end of this month with hands-free sinks, soap, flushing toilets and paper towel dispensers with sensors to alert airport workers when supplies are low;

• Biometric boarding, using the face as the boarding pass;

• Use of ultraviolet technology to kill germs before they circulate through HVAC systems;

Deployment of electrostatic foggers;

• Hired a team of 150 people to circulate through terminals to physically sanitize high-touch areas; and

• Use of touchless technology for employee temperature checks.

Denver International Airport, Colorado

• Considering mobile-powered, touchless retail payment; and

• Considering self-service reservation system enabling enrolled passengers to reduce physical contact by being inside the airport during a designated time.

Dubai International Airport, United Arab Emirates

• Implementation of a "smart immigration tunnel" at Terminal 3 that combines facial recognition, artificial intelligence and machine learning, allowing complete immigration checks in 15 seconds.

Guiyang Airport, China

• 5G robots that patrol to monitor mask wearing.

Houston Bush Intercontinental Airport

• Facial recognition technology deployed at two departure gates and slated to be at 15 gates by Oct. 2020.

Incheon Airport, Korea

• Robots in departure halls that check traveler's temperatures and offer hand sanitizer via a dispenser.

LaGuardia Airport, New York

• Do-it-yourself baggage drops and check-in kiosks;

• Restrooms with hands-free sinks, soap dispensers and hand dryers;

• Replacing customer feedback devices with the large smiley face buttons with QR code-enabled widgets;

• Shops and food concessions replacing cash and card transactions with touchless payment methods using customers' mobile devices;

• Use of biometric screening with facial recognition technology to speed entry;

• Use of UV sterilizing light bulbs on surfaces such as escalator handrails;

• Terminal C and departure hall elevators have antimicrobial buttons; and

• Port Authority installing PPE vending machines in all airport terminals in case fliers forgets their required face mask or hand sanitizer.

Newark Liberty International Airport, Terminal B, New Jersey

• Arriving passengers step onto sanitizing floor mats designed to disinfect soles of shoes before gaining entry to the airport.

Oslo Airport, Norway

• Remote check-in;

• Receive boarding pass barcode sent directly to passengers' smart phones for touchless boarding as well as scan the barcode at a kiosk to receive a luggage tag;

• Self-service scanner to drop-off luggage; and

• Deployment of cloud-based passenger platform for touchless check-in technology.

Leading-edge technology is crucial and readily available to enhance and increase safety in airport environments. For airport executives to determine the best technology to deploy for a particular use case, security integrators' and consultants' skills are necessary. SSN

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EDITORIAL

Passwords ... mind over matter

I'M ALWAYS fascinated when I see articles stating that the top passwords of the year were "password" "1234" or "qwerty" or even "abc" in conjunction with the millions of articles about data breaches that offer easy-to-do actions for people to take to protect their personal data, either personal or work. Why are the exact same, weak passwords being used over and over when people know and understand that data can and most likely will be hacked? I recently attended "The Psychology of Passwords" webinar, hosted by the National Cyber Security Alliance with Gerald Beuchelt, CISO, LogMeIn, who presented the third annual LastPass research, to find out.

Ginger Hill

Approximately 3,250 people around the world —Australia, Brazil, Germany, United Kingdom, the United States and Singapore — (and based on this research, presumably more people like you and I) are caught in the cognitive dissonance trap of not protecting themselves from security risks even though they know they should. Even having a security-conscious mindset does not translate into taking the actions needed to protect against cybercriminals. But, why?

Believe it or not, the most common reason is fear, the research found. People are afraid they'll forget their passwords, which is logical, thinking about the barrage of passwords a single person uses in a day from email to banking to social networking and simply creating a user name and password to read favorite news media. However, by using the same password over and over, all it takes is one time for a hacker to gain access to a single account and then BOOM! … they have access to ALL accounts.

In my opinion and to take the fear of forgetting off the table, the safest way to remember and protect passwords is the pen and paper method: list the website in one column and the strong, robust password in the adjacent column, and then store in a fire-proof safety box. Not too exciting, but effective.

Going along with the fear of forgetting is the act of memorizing, but seriously, if using strong, robust and different passwords for each account, only a superhero could memorize them. Besides, memorizing isn't working anyway … how many times do you reset your password because you forget it?! That would be me!

(Confession: In the past, I have even used variations of the same password for my various accounts and "memorized" them, only to forget which password variation went with which account. Then, I'd have to reset my password just to access a single account, and then of course, I'd forget the "new" password, only to reset it again the next time I accessed the account. Ah, the never-ending password-reset-cycle begins!)

On a positive note, LastPass research also found that people are doing some things right:

• Using multifactor authentication more often on personal accounts;

• Trusting biometrics: of those surveyed, 65 percent said they trust fingerprint or facial recognition more than tradition text passwords; and

• Protecting financial and email accounts more often: 69 percent of those surveyed create stronger passwords for their financial accounts and 47 percent for email while 62 percent use multifactor authentication on financial accounts and 45 percent of email.

Here are some other things to do to secure your accounts:

• Make sure passwords are 20 characters or more, randomly generated, containing a mix of lower and uppercase letters, digits and symbols.

• Turn on multifactor authentication for all accounts that offer it.

• Monitor data with credit monitoring and/or dark web monitoring services.

• Keep software up-to-date.

• Watch for phishing attacks, which are highly prevalent these days. **SSN**

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Biometrics in the Covid era

By Mohammed Murad

CRANBURY, N.J.—Access control is undergoing significant changes in the COVID-19 era. It's no longer enough for public and private organizations to provide access to buildings, critical infrastructure and more based solely on the possession of a plastic access control card.

With infections rising in many states, employers want – and need – to know who has contracted and recovered from the virus. This group of immune employees, vendors and customers may return to work without social distancing. The problem is, how do you accurately identify these people? Health cards indicating immunity are one possibility. However, cards can be lost, stolen or lent to another person. Biometrics, however, offer a convenient, quick and accurate solution.

M. Murad

Once people have recovered from the virus, they can enroll a biometric, typically a fingerprint, facial or iris scan, with their local health agency. Those agencies then issue health cards with chips containing a template of the owner's biometric to compare with a live sample as employees report to work. Perhaps soon, these same systems will authenticate people inoculated by a vaccine.

Ways biometrics are used in response to the pandemic

As COVID-19 spreads through correctional facilities, many nonviolent prisoners are granted early releases. Biometrics eliminate mistaken identities based on similar names or appearances. One of the nation's most populous counties is using an iris-based system to confirm prisoner identities before release.

Business layoffs have led to a greater demand for government-sponsored social programs. Biometrics can eliminate fraud to ensure limited funding is going to people in need. An excellent example already exists in India, where more than one billion people are enrolled in a national iris-based ID program covering employment, medical, financial and other services with more than four million identity authentication requests processed daily.

More people working from home also presents added challenges to enterprise computer networks. Enrolling employees in a biometric database and then linking portable readers to home computers adds a vital second security layer. A 2019 recommendation by an FBI cyber task force urged organizations to add biometrics to their ID authentication processes.

In the health care vertical, providers improve outcomes and limit mistakes by using handheld non-contact biometric systems to ensure patients are accurately identified before beginning treatments or administering drugs.

Facility managers, additionally, face new challenges as employees shy away from touching devices that aren't disinfected between uses. Contactless solutions, such as facial and iris scans, work with doors and elevators. Doors open automatically after a biometric scan confirms an authorized person; elevator bank readers authenticate employees before calling a car to take them to their floor; and visitors are accommodated by voice controls.

The U.S. Centers for Disease Control and Prevention currently lists person-to-person spread as the primary cause of COVID-19 transmission. However, the CDC website cites surface contact as another possible way of catching the virus.

One leading market research firm recently concluded that as sales of contact fingerprint readers fall, face and iris recognition systems have emerged as crucial contactless technologies for authentication, identification and surveillance operations, even though new,

BIOMETRICS *see page 22*

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Sonitrol of SW Ohio acquires

By SSN Staff

DAYTON, Ohio—Sonitrol of SW Ohio has acquired Sonitrol of Butler County and their non-Sonitrol company Southwestern Ohio Security, adding 1,500 customers and bringing on all existing staff. The acquisition officially closed effective July 6th.

"We're excited about the opportunity to do what we do best for even more people and businesses across Southwest Ohio and Central Ohio," Chip Shiver, president of Shiver Security Systems and Sonitrol of SW Ohio. "Our technology, our local monitoring station, and our ever-important partnership with local police are the key factors in our continued growth. It's always about people and we believe we have the very best talent in the region when it comes to professional security. Combining two organizations with a very similar footprint in relatively the same market makes this acquisition very exciting for us. Simply put, we are merging two longtime Sonitrol families, which creates additional market penetration for the organization."

The firm, which operates an independent franchise of Sonitrol, has served the Greater Cincinnati and Northern Kentucky areas since 1971. The expansion is reflective of both their ongoing commitment to local and surrounding communities as well as a market need in both the residential and commercial security sectors. Strategically, the acquisition affords consolidation, uniform local monitoring from their proven central station, and will establish additional market penetration in Southwest Ohio and Northern Kentucky.

"The merger of our staffs will provide our clients with a local U.L. central station and an increased number of technicians to provide a level of service unmatched in Southwest Ohio and Northern Kentucky. Many of our family members over the decades have been a part of our organization," Sonitrol of Butler County President Mike Pope said in the announcement. "Our dedicated and professional staff, who has been dependable and loyal for 48 years, are family too. Rex Shiver and Jim Pope built the foundation for both companies. I am sure that Rex and Jim are looking down and saying, 'Congratulations sons.'"

Mike Pope took over the business from his father, Jim Pope, who started Sonitrol of Butler County was established in the early '70s.

Pope and Shiver share a similar story of family leadership. The two also recount a bit of nostalgia as Shiver's father sold Pope's father his Sonitrol franchise nearly 50 years ago. Sonitrol of SW Ohio continues to add local security professionals to their roster making them one of the largest security firms in our region.

Based in SW Ohio, Sonitrol of SW Ohio is a family owned and operated business that began and was founded by Rex Shiver in 1971. Still family owned and operated today, Sonitrol of SW Ohio provides verified security solutions for thousands of Commercial, Government, Medical, Retail, Schools, Financial, Defense, and residential clients in Southwest Ohio and Northern Kentucky, Columbus and Richmond, Indiana. SSN

Owen closes on deal

Continued from page 1

employees and our customers," he said.

In June, Owen Security Systems completed the acquisition of the Cartersville branch of Priority One Security, a low-voltage contractor specializing in the maintenance of security and life-safety systems. The company, which was established in 1996, will continue to serve its customers and accounts in North Carolina and South Carolina.

Three previous Priority One employees, including two technicians and one security advisor, bring their experience and expertise to the Owen team "to ensure a seamless transition for acquired customers and continued great experiences for current customers," noted Owen.

Owen said the goal for this acquisition is to be able to better serve the residents, businesses and industries in Bartow County and surrounding areas: "We have been excited to absorb the clients gained during this acquisition, many of which are commercial accounts, and to continue to grow our business in the commercial and industrial sectors."

Including the customer-base most recently acquired, Owen Security Solutions now serves more than 8,000 customers in the Northwest Georgia area. For nearly 50 years, Owen Security Solutions has been a locally owned and operated business committed to providing security service and solutions to North Georgia.

"We are looking forward to being able to extend and expand our commercial and industrial markets."
—Justin Owen, Owen Security

"With the completion of this acquisition, we are looking forward to being able to extend and expand our commercial and industrial markets, while also serving and supporting our residential customers with other advanced features and options," said Owen. SSN

Per Mar expands its security services

By SSN Staff

DAVENPORT, Iowa—Per Mar Security Services, a provider of total security solutions for residential and commercial clients based here, has expanded its commercial security services to adapt to the needs of clients due to COVID-19.

"I am proud of the team to quickly adapt to the COVID-19 challenges we all face in order to bring to market these products which provide a safer environment for our clients, their customers and employees," said Chris Edwards, President of Per Mar's Electronic Security Division. "We were asked to deliver a combination of technology and physical security solutions to meet the needs of our customers and we have done exactly that."

New security services include temperature checks and pre-screenings by Security Officers, thermal imaging cameras, and integrated security. Per Mar's New Commercial Security Services include temperature checks & pre-screenings; thermal imaging cameras; and integrated security.

Per Mar uses an Elevated Body Temperature Detection System that provides fast, accurate mass screening for elevated temperatures. The system is non-invasive and non-contact. If a temperature is detected over the threshold allowed, an alert will be sent to the appropriate person to act on it. The system also allows clients to set up custom messages to a person.

Per Mar's "integrated security" approach is an "affordable solution efficiently expands a company's security coverage by combining monitored intelligent video technology, which has the ability to use a business's existing cameras and infrastructure, with Per Mar's uniformed Security Officers," the company said.

When Per Mar's intelligent video technology is triggered, live video goes direct to Per Mar's Monitoring center and on-site Security Officer(s), allowing both to see the unauthorized access in real time. Per Mar has also adapted by offering free, virtual security consultations for homes and businesses as well as social distanced, in-person security consultations. SSN

BRIEFS

Allied Universal employee saves toddler from burning building

SANTA ANA, Calif.—Off-duty Allied Universal security guard and ex-Marine, Phillip Blanks, caught a three-year-old child who was dropped from the third story of a burning apartment building in Phoenix. Blanks was hanging out with a friend when he heard commotion outside. As smoke and flames engulfed the apartment, Blanks saw what was about to happen and ran towards the building to see how he could help. Within moments, he had a toddler in his arms.

"I'd seen the building was on fire and my instinct kicked in immediately," Blanks said during a local T.V. interview. "With no hesitation, I just ran to the baby and caught him."

Cellphone video caught Blanks in action.

A woman believed to be the child's mother desperately dropped the toddler off the third-floor balcony. Blanks jumped into action, centering himself under the falling child.

"I just had tunnel vision on the baby and he was twirling as he was coming down and I was just fortunate to catch him," Blanks said.

The woman on the balcony was later identified as 30-year-old Rachel Long and the toddler, her son, as Jameson. Long re-entered the burning apartment to save her other child, eight-year-old Roxxie.

Roxxie was saved by another good Samaritan who broke down the door to the burning apartment.

Police officers carried the children to fire rescue units that transported them to a nearby hospital in serious condition. They both suffered serious burns, but they will recover. Sadly, the children's mother did not make it.

NFPA introduces live virtual training

QUINCY, Mass.—The National Fire Protection Association (NFPA) has launched three Live Virtual Training courses that incorporate dynamic interactive online components with real-world setting scenarios to help practitioners stay up to speed on electrical and life safety requirements.

The new training trio is designed to deliver high-level insights about the most recent editions of NFPA 70, National Electrical Code (NEC), NFPA 70E, Standard for Electrical Safety in the Workplace and NFPA 101, Life Safety Code; it comes at a time when classroom learning has been halted due to the coronavirus and workers are looking to skill up.

The live expert-led courses feature polling, chat, activities, exercises, videos, downloadable summaries and job aids to help various stakeholders locate, interpret, and apply code requirements.

Predictable RMR during unpredictable times

Continued from page 1

Metzheiser said, "but unfortunately, so many integrators found out the hard way."

It takes one to know one

Everybody at TAMCO comes from the integrator side; therefore, each employee understands the integrators' world, the vernacular and the sales process and challenges. They have even experienced a shift in their market, which caused them to pivot, much like integrators of today are pivoting due to the COVID pandemic.

"As it relates to technology, we identified about eight years ago that the premise-based phone system was giving way to hosted and cloud solutions," explained Metzheiser. "We had to recognize, and we did, that our solution, when you don't have that full installation, is just a phone, an end point and they're [end users] are just getting a plug and play solution."

Company executives asked where they could take their offering to other integrators and that's what brings them to security today.

"We basically had to pivot ourselves, start all over, rebuild the channel … and that's the foundation of TAMCO," Metzheiser said. "We were Telecommunications Asset Management Company and now we've just made a little tweak to Technology Asset Management Company."

After successfully pivoting, TAMCO has learned a number of valuable lessons that they are dedicated to teaching to other integrators.

"What we do is teach integrators not only how to sell the solution, the equipment, the installation but package in the multi-year maintenance, which is their recurring revenue, along with any other service that they can bundle in to help differentiate themselves and really change the way they approach a customer," said Metzheiser.

Customers' perspective drives approach

The subscription consumption model has increasingly gained and continues to be very favorable from customers' points of view. Metzheiser noted that now integrators can offer packages so it's more palatable and more well-received by potential customers.

"The customer's appetite is changing and they're recognizing that ownership is no longer of value," Metzheiser said, "and, at the same time, integrators are motivated to sell more services; they just haven't had a way."

In fact, TAMCO is receiving feedback from integrators that they are trying to sell more services at the point of sale and even compensating their salespeople, but they still aren't having success. The reason is they are still trying to sell the service as if it's a cash offering.

With a service, "it's all included; it's a different presentation and positioning," explained Metzheiser. "You're identifying pain points in the discovery. So, we align with those integrators and help them make this pivot to sell more services."

Pure as-a-service means the customer does not own it, which is a dramatic difference compared to traditional leasing. Speaking of leasing, Metzheiser said that at TAMCO, that 'l' word is a dirty word because almost all leases are designed or end up in ownership. "And, this is the paradigm shift of a service," he said. "Now the subscription consumption mindset is moving more and more into equipment and not just services alone."

How integrators should pivot to as-a-service

TAMCO realizes that making this pivot is not just about relevant, meaningful financing. They have outlined the following eight pillars that integrators need to embrace if they really want to make this pivot that Metzheiser

RMR *see page 12*

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RMR

Continued from page 11

shared:

1. You've got to have leadership buy-in because they have to change the culture and mindset. "They may have salespeople who have been selling for 10 to 20 years, and successful by definition, but it's [as-a-service] is a completely different sale," he said.

2. You've got to be able to have a service offering: the response time, the SLA's, the contract, a way to price it … all those things to fulfill the service.

3. You need to productize multi-year maintenance. "Treat it like a product," advised Metzheiser. "Make sure you understand what it is; your prospects know what it is; your salespeople know what it is … whether its' 'platinum' or 'gold' … and really brand it [multi-year maintenance].

4. You've got to shift the way you sell. "If you've been selling a cash sale and now we're going to a service and a monthly payment, training" is necessary, Metzheiser said.

5. Compensation … if leadership wants to make the pivot, they've got to compensate accordingly.

6. Marketing, tell the story. Explain why you are doing this. "Unfortunately, a lot of people … we call it 'marketing vapor'… they just put it on the website, and that's good, but they don't complete the other seven pillars.

7. Leadership inspection.

"So, it starts with leadership buy-in and ends with leadership inspection, and it's all those things married up with relevant financing," summarized Metzheiser, adding that this is shared upfront with all integrators and TAMCO, as a company, rallies around each and every integrator to help.

The whole on-boarding process starts with each of TAMCO's integrator-partners having a dedicated partner-client sales representative. Next comes an initial 45-minute orientation followed by initial and ongoing training.

"From the very beginning, we give integrators a four-step blueprint on the training and we break it [all the concepts] down very simply," Metzheiser said.

He noted that the biggest challenge for integrators who are embracing the as-a-service model is they don't know how to start the conversation, and it quickly becomes an awkward situation.

"To use a sports analogy, they've been running the football for 20 years and now we're saying, 'Now, you gotta pass!' So, we teach them how," Metzheiser said.

In essence, to have a successful conversation, it starts with positioning and discovery. During training, eight questions centered around service are provided for integrators to ask customers so that the customers are coming back to the integrators and requesting services. This gives integrators the credibility to then recommend multi-year maintenance, for example.

"You can't just recommend multi-year maintenance because your boss says it's important and you get paid more; it has to be meaningful," exclaimed Metzheiser.

So, TAMCO trains integrators to start positioning from the very beginning.

"You make a recommendation on the technology side, but you also make a recommendation on the procurement side, shaping [in the customer's eyes] that this is a total solution and how you differentiate yourself by looking at technology, finance and business."

No one really knows what COVID is going to be, but one thing that is known is that TAMCO is very sincere and knowledgeable about what the integrator is and will go through during a pivot.

"The founders of the company set out to try to give the integrators an easier, more palatable way to sell so customers could say 'yes' quicker," Metzheiser, who recognized that it may sound "kind of hokey," but that was and still is the mission of TAMCO.

"We always try to put ourselves in the integrators' shoes and ask how we can make it easier for them; how we can make this pivot simpler, and that's why we do what we do," concluded Metzheiser.

reports in a folder and forget about them until next quarter. Use them. Use them in every one-on-one meeting. Use the aggregate in every executive and sales team meeting. Make sure everyone is aware of their forecast numbers and where they stand relative to those numbers. SSN

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MONITORING

Dynamark supporting dealers during crisis with several new options

Three-pronged approach includes new "stimulus package" for dealers

By Paul Ragusa

HAGERSTOWN, Md.—With many dealers feeling the effects of decreased business, Dynamark Security Centers is offering support to dealers through a comprehensive approach that addresses not only the financial, but also the operational and technology side of the equation.

"Because of the need from our dealers, we are providing support by way of a three-legged stool," Dynamark's Senior Vice President for Sales & Business Development Hank Groff told Security Systems News, noting that the first leg of the stool is Dynamark's new two-part stimulus package to help dealers rebound, including providing a credit to a dealer for every account (credit is based on the number of accounts) they swing over to Dynamark. "We are reaching out to dealers to tell them about this new program because there is the potential for a dealer to save thousands of dollars."

The second leg of the stool is the national partnership with Synchrony Bank, which "has really taken off because in the alarm business banks have dried up their money to give dealers to grow their businesses," Groff explained. "So now, when dealers can't sell their paper or get financing, I can help them get it through Synchrony Bank."

> **"We are reaching out to dealers to tell them about this new program because there is the potential for a dealer to save thousands of dollars."**
> **—Hank Groff, Dynamark**

The third leg of the stool, he noted, is going to be provided on the technology side: "Our technical team has been developing a group interaction text solution that is going to allow customers to interact with their family and friends in a group environment."

In addition, Dynamark has been working on innovative ways to help dealers get in front of customers, especially for those with concerns surrounding COVID-19.

"Everybody still needs security, burglary, fire, medical, smart home tech — they all still need these products — but aren't quite comfortable enough to have sales people in the house yet," noted Groff. "What we have been developing, and the industry, such as Alarm.com, is talking about this, is to more proactively sell through a webinar environment. We are pilot testing a marketing system with a few dealers to try and see if they can set up webinar selling and then they can deliver and walk the customer through the entire installation process. We can have a technician on Facetime, even sitting outside in a truck if needed."

All of this is to help dealers get back to pre-coronavirus levels of business and overcome the challenges associated with the continued shutdowns and stalled openings, he added. SSN

AvantGuard parent company, Becklar, LLC, gets investment

By SSN Staff

OGDEN, Utah—Parent company of both AvantGuard Monitoring Centers and Freeus, Becklar, LLC partnered with Boston-based BV Investment Partners.

"We are very excited to join forces with BV," Josh Garner, CEO, Becklar, said in the announcement. "They are a leading middle-market private equity firm that focuses on tech-enabled business services, software and IT services sectors. Their strategic perspective will benefit us immensely. Further, our partnership will allow Becklar to continue its impressive growth, both organically and through acquisitions."

Becklar was formed in 2017 by Garner to unite the complementary Freeus and AvantGuard businesses under one entity. Freeus is a North American provider of mobile personal emergency response system (PERS) solutions to life safety, security and technology businesses. AvantGuard is a leading wholesale monitoring provider in North America offering critical event response services to the security, fire, PERS and IoT industries across all 50 states, Puerto Rico and Canada.

"We believe Josh and the Becklar team have built an outstanding company," BV Managing Director, Justin Garrison, said. "We are extremely pleased to have the opportunity to work with them over the coming years."

The Edmonds Group served as exclusive financial advisor to Becklar.

"Henry Edmonds and his team provided us with sage counsel throughout our negotiations and helped us reach a win-win outcome for both ourselves and BV," Garner said. SSN

NMC first to receive UL 827A

By SSN Staff

LAKE FOREST, Calif.—National Monitoring Center (NMC), a Netwatch Group Company, announced that it is the first monitoring center issued the Underwriters Laboratories', a leading global safety science organization, UL 827A listing for Central Station Hosted Services, allowing it to become a provider of 3rd party IT services.

"We are extremely honored to be the first monitoring center to earn this designation. Central Stations that aren't able to build a back up center can leverage our monitoring centers to keep them in compliance," NMC President Woodie Andrawos said in the announcement. "For nearly 20 years, we have prided ourselves on being the premier 3rd party monitoring center that provides 24/7 best-in-class wholesale monitoring and unparalleled support."

Central station operations are advancing with increased use of information technology methods that require significant investment in infrastructure and personnel with specialized IT skills. UL's Hosted Central Station Service category allows central stations to achieve increased operational efficiencies and capabilities through the use of third-party, information technology services providers having received a UL Certification, such as NMC.

With new regulations emerging, every monitoring center meeting certain criteria will be required to have a backup monitoring center. Those not wishing to build an additional brick and mortar station can leverage monitoring stations having met the strict standards to earn the UL 827A designation as their backup monitoring location.

Qualified monitoring stations for the UL 827A certification are required to undergo an audit during each calendar year by UL's audit staff to verify continued compliance. Such audits assess both the monitoring station facility and the delivery of services to subscribers who have been issued UL Monitoring Certificates. SSN

BRIEFS

TMA 2020 Fall events pivot to virtual format

McLEAN, Va.—The Monitoring Association (TMA) Board of Directors announced their decision to transition the organization's 2020 Annual Meeting and Ops-Tech (formerly known as Fall Operations Management Seminar and Technology Summit) from face-to-face to virtual meetings.

"My colleagues on the Board of Directors and TMA staff are very excited about the shift to virtual programming, as it opens up some outstanding new opportunities for both attendees and speakers," TMA President Don Young said in the announcement. "We anticipate a heightened comfort level with registering for each event and hope everyone can enjoy the savings and convenience from avoiding travel but still have access to programs and networking opportunities using the latest collaboration technologies that all of us have been forced to adopt in recent months."

TMA's meetings well be presented as follows: 2020 Annual Meeting Education Sessions – Tuesday, Oct. 27-29; and 2020 Ops-Tech Education Sessions – Focus on Operations, Monday, Nov. 9 to Thursday, Nov. 12, includes a bonus one-day video security monitoring track on the last day and Focus on Technology, Tuesday Nov. 17 to Wednesday, Nov. 18.

Alertus grant program provides free mass notification technology

BELTSVILLE, Md.—Alertus Technologies, a leader in emergency mass notification solutions, partnered with California IT in Education (CITE) to provide an emergency preparedness grant valuing up to $75,000 to one qualified member annually.

"An effective emergency notification in a school environment is more important today than ever before," CITE Executive Director, Andrea Bennet, said in the announcement. "This grant will help schools complete their notification system with no implementation costs and with three years of support."

The Alertus Grants Program was created to help reduce barriers for these organizations by providing free hardware and software solutions to enhance their emergency preparedness strategies. The Desktop Donation program was initially created to do this, and to date, it has served over 700 non-profit organizations across the world. Now in partnership with CITE, Alertus will be expanding the grant programs to support K-12 schools in need across California.

"Working with Andrea Bennett and CITE provides us with a great platform to reach local K-12 communities all across California that want and need to strengthen their emergency preparedness," Ryan McGonigle, director of Philanthropy at Alertus, said.

Interested organizations can apply for the Alertus Grant until September 14, 2020 at https://cite.org/page/Alertus.

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RESIDENTIAL SYSTEMS

Nortek, Gary Sinise Foundation honor wounded hero

By SSN Staff

CARLSBAD, Calif.—When U.S. Army Maj. (Ret.) Jeremy Haynes left his home in Albany, Ga. to fulfill his deployment in Afghanistan, he left behind two children and his wife, Chelsea, who was pregnant at the time. He had no idea that the next time he saw his wife she would be by his side at Walter Reed National Military Medical Center.

On a mission in Kabul on August 5, 2014, an Afghan military soldier shot Haynes four times, including once in the back. The shot to his spine severed Jeremy's vena cava and 80 percent of the nerves in his lower extremities, paralyzing both of his legs. While Haynes faced a long and painful recovery, he was determined to overcome his injuries.

Through Chelsea's inspiration to heal and constant daily effort, Haynes can stand and walk for short periods with adaptive equipment. Despite this incredible progress, Haynes home impeded his ability to perform everyday tasks. That's when the Gary Sinise Foundation, supported by Nortek Security & Control (NSC), Lutron, Yale Locks and a local home automation integrator, along with numerous other partners, donors, volunteers and contractors sprung into action.

"Things that other people could do in 10 minutes, like take a bath, used to take me upwards of an hour," Haynes said in the announcement. "Now thanks to the Gary Sinise Foundation and our new adaptive home, I can live a normal life."

NSC contributed the ELAN smart home control system and the components needed to provide distributed audio using SpeakerCraft speakers; distributed video; IP surveillance camera protection; complete 2GIG home security system; power conditioning and protection; and thermostats and audio speakers. Lutron provided Lutron RadioRA2 lighting control and QS Triathlon motorized window shades at a discount. Yale contributed VeraEdge lock mechanisms for integration with the ELAN control system.

"There's a big difference between a 24-inch door and a 36-inch door," Haynes said. "Now I can maneuver my wheelchair into my children's bedroom to tuck them in and kiss them good night. I am so eternally grateful."

Jon Linville, owner of Innovative Audio and Video in Arlington, Va., who designed and installed the home's digital infrastructure, donated his time.

"I'm very proud to work with the Gary Sinise Foundation and NSC on these projects," Linville said. "It's such an amazing program for families that have given so much for our country, and I feel it's the least I can do to help out." SSN

Brinks Home Security makes bulk contract buy

By SSN Staff

DALLAS—Monitronics International, Inc. and its subsidiaries, which includes Brinks Home Security, announced it has acquired approximately 114,000 residential alarm monitoring contracts from Protect America, Inc., totaling approximately $4.6M in recurring monthly revenue (RMR).

"This transaction fits neatly into our philosophy of acquiring profitable accounts at scale and holding them for life," William Niles, interim CEO, Brinks Home Security, said in the announcement. "The company [Brinks Home Security] will only make monthly earnout payments on active accounts with no payment required for non-pay or non-active customers, thus largely eliminating any related attrition risk."

He continued, "Further, the economic interests of the company and the seller are aligned as both the company and seller stand to benefit from Brinks Home Security's award-winning and best-in-class customer service."

Per the terms of the transaction, Brinks Home Security will take ownership of the alarm monitoring contracts at closing through an earnout structure that includes a $15M upfront payment.

For the first six months following the closing date, the company will pay a $5.00 monthly earnout payment per active account.

For the remaining 44 months immediately following the closing date, the company will pay the seller a $25.00 monthly earnout payment per active account.

The company acquired the accounts lien-free at closing, and, after month 50, will have no further earnout obligation to the seller.

The transaction is supported by a majority of the company's first lien lenders who now enjoy an additional $4.6M of RMR significantly enhancing their credit position or standing. SSN

GHS Interactive Security rebrands as Vio Security

By SSN Staff

DALLAS—Community-based security alarm monitoring company, GHS Interactive Security, LLC announced Arena Investors LP, a U.S. institutional private invest firm, has recapitalized the company and acquired a majority stake. With this partnership comes a new brand identity, Vio Security, as well as a recalibrated focus on being the leading smart home and security service provider.

"Arena is taking a hands-on approach as a committed equity partner, investing a significant amount of time and capital to support Vio Security's high-growth expansion strategy," Scott Gold, managing director, Arena, said in the announcement. "We are truly excited to announce the launch of Vio Security and over the next several months will be rolling out new connected smart home products and more competitive pricing plans, all while building out the highest quality digital sales platform and field sales teams."

Vio Security is expanding its consumer financing options by adding simple, convenient services for customers to acquire smart home systems for their homes and small businesses.

"Together with Arena, Vio is well-positioned to compete in the smart home, connected home space," Michale J. McLeod, chief executive officer, Vio Security said. "We have replaced our costly dealer-based model and are building out our in-house sales force that will comprise a dedicated team of 200 sales professionals in key markets. Additionally, we are highly focused on bringing on new resources to further support our sales staff such as lead generation, optimized workflow process and paid training. Delivering an excellent customer experience remains our priority as we look toward enhanced growth." SSN

"Together with Arena, Vio is well-positioned to compete in the smart home, connected home space."
—Michale J. McLeod, Vio Security

BRIEFS

ESA announces upgraded training experience

DALLAS—The Electronic Security Association's (ESA) National Training School (NTS) has helped the electronic security and life safety industry get training, licensing and certifications for the last 30 years. The school just launched an upgraded learning management platform and course shopping site to enhance the training experience.

Upgrades include: a new, enhanced learning portal to easily find current course load, access previously taken courses and track progress; more intuitive navigation; descriptive course and licensing information; seamless access to onboarding and career development programs, including training-as-a-service and ESA certifications; andESA member savings and discounts on each course.

Parks' consumer study addresses smart home product adoption

DALLAS—New research from Parks Associates' Smart Home Buyer Journey and User Experience surveyed 10,000 broadband households fielded at the end of 2019 revealing that adoption of home control systems experienced a 38 percent year-over-year growth rate. Parks confirms that 18 percent of U.S. broadband households have a home control system and roughly one-half of households with a home control system purchased their system with their first smart home device.

"The majority of home control systems are integrated into a home security system, indicating the success of the security channel in particular in promoting the value proposition of home systems," Brad Russell, research director, Connected Home, Parks Associates. "The conversion of legacy security subscribers to interactive security services that support smart home automation is driving the increase in home control systems, while adoption of DIY home control systems independent of security has remained flat."

The research shows consumers are most likely to acquire a home control system in the early stage of smart home adoption, with their first or second device, as opposed to a later stage when they own multiple smart home devices. Most consumers do not buy three or more smart home products and then look for a system to control all their devices, so migrating consumers from multiple devices to a system is currently a challenge for the industry.

"The pattern of home system adoption could change as more households acquire multiple devices," Russell said. "Right now, most smart home owners use multiple apps to control their devices, but as more become multi-device households, these consumer segments will start to seek out a simple, unified experience."

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SUPPLIERS

Pro-Vigil launches partner program

By SSN Staff

SAN ANTONIO, Texas—Pro-Vigil, provider of remote video monitoring and crime deterrence solutions, launched its Pro-Vigil Partner Program. The new program enables organizations to leverage Pro-Vigil's remote video monitoring service to grow their businesses with RMR. The program also helps partners build stronger customer relationships, develop long-term contracts and diversify their service portfolio to maintain a competitive edge.

"Our partner program marries industry-leading video monitoring services with personalized partner engagement," Johnny Perales, Pro-Vigil's national director of channel sales, said in the announcement. "We keep companies safe by detecting activity within 18 seconds and deterring crime within 30 seconds, and our 14 years of experience working with hundreds of companies across dozens of industries, makes us uniquely qualified to help our partners articulate the value of remote video monitoring within their respective markets. Last, but certainly not least, our partners can add remote video monitoring to their service portfolio with minimal effort and investment, which not only enhances RMR, but could increase margins significantly."

Designed to accommodate each partners' unique goals and requirements, the program consists of three volume-based tiers: Premium, Preferred and Associate. The program also offers partners two avenues to generate revenue: a referral option, best suited for partners looking to receive compensation for submitting qualified opportunities to Pro-Vigil and an option for resellers to incorporate Pro-Vigil's remote video monitoring service into their existing solutions portfolio to replace point-in-time sales of camera installations with service-generated RMR.

As part of the reseller option, dedicated Pro-Vigil channel territory managers assist partners throughout the buying journey:

- **Consult**: evaluate existing customer base and identify candidates for remote video monitoring services.
- **Market**: design custom-branded marketing materials, and build and execute campaigns focused on security leads.
- **Enable**: access technical information to provide confidence in positioning remote video monitoring.
- **Present**: support sales with marketing campaign presentations.
- **Install**: assist with site design and installation of Pro-Vigil's plug-and-play service hub.
- **Maintain**: automate video health monitoring of customer sites.

Automated Web Portal: enables resellers to quickly and easily register and track deals, create custom-branded marketing materials and access various training materials, such as installation information guides. SSN

ISS releases advanced face mask detection analytics

By SSN Staff

WOODBRIDGE, N.J.—Intelligent Security Systems (ISS), supplier of intelligent video management system (VMS) and analytics for security and business intelligence applications, released the new SecurOS Face Mast Detection (FMD) solution. The solution is designed to help organizations safely and quickly restore, maintain and further protect operations by automatically detecting when individuals attempt to enter a facility without wearing a face mask, where required, and alert administrators.

"ISS is tackling all the identity verification and identification security challenges that people wearing face masks present to security and law enforcement officials," Aluisio Figueiredo, CEO, ISS, said. "As a result of the COVID-19 pandemic, it is now equally important to know when people are not wearing masks. ISS' new SecurOS Face Mask Detection solution automatically identifies and alerts administrators when an individual is not wearing a face mask and attempts to enter a facility where a face mask is required."

ISS FMD is built using advanced neural network-based algorithms to deliver high accuracy with real-time detection, and works with any camera using off-the-shelf computers while eliminating the need for any special GPU cards.

> **"ISS is tackling all the identity verification and identification security challenges that people wearing face masks present ..."**
> **—A. Figueiredo, ISS**

ISS FMD is one component of a new plan for a safe return to work initiative launched by ISS that integrates four critical components into a comprehensive, easily deployed software-driven solution. Built on the SecurOS platform as it foundation, the holistic solution combines touchless elevated skin temperature detection via thermal camera integration with touchless identification and access control credentialing via FaceX facial recognition, along with ISS FMD. SSN

Cove and RapidSOS partnering

By SSN Staff

NEW YORK—DIY security company, Cove, offering premium home security and now certified as RapidSOS Ready, is capable of sending life-saving, home-security data directly to 911 centers to empower fast and effective emergency response, as opposed to verbally relaying all critical information from the monitoring center to 911 centers. Noted in the announcement, 911 dispatchers said this could save three to four minutes in the emergency response process and eliminate errors from the verbal relay of information.

"Improving the safety of our customers is at the core of everything we do at Cove," Robert Shelley, president of Cove, said. "We are excited to partner with RapidSOS to decrease dispatch times and provide critical information to 911 to assist our customers in their times of need."

Some home security systems rely on outdated models, where third-party call centers must verbally communicate all critical information. With this gap and limited data flow, 911 personnel are unable to immediately know if the incident is real to dispatch appropriate resources as efficiently as possible. This can result in delayed dispatch time, insufficient use of resources and tragic outcomes.

"Every year we deal with thousands of home alarms, and very few come into the 911 center with the best information we need to determine an appropriate response," Captain Scott Brillman, Baltimore's 911 director said. "Now that Cove is leveraging the RapidSOS platform, our 911 dispatchers will have access to time-sensitive information that can immediately show key information about the incident, and provide critical details so that first responders can respond faster and more efficiently."

RapidSOS's emergency response data platform, built in partnership with public safety, securely and automatically links life-saving data from connected devices, apps and profiles directly to over 4,700 emergency communications centers nationwide, at no cost to public safety.

"First responders do extraordinary work managing over 150 million emergencies annually across the United States," Michael Martin, RapidSOS CEO said. "We are excited to partner with the public safety community and Cove to ensure that critical, life-saving data is at the fingertips of first responders for any in-home emergency." SSN

BRIEFS

AMAG Technology announces Symmetry Mobile app

HAWTHORNE, Calif.—Symmetry Mobile is a web credential application designed to be used with AMAG's Symmetry Bluetooth readers.

"As organizations return to work and need to support COVID-19 guidelines, Symmetry Mobile will provide a touchless solution that supports multi-factor authentication," Jonathan Moore, product director, AMAG Technology, said in the announcement. "Organizations can centrally issue and manage mobile credentials to their entire user base from a remote location, eliminating the need to buy and carry a physical credential or come into the badge office. This supports physical distancing and helps keep employees safe."

HID Global unveils end-to-end solution, HID Aero

AUSTIN, Texas—Building on the proven success of its Mercury Intelligent controller platform delivering total security beyond the door, HID Aero extends flexibility and access control choices while future-proofing investments as requirements change.

"HID Aero is providing features to a broader market that were generally available only in solutions for larger organizations, while eliminating the ongoing cost and complexity of designing, manufacturing and maintaining panel hardware at the same time," Stephen Carney, vice president of product marketing, physical access control solutions with HID Global, said in the announcement. "It also brings end-to-end security to everyday applications with encrypted communication and threat detection, and its robust features to meet corporate compliance."

SALTO Systems earns carbon neutral status

NORCROSS, Ga.—SALTO Systems received its carbon-neutral certification across all of its operations.

"We are very conscious of our responsibility to consider the environmental, social and economic impact of our organization and today's news about our carbon neutral achievement is just the latest stage in this journey," SALTO CEO Javier Roquero said in the announcement.

One of SALTO's primary missions is to deliver electronic access control in an environmentally responsible manner, so the company has focused on achieving carbon neutrality through ambitious reductions in emissions across all stages of the product life cycle — design, production, energy efficiency and recycling.

"This achievement reflects almost two decades of work to make SALTO Systems as energy and carbon-efficient as it can be," said Roquero. "The initiatives that SALTO has undertaken to achieve carbon-neutral certification demonstrate our company's commitment to becoming more sustainable. We are very proud of our success!"

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Brivo unveils return-to-work solutions

By SSN Staff

BETHESDA, Md.—As implementing formal COVID-19 safety protocols becomes necessary for resuming economic activity around the world, Brivo, a global leader in cloud-based access control and physical security platforms, introduces the Brivo Facility Safety Features to its portfolio of security products.

Included automatically in Brivo Onair, Brivo Visitor, and Brivo Mobile Pass, Brivo's Facility Safety Features are designed to support the management of COVID-19 safety protocols for facilities already using the Brivo suite of products.

"We understand that keeping employees safe is the number-one priority for businesses as they begin to return to work. Dealing with COVID-19 is going to be our reality for quite some time," Brivo CEO Steve Van Till said in the announcement. "Our goal is to support and empower our customers to implement smart, cloud-based access control solutions that ensure everyone in their buildings can return safely. By including Facility Safety Features in the Brivo products they already use, our customers can implement these new processes quickly and adjust quickly as protocol guidance changes."

"Our goal is to support and empower our customers to implement smart, cloud-based access control solutions that ensure everyone in their buildings can return safely."
—Steve Van Till, Brivo

As more states begin to reopen their economies and others are experiencing a spike in new COVID-19 cases, there is an even greater need for access control systems. As of July 17, 2020, 51 percent of America has reopened according to Brivo's Commercial Reopening Index, which monitors credential holder activity from commercial access control data across the U.S.

Brivo Facility Safety Features offer four solutions for businesses looking to protect everyone in their buildings and improve access control in the 'new normal':

- Contact Reporting: Generate targeted reports listing specific user access events and potential contacts to seamlessly create contact tracing lists
- Personnel Control: Suspend user access automatically until they go through a screening checkpoint, controlling traffic flow and reducing close contact
- Visitor Reporting: Screens all visitors for COVID symptoms and notifies hosts when a visitor may pose a risk
- Mobile Self-Screening: Use Brivo Mobile Pass to identify users with COVID symptoms before they enter a site, reducing the possibility of viral spread

Current Brivo customers can turn on all of these features from their existing Brivo Onair account.

With over 20 million users and 1,500 authorized resellers, Brivo's SaaS platform has been unifying the security experience across access control, mobile credentials, video surveillance, identity federation, visitor management, intercoms, and elevator control since 2001. SSN

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PRODUCT SPOTLIGHT

Biometrics

Editor's note: The companies listed in this special section submitted product information in response to a call for products for this month's feature. *Security Systems News* is not responsible for the accuracy of the content in the product descriptions.

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BIOMETRICS

Continued from page 9

non-contact fingerprint readers are entering the market, but at a much higher cost.

Biometrics and PPE

People wearing personal protective equipment (PPE), such as gloves, masks and goggles, hinder the accuracy of fingerprint and facial recognition systems. Facial-based technology has also been hurt by a 2019 study by the U.S. National Institute of Standards and Technology (NIST) that found facial recognition systems misidentified people of color up to 100 times as often as white males. Civil libertarians also object to matches made through private databases that access more than three billion photos taken from social media and other online sites.

Contactless, iris-based systems are not affected by people wearing PPE. A person's iris patterns are formed during the first year of life, enabling children to be enrolled in databases for identity verification. Also, iris-based solutions are the only opt-in technology among the three leading biometric technologies. However, relatively small iris databases limit law enforcement's ability to identify and authenticate as many people as fingerprint and facial scans.

Predictions

Soon, expect to see less expensive contactless fingerprint readers on the market. Local, state and federal legislatures are considering new laws to limit potential abuses of facial recognition as iris databases continue to grow daily.

Also, don't be surprised to see two or more of these biometric technologies used simultaneously at mission-critical locations. Current security best practices remind us that no one technology fits all the ever-changing demands for identity authentication.

The COVID-19 era will be remembered as the time biometrics, long considered a futuristic technology, joined the security industry's mainstream.

(Mohammed Murad is vice president, global sales and business development, Iris ID.) SSN

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SSN SNAPSHOT

PEOPLE NEWS

DMP announced the addition of Collin Brady to the West sales team. With his home base in San Diego, Brady is strategically placed to serve and support the Southern Calif., DMP-authorized dealers as their new dealer development manager (DDM), including San Diego, Orange and Riverside counties.

Collin Brady

In his most recent position, Brady consistently exceeded his goals while selling intrusion, access control and video surveillance solutions to key government and defense accounts.

Anticipating his new career at DMP, Brady said: "I am very excited to join the team. DMP is a company that genuinely cares about their mission and values, and my personal values are well aligned with those of DMP. I enjoy that DMP is nimble and understands the importance of consistent innovation. I am looking forward to representing DMP by working hard to service and grow existing dealers, while keeping a focus on driving new business in my territory."

Gallagher announced the appointment of Brad Small to the role of regional sales manager – New Zealand and Pacific Islands.

"We're thrilled to see Brad take his expertise into the regional sales manager role," Craig Schutte, general manager Australia & Asia Pacific, Gallagher said in the announcement.

Small joined the company in 2013 after completing a management degree at the University of Waikato and has worked at Gallagher Head Office in Hamilton, New Zealand in product management and customizations before being promoted into a BDM role within New South Wales, Australia, in 2017. Small has been involved in many key projects, gaining a deep understanding of how the Australian team conducts business.

Brad Small

"I'm extremely excited to be heading up the New Zealand sales team," Small said.

With more than 20 uyears of sales and leadership experience, Mike Taylor recently joined **Identiv, Inc.** as vice president of global sales. He will lead the company's global sales and business development efforts for its physical access control system (PACS) products and solutions. Additionally, Taylor will lead the global sales team across the entire PACS division and report to CEO Steve Humphreys.

Mike Taylor

"Mike brings long, deep sales and channel-building experience and leadership across access control and video in both enterprise businesses and progressive early-movers," Humphreys said in the announcement. "His passion for sales; commitment to people and partnerships; and wide experience and networks are a great fit for our rapidly expanding teams, our customers and our partners."

FIVE QUESTIONS

Founder and CEO of Acoustic Design Systems, **Christopher Sterle**, started skateboarding at 40. Daring, huh? We think so! Learn more about his family, how he got started in the industry, his favorite books and more.

Christopher Sterle

ARE YOU MARRIED? ANY KIDS? ANY PETS? I am in a long-term, happily committed relationship of 14 years. I have a daughter, 19, and my partner has a son, almost 20. We have two dogs who have become our new kids and serve as unofficial company mascots by hanging out in the office with us, Frenchtons named Luna-tic and Leroy, and they bring us a lot of joy.

WHAT'S SOMETHING INTERESTING ABOUT YOU THAT YOUR COWORKERS MAY NOT KNOW? I think my coworkers would be shocked to know that I started skateboarding at 40 years old. Funny part is, I think they know now because I am currently on crutches with a broken ankle from a skateboarding mishap.

WHAT'S THE BEST WAY TO START THE DAY TO ENSURE IT IS SUCCESSFUL AND PRODUCTIVE? Plan for it the day before. I don't feel like you start "today" to ensure its successful, but instead, end yesterday in a way that makes "today" successful. If you are only working on "today," you will never get ahead.

HOW DID YOU GET STARTED IN THE INDUSTRY? I have been in the electronics industry since high school, but mainly in the audio/video and home theater space. I started Acoustic Design Systems in 2003, and constantly received security services requests to compliment our AV offerings. We decided to shift our focus, and as we started to grow, we created a standalone division within ADS for residential and commercial security services.

WHAT PODCAST, MOVIE OR BOOK WOULD YOUR RECOMMEND TO OTHERS AND WHY? I recommend "The E Myth" by Michael E. Gerber. It talks about the separation of jobs needed in any company, showcasing how all positions in a company are vital and need to be respected. I also recommend "Rich Dad, Poor Dad" by Robert Kiyosaki. It teaches how to deal with money and speaks directly to the myth that getting a job, saving money, getting out of debt and planning for retirement does not work as advertised.

— Ginger Hill

CALENDAR

Oct. 5-8 ISC West 2020. Held at the Sands Convention Center in Las Vegas, ISC West will feature a variety of exhibitors and host many security professionals.The conference features SIA educational sessions and the exhibition hall, which will be open from Oct. 6-8. For more information on the ISC West 2020 conference, visit www.iscwest.com.

Oct. 27-28: Securing New Ground (SNG), founded in 1996, is the executive conference of the Security Industry Association (SIA), including two days of intelligence sharing, education, analysis and networking. Held at the Grand Hyatt New York, the conference is attended by 250+ senior-level industry leaders and financial partners. Visit https://sng.securityindustry.org.

Nov. 18-19: ISC East 2020, held at the Javits Center in New York, will feature approximately 7,000 security and public safety professionals and representatives from more than 300 security brands. The event will also highlight new products, including video surveillance, access control, smart home technologies, IoT and unmanned security, and offer special events and education. For additional information about the show, visit www.isceast.com.

Dec. 9-11: 2020 Security Investor Conference, held at the InterContinental Braclay in New York, is Imperial Capital's 17th Annual connects the leading security focused companies with an audience of key investors and business leaders. Features 65 public and private companies to an audience of over 400 attendees. SIC provides investors access to senior management teams while they present their positioning and strategic growth plans to deliver the latest compelling security solutions across the Global Consumer, Enterprise and Government Markets.veillance, access control, smart home technologies, IoT and unmanned security, and offer special events and education. For additional information, visit www.imperialcapital-sic.com.

Jan. 6-9, 2021: The Consumer Electronic Show (CES), CES is the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA), CES features every aspect of the tech sector. Visit www.ces.tech

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