



SPECIFICALLY SPEAKING

**Maria Gonzalez of
TEECOM** See page 3

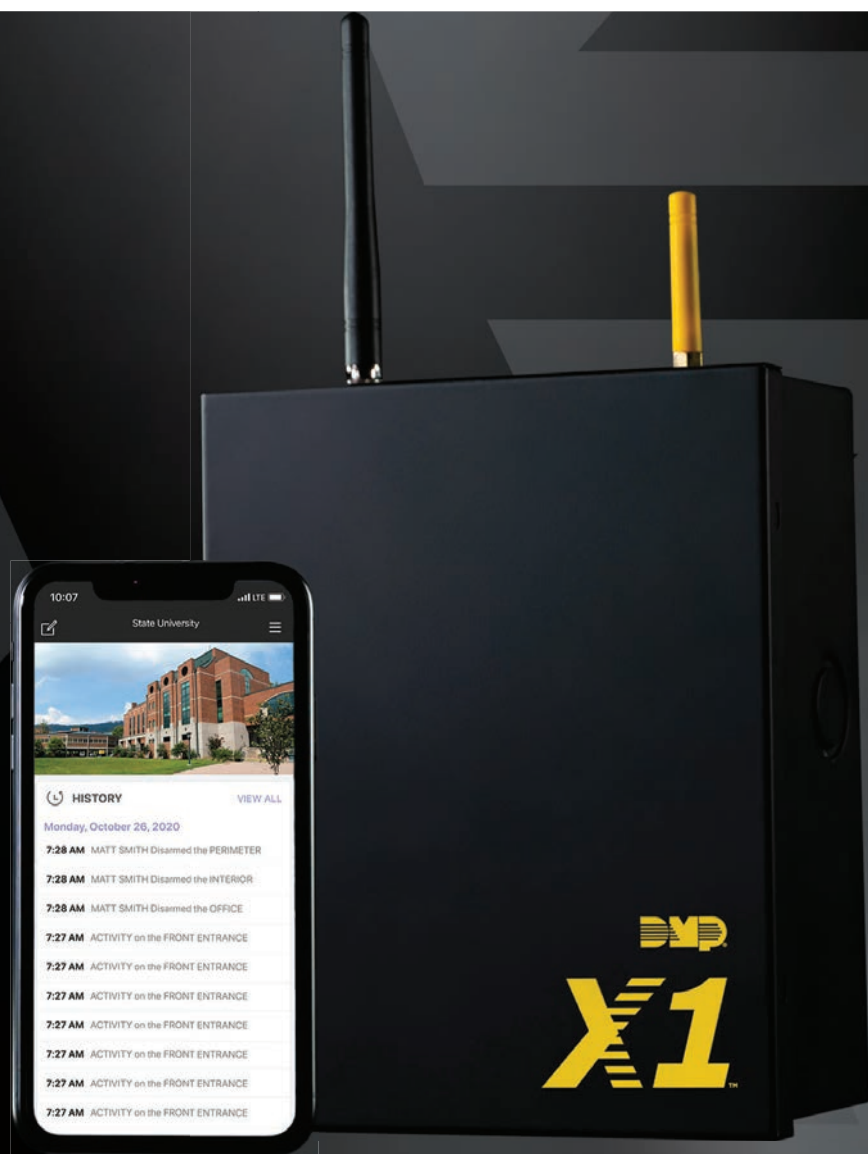


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From smart home security giants ADT and Alarm.com helped to clear up the smart home picture a bit, as both companies addressed the **Q3** see page 16

(WISF), who helped select 12 women (see list on page 10) to be highlighted in special features throughout 2021.

Expanding the partnership and coverage beyond one issue is a natural next step, and one that SSN and SIA are both excited about.

BCD International's Maureen Carlo, who has been instrumental in building the WISF com-



members in less than three years.

Some 2020 highlights she mentioned include: Addition of three subcommittees (community; scholarship; charitable **WOMEN** see page 10

accomplishments will include helping to develop this inspiring community that is creating opportunities for a more inclusive and diverse industry," she told SSN, noting that WISF has surpassed 550

potential for AI within security and video surveillance

SSN: Can you talk about the significance of this investment, especially with a VC like Accel?

DRAKO: This is the first time that a tier one VC has made an investment into a video surveillance company ... the video surveillance industry, and I am proud to be able to break this ground. This is a really big deal for us, as Accel is very well-known, one of the premier VC firms in Silicon Valley, having funded companies

AI see page 20



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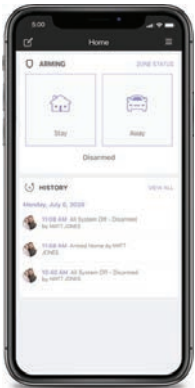
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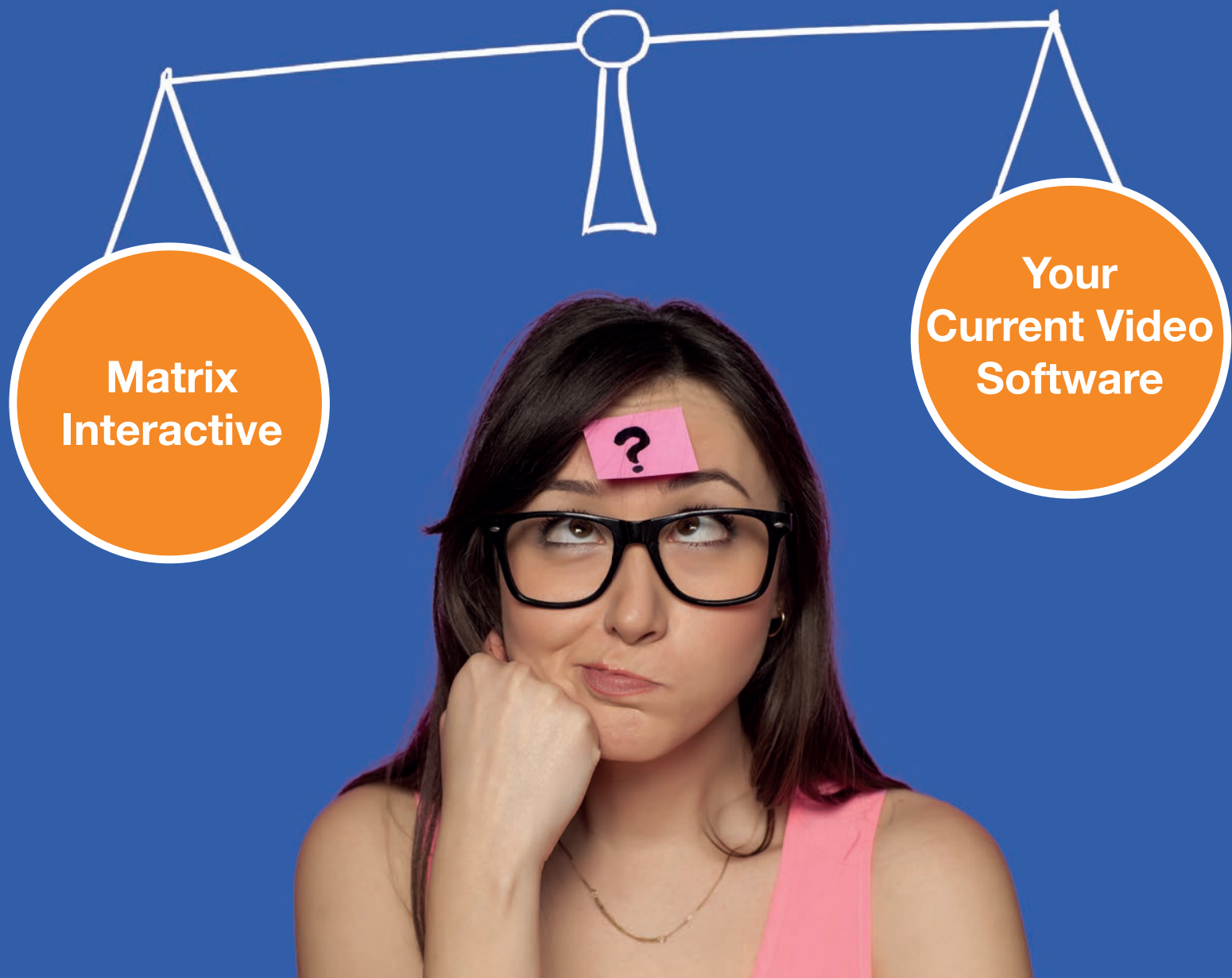


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SSN's '40 under 40' Class of 2020 unveiled

By Paul Ragusa

YARMOUTH, Maine—Security Systems News is proud to bring you this year's "40 under 40" class of 2020, made up of a diverse and talented group of young professionals representing the next generation of leaders in security.

This year's "40 under 40" class is an incredible mix of security consultants (13 winners) — added for the first time in 2019 — system integrators, security dealers and monitoring professionals (17 winners), and end users (10 winners). This year's class also includes



13 women, up from only seven last year, which not only reflects the increase in the number and quality of nominations we received for women this year, but also reflects

the changing culture and dynamic within our industry.

SSN is also excited to be teaming up with the Security Industry **40UNDER40** see page 6

Q3: Smart home giants to play nice

By Paul Ragusa

YARMOUTH, Maine—Recent Q3 earnings announcements from smart home security giants ADT and Alarm.com helped to clear up the smart home picture a bit, as both companies addressed the

Q3 see page 16

Women in security

SSN, SIA teaming up again, plan to feature women throughout 2021

By Paul Ragusa

YARMOUTH, Maine—Security Systems News is excited to be partnering again this year with the Security Industry Association's (SIA's) Women in Security Forum (WISF), who helped select 12 women (see list on page 10) to be highlighted in special features throughout 2021.

Expanding the partnership and coverage beyond one issue is a natural next step, and one that SSN and SIA are both excited about.

BCD International's Maureen Carlo, who has been instrumental in building the WISF com-

munity, said that the SIA WISF is empowering women and influencing change, and — as many of us in the industry can attest — making the industry better.

"When I think of my legacy, one of my proudest accomplishments will include helping to develop this inspiring community that is creating opportunities for a more inclusive and diverse industry," she told SSN, noting that WISF has surpassed 550 members in less than three years.

Some 2020 highlights she mentioned include: Addition of three subcommittees (community; scholarship; charitable

WOMEN see page 10



Eagle Eye to invest \$40m in AI

By Paul Ragusa

AUSTIN, Texas—Cloud video surveillance pioneer Eagle Eye Networks has raised \$40 million of Series E funding from venture capital firm Accel, with plans to invest heavily in artificial intelligence.

As Eagle Eye Networks Founder and CEO Dean Drako said in the announcement, there is a "tremendous opportunity to leverage AI and alter the very nature of video surveillance," noting that "smart cloud video surveillance with appropriate privacy and cybersecurity protections will make business and communities much safer."



Dean Drako

Security Systems News caught up with Drako, via Zoom, to talk about the significance of this round of funding, how the cloud is perfectly suited to leverage AI, and the current and future potential for AI within security and video surveillance.

SSN: Can you talk about the significance of this investment, especially with a VC like Accel?

DRAKO: This is the first time that a tier one VC has made an investment into a video surveillance company ... the video surveillance industry, and I am proud to be able to break this ground. This is a really big deal for us, as Accel is very well-known, one of the premier VC firms in Silicon Valley, having funded companies

AI see page 20



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NEWS

BRIEFS

ISC West 2021 postponed from March to July

NORWALK, Conn.—ISC West, in collaboration with premier sponsor, the Security Industry Association (SIA), announced that ISC West 2021, which was originally slated to be held March 23-26, will now take place July 19-21 at The Venetian Resort and Sands Expo & Convention Center in Las Vegas.

After extensive internal and external consultation and monitoring of the ongoing COVID-19 virus pandemic, ISC and SIA have made the decision to reschedule ISC West 2021 well in advance.

"As a business owner myself, I know we are all adjusting to the pandemic, and I thought it would be helpful for us all to announce the rescheduled dates as early as possible," SIA Chairman Pierre Trapanese said in a letter to SIA members. "I hope this helps provide some better planning clarity to our membership and for the people who attend, exhibit, or otherwise participate at ISC West." es.

ASIS and SIA to hold event on diversity, equity and inclusion in security

ALEXANDRIA, Va. and SILVER SPRING, Md.—ASIS International and the Security Industry Association (SIA) have announced a partnership to produce an event designed to help security organizations and businesses develop and implement diversity, equity and inclusion (DE&I) strategies.

The free virtual event, titled Global DE&I Strategy: Policy and Practices that Produce Positive Business Outcomes, will be held Dec. 10, 2020, 11 a.m. - 12:30 p.m. ET.

"This event's program will help move the industry's discussion about diversity forward," SIA's CEO Don Erickson said in the announcement. "Creating a more diverse, equitable and inclusive culture can help attract the next generation of employees to the security industry. Moreover, making these types of changes has been shown to improve an organization's productivity, and that is why this event is focused on actionable learning."

Diversity, inclusion and bias are critical topics that have generated important conversations in recent months, and now, SIA and ASIS have joined together to create this learning experience for the security profession to focus on specific and practical resources that enhance the effectiveness of security enterprises.

The focus will be on a strategic approach to diversity and inclusion, with the emphasis that a DE&I program can strengthen and deepen hiring practices by growing the pool of candidates, while increasing retention and engagement of team members and customers.

"We believe that bringing together leading security membership associations to address diversity, equity, and inclusion issues is not only a step in the right direction, but behavior that could, and should, be modeled in other industries as well," said ASIS CEO Peter O'Neil.

SIA submits letter to FDA on thermal

SILVER SPRING, Md.—The Security Industry Association (SIA) recently submitted a letter to the Food and Drug Administration (FDA) Commissioner Stephen Hahn with a focus on an awareness that some companies are not following FDA guidelines related to the use of thermal imaging systems during the COVID-19 pandemic.

"SIA believes it is extremely important that these thermographic solutions are marketed appropriately and implemented in line with the FDA's guidelines," SIA CEO Don Erickson said in the announcement. "Circumventing the implementation guidelines can lead to market confusion and create a false sense of public safety related to the mitigation of the COVID-19 pandemic."

SIA developed and issued the letter in October with input from an ad hoc group of SIA members who responded to a call for vol-

unteers; the ad hoc group represented established producers and resellers of thermal camera systems in addition to other security industry companies which had a business or general interest in the technology.

SIA members were concerned with thermographic camera systems for a variety of reasons, including:

- Many companies have spent extensive resources on research and development testing their solutions against standards so that they can be used as a medical device. This included third-party testing and or the FDA's 510(k) clearance process. Companies were concerned that tested products were being undercut by untested (and thus less expensive) products.

- There were media reports of a number of products that did not work as marketed — particularly claims related to detecting temperatures of multiple sub-

jects at a time, including while those multiple subjects were in motion, and claims that solutions were able to return accurate body/surface temperatures when

the procerus region (the area around the bridge of the nose and corners of the eyes) was covered.

- There were also reports of vendors and resellers claiming that their thermographic camera solutions are not medical devices and are therefore not subject to FDA guidelines. The group noted that there appears to be confusion as to what constitutes a medical device. The FDA's definition of a medical device includes thermographic cameras that screen for temperature — or plainly any device that is "intended for use in the diagnosis of disease or other



conditions, or in the cure, mitigation, treatment, or prevention of disease, in man or other animals" [emphasis added by SIA].

Because some of the products are unable to work as advertised, and this then leads to a false sense of safety. The ad hoc group of SIA members also plans to follow up with additional guidance to the industry and the public that aligns with the FDA's guidelines. To become involved in the group, please email SIA Director of Standards and Technology, Joseph Gittens, here: jgittens@securityindustry.org. **SSN**

SPECIFICALLY SPEAKING

Maria Gonzalez

Principal, Senior Consultant
TEECOM
New York



What is your role at TEECOM?

My technology design practice spans more than 18 years involved in the design, assessment, integration and management of security systems for leading companies in the technology, legal, real estate, healthcare, retail, museum, and educational sectors nationwide.

With a strong focus in security, my role at TEECOM also includes leading large and complex projects that span multiple disciplines including telecommunication, AV, acoustics and network design.

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

We make technology work in buildings, so we design

in-house a wide variety of systems. As organizations build, expand, or renovate, part of my role is to help them make informed technology decisions that consistently save money and streamline project delivery. I do this in part by helping them choose the right technology.

For security, we help our clients with system design including access control, video surveillance, visitor management and security communication among others, but we also work closely with our larger clients in helping them standardize their approach to security by aligning their corporate strategic goals with their security technology implementation.

SPEAKING see page 4

SecurityNext virtual conference program here

By Paul Ragusa

YARMOUTH, Maine—Security System News announced the education program for its virtual SecurityNext conference — held over two afternoons on Feb. 24-25, 2021. Visit securitynext.com.

This year's virtual conference follows what was a highly successful inaugural SecurityNext in-person conference earlier this year in New Orleans, right before the pandemic changed in-person conferences for 2020 and the foreseeable future. I am sure we are all looking forward to getting back to some semblance of normalcy as soon as possible.

In the meantime, because we are all so distant, at least physically, from each other, the theme for SecurityNext 2021 is "Staying Connected and Informed" during unpredictable times. And this is what we aim to do with the speakers and content we have lined up for you, including deep dives into new technologies, trends and best practices for doing business and staying profitable during the pandemic, and beyond.

In the opening keynote, Breaking Down the Barriers to

Adoption of AI, Jumbi Edulbehram, director, Business Development, IVA/AI-City, NVIDIA Corp., will examine the best ways to knock down the fundamental barriers to greater adoption of AI for creating smarter, safer spaces.

In the day two keynote, Making Sense of the Cyber-Physical Convergence, Antoinette King, key account manager – End User, Axis Communications, will demonstrate how physical and cybersecurity converge and ultimately encompass one overarching security program. Panels include:

- Building a Cyber-Physical Business Model for Security.
- Remote Workforce Roundtable: How to Survive and Thrive during Unpredictable Times.

- What End Users Want (40 under 40 All Star Edition).

- The Power of AI in Security.

Also, SSN's "40 under 40" and Security Legend virtual Award Reception will end day one, where we will honor this year's incredible Class of 2020 "40 under 40" winners (see above), as well as our two Security Legend Award winners (to be announced in the January issue). **SSN**

Specifically Speaking

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Our strategic consulting, design engineering and project management services include telecommunications, audiovisual, acoustics, security, network, wireless, Distributed Antenna (DAS), Emergency Responder Radio Communication (ERRCS), nurse call, Real-Time Location (RTL), virtual reality, immersive environments and projection mapping. We design and engineer technology systems, so they function optimally and best support their organizational objectives and through project management, we promote successful outcomes for owners from concept through commissioning.

What vertical markets does the company specialize in? Any interesting projects that you can mention?

We work in a number of verticals including workplace, mission critical and data centers, culture, healthcare, higher education, transportation and industrial. Our clients within these markets include the For-

tune 500, public institutions, healthcare providers, universities, architecture and interior design firms, developers, contractors and MEP firms.

One of our project highlights is the Salesforce.com Global Expansion, which expands more than +5,000,000 sf. Since 2012, TEECOM has provided IT infrastructure, audiovisual, acoustics, network, and wireless strategy, design and project management for more than 50 buildings across the globe. As the lead technology partner, our team has worked with Salesforce's IT department to establish standards and implement them across all locations.

Our team has planned around an extremely fast-tracked and compressed schedule. The masterful execution and timely completion of this project is crucial to the core business and success of our client. Our team is implementing cost-saving solutions through an integrated, single-backbone network, resulting in capital and operational cost reductions. We are

also constantly refining the process of design and implementation to reduce cost and meet the ever-shrinking timelines between signing of lease and day one operations.

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

I started in the integration side of the business. My family had a security company in New York City servicing residential high-rise towers and although I had not planned on joining the firm, my father suggested that I try it and here I am almost 20 years later.

Coming up on the implementation side of the business helps me every day as a designer. Initially I was eager to learn more about how these systems work and how they can be customized based on clients' needs, and that led me to going back to school and getting a number of certifications to help my clients through the design process and seeing through the implementation and commissioning of their projects. To me, security has been where technology and safety meet and it must happen in a way that is seamless, user

friendly and privacy conscious.

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

Before COVID-19, TEECOM believed that occupancy measurement would become a standard feature for buildings. We conducted two years of research and experimentation on 35 occupancy measurement technologies. With COVID-19, occupancy measurement is more essential than ever, so we have been working with clients in how this technology can be part of their solution long term.

We understand how to deploy occupancy measurement systems, so they integrate with the other technology systems in the building, including security, wireless, and AV systems, maximizing their utility and minimizing costly change orders as projects are constructed. The goal extends beyond safely re-occupying facilities to supporting long-term digital workplace solutions that enhance user experiences, optimize space, and reduce energy consumption and cost.

What is your view on the security industry moving forward?

I think typically, the security industry as a whole has been a slow adaptor of new technology. With end users now driving the need for innovation in order to keep up with consumer products, I believe the industry needs to move towards adopting standards and new technology that will help with integration and ease of use. The increase in use and available applications of video analytics, mobile technology and OSDP are good examples of that.

Our current situation due to Covid-19 and civil unrest has once again put a spotlight on how the security industry will react and respond. I believe it is important that we as an industry react swiftly and provide informed, reliable and innovative solutions. **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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Cloud, AI, data analytics top security trends for 2021

By Paul Ragusa

eYARMOUTH, Maine—With the recent release of the Security Industry Association (SIA) Security Megatrends for 2021, Security System News' December News Poll gauges where readers stand on new trends and technology, and the impact they will have on the industry moving forward.

Big picture, it is not surprising to see cloud-based solutions as the top tech trend for 2021, as SSN readers understand that computing in the cloud is the key to realizing high-level artificial intelligence and data analytics—the top two technologies with the most potential for 2021, according to our latest poll.

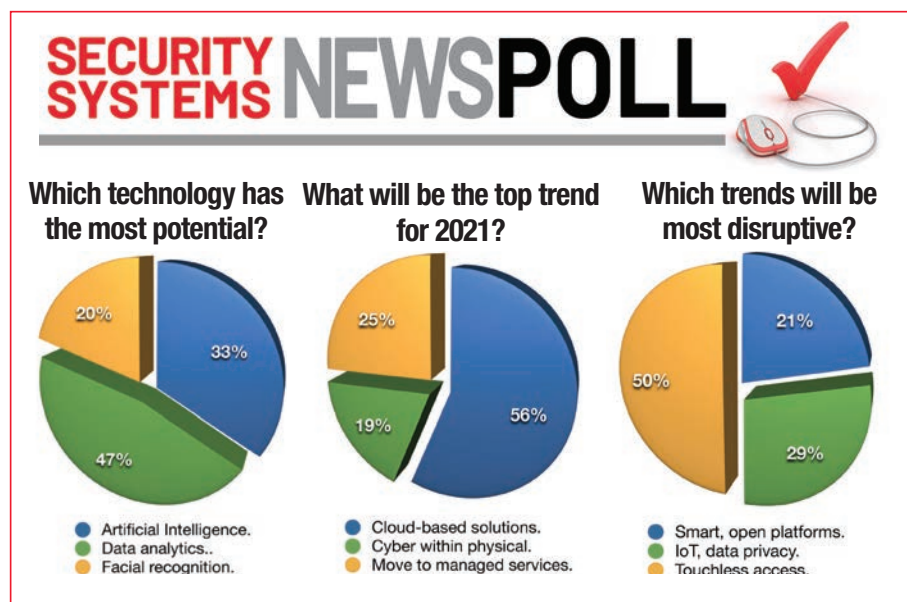
Looking closer at the numbers, cloud-based solutions/computing was top tech trend for 2021 with 56 percent, with both “move toward managed services (25 percent),” and “cyber within physical security (19 percent),” garnering some attention in the top three as well.



“We’re seeing a growing demand for physical security systems integration between access control, video and alarm to provide a single, dynamic view of the security enterprise,” said Brivo President and CEO Steve Van Till in the SSN Five Questions feature. “Even more so, the trend of cloud-to-cloud integration across these systems has become more prevalent. In an effort to further achieve efficiency and operational clarity by pulling together disparate systems, organizations are also looking to integrate security with cross-functional areas such as PropTech and HR software.”

In terms of which technology has the most potential for 2021, data analytics (47 percent) edged out AI (33 percent) for the top spot, followed by facial recognition (20 percent) in third.

As SIA Board of Directors Chair Pierre Trapanese pointed out in the SIA megatrends report, “AI is the underlying trend driving future technological



advancements in the security industry, and ultimately AI offers the promise of making security and safety solutions more effective, efficient, automated and responsive to users and customers. The adoption of AI by the security industry will not, however, be an overnight change; instead, it will shape the long-term evolution of security solutions and will be an avenue for growth, compe-

tion and creativity for many years to come.”

When asked which trends will be most disruptive in 2021, 50 percent of SSN readers said “touchless, frictionless access,” with “IoT, connectivity and data privacy” a close second at 29 percent and “smart, open and predictive platforms,” getting some attention with 21 percent of the vote. **SSN**

SSN ‘40 under 40’ winners

Continued from page 1

Association’s Women in Security Forum again this year for our Women in Security series (see page 1). This follows more than 10 years of highlighting women in our Women in Security December issue, which has now expanded with the SIA partnership, as we both celebrate their accomplishments in every issue for 2021!

Another interesting trend is the continued increase in security professionals with cybersecurity and IT know-how—to go with their physical and electronic security chops—changing the face, both literally and figuratively, of security as we know it. Many in this year’s class are helping to guide their companies during these challenging times, while leveraging new technologies and best practices, and striving to grow professionally.

“The COVID-19 pandemic has changed the security profession,” noted Class of 2020 “40 under 40” winner Scott Brinkman, senior manager, corporate security, Exact Sciences. “Security teams have had to adapt to the new normal of having fewer company employees working on-site and more working from home. Processes have had to evolve (employee badging, facility access control, for example) and security is now taking a greater role in ensuring COVID-19 requirements and restrictions from local health authorities and the company are adhered to. Security has also taken the lead in the evaluation, implementation, and monitoring of employee health screening and thermal temperature technologies.”

Fellow Class of 2020 alumni Ryan T Searles, a senior consultant at the IMEG Corp., added that staying on top on new trends and technology “helps us do our jobs better—it’s a full force multiplier. As new and different

threats emerge in the future, we must change what we’re doing as security professionals to adapt and protect the clients and organizations we work for, whether that’s cyber, physical, or something else entirely.”

With everything going digital these days, Class of 2020 winner Amanda Goethe, assistant project manager, Miller Electric Company, said, “The brick and mortar of traditional security work will continue to dwindle. Bodies will be replaced by cameras and video intercoms will be remotely managed. The innovation in the industry will continue to drive the market towards more remote management and less of the ‘traditional security model.’”

Fellow Class of 2020 winner, Timothy Minor, founder and president, T.A. Minor & Associates, agreed: “The industry moving forward will take a more technology-based approach with less actual guards and more analysts sifting through the information that they are getting. This is causing a communication disconnect with the IT (cybersecurity) and security departments as they must work together to combat the future issues that face companies. The bad guys are using both physical and technology-based attacks, taking advantage of the fact that cyber- and physical-security professionals’ communications are so intrinsically different than each other. In the future I see a more combined approach from the cyber side and the physical side to help combat issues with companies as one unit instead of two competing units.”

The entire Class of 2020 will be honored at SecurityNext virtual conference on Feb. 24, so please register at www.securitynext.com.

SSN Class of 2020 winners, who will be profiled in each issue of SSN in 2021, are:

SYSTEM INTEGRATORS, SECURITY DEALERS AND MONITORING PROS:

Leif Boren, senior manager, dealer services, AvantGuard Monitoring
Abraham Canales, director of installation service and support, 3sixty Integrated
April Chastain, director of operations, Owen Security Solutions
Daniel Clark, senior account manager, Rapid Response Monitoring
Jack Doyle, director of business development, Doyle Security
Tiffany Galarza, director of telecommunications, ADT
Amanda Goethe, PMP, assistant project manager, Miller Electric Company
Jennifer Hall, director, service dispatch, Securitas Electronic Security
Megan Hubbard, dealer relations and compliance manager, Alarm Capital Alliance
Jessica Lambert, director, monitoring operations, General Monitoring Services
Erin Macauley, WeSuite applications coordinator, Allied Universal
Zach McDougall, operations manager, Palmetto Security Systems
Zack Morris, director - Commercial Careers Programs, ADT Commercial
Jeremy Reich, general counsel, United Technologies Inc.
Kathryn Schultz, marketing & sales coordinator, United Central Control
Eric Scrivana, operations project manager, COPS Monitoring
Joshua A. Williams, general manager, Minuteman Security Technologies, Inc.

SECURITY CONSULTANTS

Michael Amaro, director, Security Engineering, Sentinel Consulting, LLC
Kathryn Bartunek, senior program manager, AECOM
Haley Glover, senior security consultant, Sapphire Risk Advisory Group

Jon Harris, director, enterprise solutions, Guidepost Solutions LLC

Mike Impicciatore, project engineer IV, CHA

Jordan Rae Kelly, senior managing director, FTI Consulting

Ryan Searles, senior consultant, IMEG Corp.

Dave Seiling, vice president, technology Discipline Leader, Salas O'Brien

Oscar Merlo, security consultant, COMBS Consulting Group

Timothy Minor, founder and president, T.A. Minor & Associates

William Scabora, consultant, COMBS Consulting Group

Sivan Weizmann-Robbins, operations manager, Sentinel Consulting, LLC

Ryan Williams, office manager, The CMOOR Group

END USERS

Scott Brinkman, senior manager, corporate security, Exact Sciences Corp.

Matthew Granelli, corporate security manager, Horizon Blue Cross

Tom Leggett, security systems support, Pierce County

Parker Macdonald, global technology manager, Citigroup

Mark Milas, vice president, security, Tenet Healthcare

Matthew Roniger, VP, physical security/business continuity, IBERIABANK

Master Sgt. Daniel Simpson, cyber operations and planning superintendent, U.S. Air Force

Daniel Schmelzer, director, physical security technology, global security, Cardinal Health

Tyler Skiba, supervisor, asset protection - remote operations, Chico's FAS

Greg Thompson, director, physical security, Vantage Data Centers. **SSN**



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Contact tracing and the future of privacy

By Pierre Bourgeix

AS WE enter the next phase of the post Covid-19 world we must now define how we approach the detection and prevention of the virus' potential spread, while keeping civil liberties in mind. This approach will define one of the greatest challenges in modern history. We must find solutions that will allow people to return to taking part in the human experience, work, entertainment or otherwise.

As we're all seeing, there are numerous solutions being offered to mitigate future risks of a pandemic. In order to be more prepared, whether a new pandemic occurs, or should Covid-19's spread continue or should a secondary outbreak occur, we must now shift the conversation from the concept of using temperature



Pierre Bourgeix

sensing cameras for detection to the ability to track the locations and movements of humans that are infected, or who have been in contact with the infected. These challenges are exponentially more complicated when we begin to discuss their impact on privacy.

In a world that must get back to work and for our economies to recover, we must provide the masses with not only a sense of purpose but a sense of security. Challenges like this require new terminology, and unfortunately this situation forces us to dust of the term "Contact Tracing" originally birthed in 1931 for the identification of all people who were in contact with "patient zero" published in The Journal of the American Medical Association. However, in part it is becoming more synonymous with George Orwell's novel 1984 published in 1949. (Although, this was not about tracking individuals who were sick it was, however, about tracking an individual's existence in society).

We have unfortunately seen this once before exhibited after the tragedy of 9/11 with the formation of the Patriot Act which was created to protect us from the terrorists but unfortunately was used to inevitably track all the citizens in the United States. It becomes even more sinister when we involve other societies such as China, and Russia who have made "tracking" a part of the social fiber and cultural framework of their societies. As we venture into "Contact Tracing" as a mean of disease mitigation, I can't help but to consider the potentially hinderance it poses to the

fabric of our society and what this will lead to with respect to our civil liberties and our rights under the constitution. As Mark Lizar from OpenConsent states with regards to the potential issues facing the rapid implementation of technology.

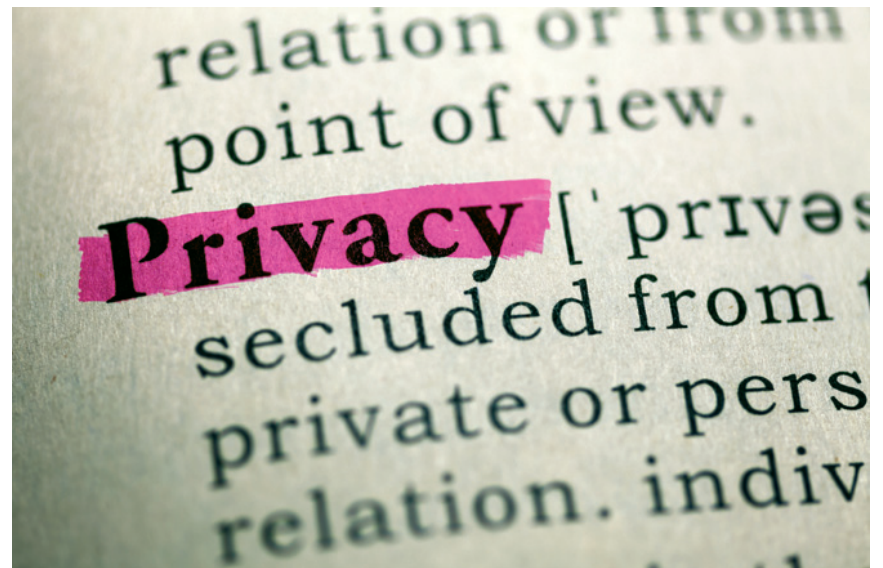
"COVID-19 is first a human problem not a technical one. Jumping to technical solutions without starting first with human requirements and conditions as a framework, focuses on making a solution without understanding the human risks, costs, or benefits," said Mark Lizar of Open Consent. "Any contact tracing solution should educate people, independently of technology, to be able to contact trace, to protect themselves and their loved ones. Contact tracing is only necessary in the case of someone who is currently infectious, this presents an education, awareness and testing protocol.

"Next, enabling people to self-trace, track and report would achieve much higher efficiency and not be dependent on third party governance or technology but only supported by it. There is only a need to let people know they have come in contact with and likely infected. The key concepts of the CDC jump to digital tools when in reality we need to jump to human tools for knowledge immunity, not herd immunity."

The movement towards the use of "Contact Tracing" can best be described by the CDC (Center for Disease Control) new guidelines which are clearly defined as its "Key Concepts"

Key Concepts

- Trace and monitor contacts of infected people. Notify them of their exposure.
- Support the quarantine of contacts. Help ensure the safe, sustainable and effective quarantine of contacts to prevent additional transmission.
- Expand staffing resources. Contact tracing in the US will require that states, tribes, localities and territories to establish large cadres of contact tracers.
- Use digital tools. Adoption and evaluation of



digital tools may expand reach and efficacy of contact tracers.

As we can see this process is best used to ensure that human contact is clearly defined between each individual and has clearly defined the requirement for social distancing based on health factors. The overreach is obvious if you are a privacy activist and if you are not the concern is how do you do this without giving away your privacy to the overreach of government and or employer.

Protections that have been fought for more than 200 years based on a Constitution has given the individual citizen the ability to conduct his or her life without the government's direct control. Can "Contract Tracing" become the final straw that finally breaks the Constitution into something tantamount to the what the French Republic has become. There are firmly two camps of thought, those who want to create a solution at all cost and those who do not.

A document, which released by the National Governors Association (NGA) earlier in the year, is still relevant as it clearly defines the Governors' concerns, while creating a roadmap for "Contact Tracing," whether we like it or not.

Pierre Bourgeix is chief technology officer and founder and ESI Convergent, LLC, a design and consulting firm. SSN

ACPI launches program to help improve public support for law enforcement

SSN Staff

LOUISVILLE, Ky.—The American Crime Prevention Institute (ACPI) has developed a comprehensive training and education program designed as a vital step in strengthening community trust and respect for law enforcement.

ACPI points out, "A recent series of highly publicized police-involved deaths of unarmed citizens has brought unprecedented acrimony toward law enforcement by some segments of the community. Public trust and respect have eroded, resulting in reduced police effectiveness and calls for police defunding — signaling a widening gap between communities and law enforcement."

The organization added that without

positive and fundamental change to improve the relationship between the public and law enforcement, the safety and security of our communities is put at higher risk.

"The public's trust and respect for law enforcement has waned; budgets are being challenged and more heavily scrutinized than ever before," said ACPI Executive Director Dan Keller said in the announcement. "Police-community engagement programs encourage positive, proactive relationships with community members in a non-stressful, non-enforcement and non-confrontational manner. This results in strengthened community support, improved effectiveness and enhanced legitimacy of

police."

Community Engagement for law enforcement is a three-day seminar developed specifically for law enforcement administrators, officers and community leaders. The course addresses specific strategies and tactics law enforcement can leverage to address topics such as minority, youth, community activist and LGBTQ engagement, implicit bias and procedural justice, among many others.

Designed as a positive step in improving rapport with communities, this course will provide a fundamental re-imagining of effective policing, a roadmap to establishing proactive community relationships, and a review of successful community engagement programs and

initiatives currently being employed by law enforcement agencies throughout the nation.

"Without the trust, respect and support of our community, it is difficult for law enforcement to be effective," noted Jeff McGowan, past president of the Texas Crime Prevention Association. "Community engagement programs strengthen positive police/community relationships."

The program, scheduled for Dec. 8-10, 2020, will be presented live online, enabling real-time interaction with instructors. ACPI has partnered with SecureBI to conduct this course virtually using interactive video collaboration technology. SSN

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EDITORIAL

SSN, SIA celebrate women in security

Continued from page 1

giving); launched quarterly professional development webinar series; began weekly LinkedIn SPOTLIGHT series; kicked off inaugural WISF Scholarship Program (awarding \$79,000 to 12 recipients); presented at AcceleRISE; developed the CAN DO Challenge to combat food insecurity; networked with members through October Meet & Greet series; collaborated with partners including WIIS/NYC for ongoing webinar series; launched WISF Speakers Bureau, adding fresh perspectives to industry thought leadership; presented Shannon Huffman Polson, of The Grit Institute, as an ISC West keynote; honored Andrew Lanning with the SIA Progress Award; increased diversity among SIA committees and working groups. Next year; worked with PSA to create a WISF track at PSC TEC in 2021.

"All this during a global pandemic when we are all volunteers and cannot meet in person," she pointed out. "So much gratitude — our members have supported one another through social movements, cyber-bullying, and loss of jobs during the economic downturn. They promote inclusion, nurture alliances and champion each other's career achievements — and form business partnerships too (I especially love watching those relationships develop). My goal for the WISF is to become a standing SIA committee by our 3rd year anniversary."

Diversity and Inclusion

Integrated Security Technologies Co-Founder, Andrew Lanning, who was recently honored with the SIA Progress Award (presented by WISF), shared his

profound thoughts on the topic of diversity and inclusion, noting that age, gender, race and ethnic-related biases keep members of a working group from sharing their ideas equally during conversation, in meetings, during classes, etc.

"These are the biases that stymie inclusivity at the lunch table, in the gym, on the golf course, and in the board room," Lanning said. "This bias-induced loss of participation is a loss of thought. It's a potential loss of solution; it's a potential loss of earnings. These losses are hurtful to any business; but in the security business they could also leave someone or something unprotected. If the biases aren't avoidable, then perhaps the losses are."

He continued, "We need to create a conversational space that acknowledges, accepts, and accommodates all of the biases that everyone brings with them to the discussion."

Lanning astutely pointed out, "The toughest first step is the accepting (vs. blaming ourselves and others) of biases without assigning judgment for them. Once accepted and acknowledged, recognizing where bias occurs during discussion between others and ourselves comes next. Finally, we must make room, i.e., conversational space for the courteous pointing out of speech limiting, thought limiting, or contribution limiting biases whenever they occur in our conversations."

"As we traverse this conversational space, battling the 'resentment-harboring-bias' may be the toughest task for many. Our behavioral biases show up in the execution of ourselves, in the being of our-

selves, in the experiencing of ourselves in our lives. We must work to promote the voice of others despite our biases, despite the fear of having our biases called out when they show up. Given enough time, practice, and conversational space, perhaps we can create new biases for the discourse of business. Biases that promote inclusion of the thoughts and voices of everyone."

Wise words Mr. Lanning!

And without further ado, the following list of 12 women selected by SIA's Women in Security Forum, in partnership with SSN, will be profiled in each issue of SSN in 2021:

- **Rose "Liz" Bacus**, FedGov Project Engineer, Integrated Security Technologies Inc.
- **Brigitte F. Daniel**, Esq., Executive Vice President, Wilco Electronic Systems Inc.
- **Nada Ebeid**, Business Development Manager, Canada, Genetec Inc.
- **Fabiola Francisco**, Director, CondoTech
- **Katie Greatti**, Associate Director of Certification, Security Industry Association (SIA)
- **Diana Hanna**, National Sales Director, Business Development & Strategic Accounts, PSA
- **Kim Landgraf**, Manager, Design and Production, Security Industry Association (SIA)
- **Tracy Larson**, President, WeSuite LLC
- **Erin Mann**, Strategy and Marketing Manager, Multifamily, Allegion Canada
- **Sheryl Pinckney-Maas**, CEO & Founder, Guardian Zone LLC
- **Holly Sanson**, Marketing Manager, ADT
- **Ceres Silva**, Director of Sales, Canada, Intelligent Security Systems. **SSN**



Maureen Carlo



Andrew Lanning

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Smart home connected co-stars

How smart locks can be a featured player in any home-automation ecosystem

By Nick English

YOU MAY already know that smart locks can be the centerpiece of a smart home. With their convenient location at the front door, their potential ability to connect with other connected products throughout the home and initiate pre-programmed actions, their ability to provide real-time information about when visitors are coming and going in a home, plus myriad other benefits, smart locks are a natural starting point for a connected home sale.



Nick English

But what if your starting point in a home automation system sale happens to be a different connected device? It is quite likely that many of your home automation system sales start with a

specific device designed to address a customer's unique goals or needs, and this device may not always be a smart lock. Even with this scenario, a smart lock can be a complementary product with other items included with the sale of just about any connected device, be it a security product like a smart doorbell or a product typically sought for convenience, like automated shades.

What follows are some suggested connected co-stars for smart locks — connected device pairings that can connect dealers with expanded sales and longer-lasting customer relationships.

Securing additional sales with smart locks.

Many dealers already understand the value of selling smart locks as part of a home's overall smart security system. In fact, I recently wrote about the benefits to the homeowner, and dealer, of the "smart security ecosystem" — a group of connected devices that specifically

address home monitoring and security.

According to many studies of home automation purchases, security and convenience are the top two reasons why consumers of every generation and demographic are buying more connected devices. A survey conducted by Parks Associates of U.S. broadband households that also own smart devices showed that almost 38 percent of those surveyed cited security as the primary purchase driver, second only to convenience.

The close relationship between security and smart homes is also further clarified in a 2019 Parks Associates white paper showing that 63 percent of households with security systems also owned a smart home product. In 2020, the number of people using smart security is expected to swell to over 22 million from nearly 3 million users in 2014, according to a report by Next/Market Insights research firm.

Connected devices that make up a smart security ecosystem can include any combination of smart locks, smart doorbells, indoor/outdoor cameras, door/window and motion sensors, alarm systems, control hubs, and more. These home automation products not only improve the lives of homeowners, but also protect them and keep the home and family safe. A sale that begins with any of these devices can naturally lead to the sale of additional connected security products, including smart locks. In fact, a connected smart lock can deliver the additional benefit of being able to connect with not only all of these security devices, but all the connected devices in a home.

Convenient control, right at the front door.

Even if your customer's foray into home automation is beginning with a convenience-enhancing device, like a smart thermostat, smart locks can make

that product even more convenient by bringing device control right to the front door. In fact, working in conjunction with a central hub and a home automation protocol like Zigbee or Z-Wave, smart locks can wirelessly communicate with the network of devices that comprise a home automation system — everything from thermostats to lighting to entertainment systems.

With home automation connectivity conveniently located at the front door, homeowners can set up their home with customized smart home scenarios that will take effect just before they step inside. A sample: they can program the lock so that every time they unlock the door the foyer light turns on, shades go up, and the temperature rises to a comfortable level. This brings new capabilities and benefits to the buyer of a product like a smart thermostat.

Setting new sales in motion beyond the front door.

Customers and dealers often think of smart locks as residing exclusively on front doors, or other exterior entrances. But smart locks can actually deliver their connected capabilities wherever a homeowner can benefit from them, including a wide array of home additions and special rooms.

For example, if your connected sale is starting with a motion sensor in a wine cellar, bar area or liquor storage room, smart locks at the entrance to these rooms can bring extra security to this interior space. Through the use of personal user codes, smart locks can limit access to these rooms to adults only.

The same concept can hold true if your customer is buying a moisture sensor for a library filled with valuable books, or smart lighting for a home office. The addition of smart locks to these "sensitive" locations provides customers

with increased privacy and access control. Plus, smart locks can be programmed to provide homeowners with notifications when someone attempts to access these protected spaces, even if the wrong code is entered. The addition of smart locks to these sales can provide customers with invaluable peace of mind.

An open and shut case for pairing automated shades and smart locks

As we mentioned earlier, security is a top driver for home automation sales. So, it only makes sense for dealers to always be

thinking about the potential security benefits of the products they sell, and the potential tie-ins with connected smart locks.

For example, customers might be intrigued by the convenience and beauty of automated shades. But automated shades can also be viewed as a part of a home's security eco-system, and thus lead to sales of other automated security products, like smart locks. The most obvious security benefit of motorized shades is that homeowners can schedule the shades to be down when they're not home, through integration with any of a variety of smart hubs, home-control systems and of course, a smart lock. They can also be activated by smart thermostats, smoke alarms and other devices that receive triggers when the house is empty.

Smart shades can also be programmed to lower automatically when it gets dark outside, enhancing privacy and security. They can even be put into vacation mode, which will create random patterns of opening and closing, making it difficult for potential housebreakers to detect a routine. And from the front door of a home, using a smart lock and central hub, the shades can be programmed to automatically raise when the door is unlocked as part of a custom scenario.

It should be noted that smart lighting can also be an effective deterrent against break-ins, making would-be burglars think there is someone inside the home. In fact, integrating both smart lighting and smart shades inside the home with a smart lock outside the home will further enhance the effectiveness of the homeowner's security plan.

Smart shades and other connected devices may also be a key part of a homeowner's aesthetic upgrade, and smart locks can certainly play an important role in bringing disruptive and forward-looking design to a home's decor. Kwikset's Obsidian smart lock, with its unique, low-profile design, exemplifies a move toward putting design and functionality on an equal footing in some smart devices.

Sometimes a star gets second billing.

Connected device sales may not always start with smart locks. But keeping connected smart locks in mind as a potential additional sale only makes sense if dealers want to maximize their efforts and avoid leaving potential business on the table, while bringing additional security and convenience to their customers' lives. After all, even if they are just a co-star in one particular sale, connected smart locks could raise the curtain on blockbuster home automation sales in the future. **SSN**

As North American Sales Manager for Kwikset Residential Access Solutions, Nick English is responsible for management of all sales and distribution through Pro Security channels.



COMMERCIAL & SYSTEMS INTEGRATORS

NYSS and Alcatraz partner to increase touchless access control offerings

By SSN Staff

REDWOOD CITY, Calif.—Alcatraz, developer of secure touchless access control products, has partnered with New York Security Solutions, Inc. (NYSS) to sell and market the Alcatraz Rock platform in the East Coast market.

“At NYSS, we take pride in the effort we put into choosing a security product to recommend to our clients and as technology geeks we have been very impressed with the Alcatraz Rock platform and its ability to deliver touchless access control using artificial intelligence, 3D, and machine learning,” NYSS Vice President of Sales and Marketing Cody Flood said in the announcement. “The touchless aspect is particularly relevant in a post-COVID society

— we need to be able to deliver a reliable access control product that at the very least minimizes touchpoints.”

Alcatraz Chief Revenue Officer Tina D’Agostin said Alcatraz is grateful that high quality integrators like NYSS are embracing the Rock platform and adding it to their solution portfolios. “NYSS has an excellent reputation for delivering comprehensive security solutions and we’re excited to be able to provide them with the Alcatraz Rock platform which we know will enrich their access control offerings and add value,” said D’Agostin.

Headquartered in New York City, NYSS designs and develops comprehensive security solutions for a variety of clients in the

New York area and beyond.

They have installed more than 20,000 access-controlled points and 60,000 video devices for more than 100 organizations. NYSS is a Managed Security Technology Provider (MSTP), which demonstrates their commitment to emphasizing only the best technology is included in their product offerings.

Alcatraz offers a touchless and secure physical access control platform that works with any access control system. It replaces or augments badging as a credential with facial recognition, 3D sensing, and artificial intelligence to enable highly secure and frictionless entry into physical



locations. The Rock uses passive 3D sensing, machine learning for increased security, and accurate tailgating detection, while intelligently enrolling employees as they are badging in, eliminating the headaches associated with traditional onboarding. A newly added feature provides a mask detection mode — the Mask Enforcer — to help businesses comply with government-mandated facemasks. **SSN**

ADT Commercial acquires Deterrent Technologies

By SSN Staff

BOCA RATON, Fla.—With the recent acquisition of Deterrent Technologies, Inc., based out of Ocean, N.J., ADT Commercial continues its strategic M&A strategy, expanding its nationwide geographic footprint and deepening its capabilities to serve mid-market, national and large-scale commercial customers in New York and New Jersey.

“We’re thrilled to welcome Deterrent Technologies to the ADT Commercial organization and deepen our bench strength as experienced commercial security providers,” ADT Executive Vice President Dan Bresingham said in the announcement. “Deterrent’s customer-first philosophy perfectly aligns with our focus on customer service excellence, and we’re looking forward to the success their expertise will bring to the Northeast region.”

Established in 1982 by David and Carol Hersh, Deterrent Technologies, Inc. has been a premier leader in designing, installing and servicing comprehensive

physical security and life safety systems for complex commercial environments all along the East Coast. Over the last 40 years, Deterrent Technologies has fine-tuned its expertise to serve customers across a wide range of industries, including global pharmaceutical firms, healthcare providers, financial institutions, legal businesses, insurance companies, educational, government and multi-family facilities.

“Deterrent Technologies is very excited to become a part of ADT Commercial,” said Deterrent Technologies President David Hersh. “Our philosophy for over 40 years has been geared towards total customer satisfaction, a philosophy which ADT Commercial shares. ADT Commercial’s national footprint will allow us to better serve our clients’ growing needs, and lastly, our dedicated team of loyal and hardworking employees will have the benefit of security, growth and the ability to continue serving our customer base.” **SSN**

PSA announces partnership with IP Technology Labs

By SSN Staff

WESTMINSTER, Colo.—PSA, a global consortium of professional systems integrators, announced the addition of IP Technology Labs, an American manufacturer of secure endpoint IoT connectivity and remote access solutions, to its network of partners.

“IP Technology Labs endpoint security and remote access makes network communications easy,” said Tim Brooks, vice president of sales and vendor management for PSA. “Their reliable and cost-effective technology ensures customer projects and integrator operations flow smoothly. We are pleased to add IP Technology Labs to our lineup of products.”

IP Technology Labs designs network solutions that eliminate network threats from spoofing, snooping, backdoors and lower costs with increased reliability for site-to-site remote access connectivity. Their easy-to-deploy appliances deliver verifiable end-to-end secure connectivity over any internet access without P2P while

providing endpoint network access control and multifactor protection.

“Securing the security isn’t just for IT anymore, and the PSA Network is leading the cyber convergence,” said Scott Whittle, president of IpTL. “We are thrilled to serve the PSA Network to enable its members to take advantage of the industry-wide digital transformation. We are focused on providing the best sales support along with our patented technologies to create additional revenue streams and increased value for their customers.”

Traditionally, network security and connectivity were left to the IT department. The physical security industry is now being driven to expand its capabilities. All security devices, such as surveillance, access control and intrusion detection, are on-the-network. Security integrators are seeing new market growth opportunities to secure the devices on the network while supporting their customer’s IT departments. **SSN**

BRIEFS

Allied Universal honors and supports all military personnel all year-long

SANTA ANA, Calif.—Allied Universal honors and supports all members of the military not just on Veterans Day this November but each and every day.

“While many businesses talk the talk about why military veterans are important hires, the physical security sector actually walks the walk,” said Allied Universal Chairman & CEO Steve Jones said in the announcement. “We honor and appreciate the sacrifices made by our nations’ military and we constantly seek out ways to show that appreciation each and every day.”

The physical security sector offers vast opportunities for advancement especially for the military.

“After serving in the military, working in the security industry can become a rewarding second career for military veterans,” said Joshua Skule, a retired U.S. Marine, a former FBI executive assistant director for intelligence and currently SVP of Allied Universal® Risk Advisory and Consulting Services. “I am honored to be able to offer my skills I learned in the military in order to enhance the company’s risk advisory programs and initiatives.”

Over the last five years, Allied Universal has hired more than 44,000 veterans and is constantly seeking veterans to join its team of highly trained Security Professionals.

Security 101 announces 9th annual Gift of Security

WEST PALM BEACH, Fla.—Security 101 has announced that 20 office locations across the U.S. will participate in the 9th Annual Gift of Security corporate giving program.

Each participating office will award a custom installation of a video surveillance system using best-in-class security products from national strategic partners Axis Communications and WESCO Distribution. Each installation is valued at a grand prize total of \$10,000 — making a total program value of \$200,000.

The Gift of Security originated at the Security 101 – Salt Lake City location in 2013. Since the inaugural year, the program has grown annually in size and breadth with security systems installed in nonprofits across the nation.

Brian Mathieu, director of sales for the Security 101 corporate team said, “This year has been a challenge for a vast majority of organizations across the United States and if we can help to bring some added safety and security to a local nonprofit that makes me feel good.”

Gift of Security winners will be officially announced locally on or around Dec. 16, 2020. The program can be followed and interacted with online by visiting www.security101.com/gift-of-security.

Interface Security Systems promotes Brent Duncan to president/COO

Company sees 165 percent increase in new customer acquisitions under Duncan's leadership as chief revenue officer

By SSN Staff

EARTH CITY, Mo.—Interface Security Systems, a managed service provider delivering business security, managed network, UCaaS and business intelligence solutions to distributed enterprises, announced the promotion of Brent Duncan to president and COO.

Since joining Interface in April 2019 as Chief Revenue Officer, Duncan has been instrumental in transforming the company's go-to-market strategy. Under Duncan's leadership, Interface expanded its service offerings to a wider range of verticals, launched new products and adapted existing products for new applications, formed new strategic partnerships, and increased their new customer acquisition by 165%, in spite of the global pandemic.

"I'm honored to assume these additional responsibilities and am energized by the opportunities for us to grow our business," said Duncan. "Working as true partners to our customers, we will continue to differentiate ourselves with our innovative technology, customized services and our philosophy of relentless customer support."



Brent Duncan

Duncan will continue to lead the revenue organization while taking on the additional responsibility for the company's operations functions, thus creating a structure where the entire sales process, services deployment, customer lifecycle support, governance and customer experience are all part of one unified team.

"This is a well-deserved promotion for Brent," said Interface CEO Michael Shaw. "He has demonstrated strong leadership skills and delivered outstanding results in the Chief Revenue Officer position over the past 18 months. Expanding Brent's leadership role in the company achieves my vision for an executive team structure that will optimize the future success of the business. I am excited to be working with Brent and firmly believe that our best years are yet to come."

Interface is also in the process of making substantial investments in new product innovation, IT infrastructure and people. "We believe Interface is uniquely positioned to help businesses integrate the management of their security, managed networks, and business intelligence. Doing this has always been important, but with the global health crisis it is even more important," said Prudential Capital Partners, Managing Director Robert Derrick. "We look forward to supporting Brent in his new role, and the entire Interface management team as they continue to focus on delivering the highest quality products and service to their customers." **SSN**

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MONITORING

SecurTek names new president and CEO

By SSN Staff

YORKTON, Canada—SecurTek Monitoring Solutions Inc. Board of Directors recently introduced Katrine White as SecurTek's new president and CEO, effective immediately.

"I am pleased to welcome Katrine White as SecurTek's new President and CEO," said Doug Burnett, SecurTek Board Chair and SaskTel President and CEO. "Katrine's strong leadership skills and sharp business acumen have served both her and SaskTel extremely well in her tenure and I, along with the rest of the SecurTek Board of Directors, are confident in her ability to lead SecurTek



Katrine White

and our extensive dealer network."

As SaskTel's Vice President of Consumer Sales and Solutions, Katrine has led the teams responsible to drive revenue and customer experience for key portfolios including Wireless, Internet, and smartHOME services.

Katrine is also responsible for SaskTel's marketing team as well as the consumer sales channels which include SaskTel's call centres, corporate stores, authorized dealers, and e channel.

Katrine will also retain her responsibilities as Vice president Consumer Sales and Services until such time as a replacement can be named.

"Katrine's strong leadership skills and sharp business acumen have served both her and SaskTel extremely well in her tenure and I, along with the rest of the SecurTek Board of Directors, are confident in her ability to lead SecurTek and our extensive dealer network."

—Doug Burnett, SecurTek Board Chair and SaskTel President and CEO.

"I'm honoured to serve as the next President and CEO for SecurTek and I am excited for the opportunity to lead the SecurTek team and our valuable dealer partners to continued success," said Katrine White, SecurTek President and CEO.

SecurTek, a wholly-owned subsidiary of SaskTel, provides commercial and residential security, video and medical monitoring to customers across Canada through their monitoring centres in

Yorkton, Saskatchewan and Winnipeg, Manitoba.

Through their dealer program, SecurTek partners with 227 independently owned firms including retail, wholesale and servicing dealers who provide security sales and service expertise to their customers. SecurTek's head office is located in Yorkton, Saskatchewan and the company employs approximately 130 full time employees. Visit SecurTek at www.securtek.com. **SSN**

BRIEFS

New whitepaper on pro monitoring examines new opportunities

DALLAS—Parks Associates released a new whitepaper "The Value of Professional Monitoring," developed in cooperation with Rapid Response Monitoring, which finds the industry for professional monitoring grew by 5 percent from 2018 to 2019, a significant increase on a rate that had previously stayed flat. The first half of 2020 has held those gains, despite the COVID-19 pandemic and economic uncertainty, indicating a widening consumer base for monitoring services and related smart home devices.

"As more aspects of daily life get connected, professional monitoring services will see new opportunities emerge beyond security to deliver a variety of new benefits to today's connected consumers," said Brad Russell, Research Director, Connected Home, Parks Associates. "As adoption of smart products such as lights, locks, detectors, and thermostats increases, they will create more use cases for monitoring services. For example, 57% percent of consumers planning to purchase a smart smoke detector in the next year would pay \$10 per month for a monitoring service for critical events such as fire and smoke and carbon monoxide detection. The safety, security, and peace-of-mind benefits that come with these services are powerful drivers among US households."

"Professional monitoring has existed for decades, and we believe it is here to stay," said Spencer Moore, Vice President of Sales & Marketing, Rapid Response Monitoring. "It's already in more places than you probably realize, and it continues to grow. As technology companies we need to accept this reality to be successful in the future."

The whitepaper highlights the concerns companies and consumers have — beyond the protection of their assets — that can benefit from professional monitoring services, including energy consumption, risks from flood and fire, health of aging relatives, and safety of package deliveries.

The emergence of connected health products and monitoring services also gives a new opportunity to serve consumers at home. Security providers can diversify their customer base by providing security-related packages with connected health and independent living solutions designed for protecting loved ones.

"Among the 7 percent of US broadband households that report using personal safety or panic button technology, their top five main service features include professional monitoring," Russell said. "The integration of connected health solutions with monitoring services creates an opportunity for a source of recurring revenue."

Brinks Home Security reports 3Q results

By SSN Staff

DALLAS-FORT WORTH, Texas—Brinks Home Security (TM) announced its third quarter financial results, including

net revenue of \$130.9 million, up 8.3% year-over-year, and a net loss of \$19.2 million, as compared to net income of \$673.6 million in the prior year period, which included a one-time \$702.8 million gain from restructuring. Adjusted EBITDA of \$68.5 million is up 9.6 percent year-over-year.

This includes the successful integration of more than 110,000 Protect America bulk buy accounts acquired in mid-June 2020.

"In the third quarter, we accelerated the execution of our go-forward strategic plan, with the objective of generating profitable accounts, at scale, and retaining for life," said William Niles, who was named permanent CEO on Sept. 30, 2020. "Our strategic vision is based on delivering a superior

customer experience built around the Brinks Home brand and featuring a suite of premium smart home security products in both the 'Do It For Me' and 'DIY' categories. We intend to enhance the customer experience at every touchpoint of the customer journey and improve unit economics by building a strong foundation in data analytics that, we believe, will reduce our subscriber acquisition cost, lower cost to serve and improve retention."

To enable this transformation, Niles said that Brinks has made several key hires across our organization. "We also continue to take smart actions to manage our cost structure and strengthen our balance sheet," he said. "We believe we have a compelling strategic plan that will accelerate profitable growth, generate cash, and improve margins and long-term shareholder value." **SSN**

Nearly half of monitored homes want upgrades

By SSN Staff

DALLAS—Security research from Parks Associates finds COVID-19 is a key factor driving households with security monitoring to upgrade their system — 41 percent of monitored households with professional monitoring plan to upgrade their system in the next six months and an equal share plan to self-install an add-on device, with the majority citing the pandemic as a related factor.

The most popular add-on devices among these monitoring households are video cameras, smart lighting and video doorbells.

"COVID 19 has put a focus on the home environment for consumers and increased interest in use cases enabled by smart home solutions, and US broadband households with professional security monitoring are a leading segment in the adoption of smart security devices, specifically security cameras, security lighting, and video doorbells," Parks Associates President Elizabeth Parks said in the announcement.

"This influx of connected products and services will need a solution that can intelligently connect and control all these points in the household. We look forward to insights from Alarm.com and other market leaders about advances in AI and applications that can enhance the user experience."

"With smart home technology and connected devices continually improving, it's no surprise that many people are looking to upgrade their existing systems," said Anne Ferguson, VP of Marketing at Alarm.com, which presented at Parks recent CONNECTIONS conference in November. "Analytics and computer vision, especially, are broadening the applications and abilities of today's systems. Affordable, professionally monitored solutions that are managed through a unified platform offer integrators increased customer loyalty, recurring upsell opportunities, and long-term RMR growth." **SSN**

The 2021 program is here!

Security System News' virtual SecurityNext conference — held over two afternoons on Feb. 24-25, 2021 — is all about “Staying Connected and Informed” during unpredictable times.

Sessions include:

- Breaking Down the Barriers to Adoption of AI
- Building a Cyber-Physical Business Model for Security
- Remote Workforce Roundtable: How to Survive and Thrive during Unpredictable Times
- Making Sense of the Cyber-Physical Convergence
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ADT + Google + Alarm.com?

Continued from page 1

current and future state of their partnership in light of ADT's recent megadeal with Google earlier this year.

Both company CEOs talked at length about their future plans as it relates to all parties involved, creating an interesting landscape as the race to control the smart home tightens while getting a little less murky at the same time, at least for the short term.

Alarm.com President and CEO Stephen Trundle gave an update on ADT, noting a partnership renewal between the two.

"Under the extended agreement, ADT will continue to promote and install their highly successful command and control offering to nearly all new professionally installed smart security subscribers until early 2023," he said. "Under the terms, we will support ADT with the integration of certain specified Google products into the command and

control platform in early 2021. After the extended period ends, ADT has indicated that in 2023, they intend to begin activating professionally installed — accounts in their residential business on a software platform that they are developing in concert with Google. We have agreed to support this initiative with the royalty-bearing IP license."

Trundle said that it is important to note that the agreement with ADT "also anticipates that Alarm.com will continue to provide service to all existing ADT subscribers on both of the Alarm.com software platforms for the full service life of the subscriber accounts."

Trundle added that Alarm.com is "excited to resolve this uncertainty" by extending the agreement with ADT until 2023, noting, "We expect to continue to support ADT and millions of ADT subscribers who are serviced by our software platforms over the next decade."

ADT + Google + Alarm.com?

ADT President and CEO James D. DeVries also addressed the current and future dynamic with Alarm.com and Google.

DeVries noted that discussions with Alarm.com about "accelerating the road map resulted in a great outcome for both parties and included the launch of a first-generation ADT + Google offering developed through the commitment by Alarm.com that will result in several things.

"First, it leverages the foundation and extends Command and Control until the end of 2022, and then beyond that, allows that platform to support our end customers for a very long time. And we believe these customers — these Command and Control customers with integrated Nest product and services will perform well on an attrition basis. The second thing, integrated Google Nest services and Google Video services will be available and accelerate our go-to-market

with a co-branded offering in the second half of 2021 instead of mid-'22. So in short, the agreement that we put in place and negotiated with Alarm.com allows us to pull forward many of the benefits that are resident in the ADT + Google partnership."

He added that while ADT's partnership with Alarm.com "has been extraordinary," ADT is "better positioned ... in coordination with Google ... to own and develop our own platform."

DeVries continued, "We think, at a high level, we'll capture efficiencies — efficiency benefits as a result. And then secondly, the point I made earlier about controlling our destiny, we can better navigate our own unique product road map to create differentiation for us in our products and services in a better way."

So while both ADT and Alarm.com appear to be playing nice for now, what the Google deal means longterm remains to be seen. **SSN**

BRIEFS

A third of households experienced data security issue in 2020

DALLAS—Consumer research from Parks Associates finds 35 percent of U.S. broadband households report having a data security problem in the past year, including malware/spyware infection, loss of privacy, and data/identity theft.

"In recent months, the security of the average home network has become exponentially more critical," said Parks Associates President Elizabeth Parks. "More activities and use cases are going across more devices, and that increases exposure to risk. Consumers are aware, with nearly 80% stating they are concerned about security and privacy issues at home, with identity theft as the leading threat."

"As adoption of smart things continues to grow, so has the risk of having our home networks compromised," said Razvan Todor, Director of Connected Home Security, Bitdefender, which participated in Parks CONNECTIONS virtual conference in November. "We've mobilized staff with this single-minded focus and have come out with our DALLAS—Consumer research from Parks Associates finds 35 percent of U.S. broadband households report having a data security problem in the past year, including malware/spyware infection, loss of privacy, and data/identity theft."

Bitdefender participated in the first session of the virtual conference, State of the Smart Home Market in a Year of Disruption on November 10 at 10 am CT. The session starts with a visionary presentation from Noopur Davis, EVP, Chief Product and Information Security Officer, Comcast, titled "A Multifaceted Approach to IoT Security."

Vivint rolls out new ad campaign with Snoop Dog

PROVO, Utah—Vivint released the first ad in a new campaign featuring Snoop Dogg dubbed "Hassles Not Included." The campaign showcases the benefits of a professionally installed smart home security system.

The campaign's first ad also features a cameo with TikTok star Nathan Apodaca, also known as Doggface, who skyrocketed to fame with a viral video of his longboarding down a highway to Fleetwood Mac's hit "Dreams" while sipping a bottle of cranberry juice.

The campaign launches nationally today in conjunction with the Masters Tournament on CBS. You can check it out here: <https://www.vivint.com/snoop>.

Most homes have an interactive security system

By SSN Staff

DALLAS—International research firm Parks Associates finds 67 percent of security system owners, which equates to 20 percent of all US broadband households, have an interactive system that allows remote connection and control capabilities.

"Interactive features are now standard on both professionally installed and DIY systems as consumers embrace IoT-based features for all devices in the home," said Parks Associates President Elizabeth Parks. "Our research shows consumers increasingly expect smart features for all devices they buy, with a premium on compatibility, which creates excellent market conditions for integrated ecosystem offerings."

Parks Associates research finds 30 percent of U.S. broadband households own a smart home device and 31 percent own a security system. These households are also much more likely than average U.S. broadband households

to have a home improvement project planned during the COVID-19 pandemic and lockdown, so these consumers represent a prime target market for adoption of new and innovative connected solutions. Twenty-three percent of all US broadband households plan to start a home renovation project in the next six months.

"DIY smart home and security products have made average consumers more comfortable with IoT devices in the home. Connectivity and interactivity, which will evolve to include compatibility, are becoming standards when considering new hardware purchases," said Mark Owen Burson, VP Marketing & Product Management, Nice North America, which participated in Parks' CONNECTIONS conference in November. "The convergence of product plus intelligence combined with experiences will not only make homes smarter and safer, but also more fun to live in." **SSN**

ESX 2021 announces main stage keynote speakers

By SSN Staff

LOUISVILLE, Ky.—ESX 2021 announced its main stage keynote speakers for June 15-18 in Louisville, Ky., including leadership speaker Ryan Estis and government cyber expert Klint Walker.

Ryan Estis, CEO, Ryan Estis and Associates, has spent 15 years helping companies connect with employees and customers as an agency executive, building a client roster of category leading brands. Nine years ago, he decided to put that experience into practice and launch his own research and learning organization. He is afforded an inside look at what the world's best companies do differently and he shares that insight by helping clients initiate change, improve performance and deliver growth.

Klint Walker, cyber security advisor, United States Department of Homeland Security will share how he promotes cyber preparedness,

incident response, risk mitigation and situational awareness. He provides direct coordination and support between federal, state, local and tribal governments, as well as



critical infrastructure providers and private industry. He protects cyber components essential to the sustainability, preparedness, and protection of the nation's critical infrastructure and key resources.

ESX is the premier national event dedicated to delivering exceptional networking and educational opportunities for the professionally installed and professionally monitored electronic security and life safety industry. Visit www.esxweb.com. **SSN**

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SUPPLIERS

ACRE acquires video powerhouse Razberi

By Paul Ragusa

LAS VEGAS—With the recent acquisition of Razberi Technologies, ACRE not only strengthens its video and communications business and product portfolio, but also adds technology options on the access control side.

ACRE CEO Joseph Grillo told SSN he is excited to bring on a company of Razberi's caliber.

"Razberi is a company that is focused on adding value and participates in one of the fastest growing parts of security, which is video surveillance, and we have always been actively participating in the video surveillance market through mostly our ComNet brand," Grillo said. "So the attractiveness for us is having another, and in some ways more sophisticated technology and set of products, allows us to deepen and broaden our penetration in

the video space with the ability to now do storage and other management of video, as well as the cyber hardening of a video system or an access control system."

Imperial Capital Managing Director Bill Lynch, who Grillo said was instrumental in getting this deal done, told SSN this transaction is important "because it will give Razberi technology broader access to global markets through the portfolio of ACRE businesses, and it further validates to immediate importance to have elegant solutions to manage and monitor edge devices that will all be protected by Razberi's award winning cyber-security hardening platform."

ACRE Chief Product Officer Kim Loy told SSN that ACRE

will leverage the technology and expertise of Razberi beyond video across its access control brands for providing server builds, cybersecurity and system health monitoring.

"The cybersecurity and the system health monitoring that they have are modular," she



Joe Grillo

explained. "When we looked at that technology, although Razberi had been focused on the video space, we felt there was a great opportunity for us to add those two sort of functions/features, which is the software that they wrote, into our access control platforms, broadening Razberi's business as well as adding some good technology feature sets to our access control offerings."

Razberi, based in Farmers Branch, Texas, was founded

in 2011, and has developed a portfolio of products that enable enterprises to deploy a simple, secure video surveillance system. Razberi's open product platforms work with third-party video cameras, video management and video analytics software, providing increased cybersecurity protection and threat response times.

With more people working remotely and businesses looking to manage things off-premises, Grillo said interest in cloud-based solutions is increasing.

"There has been some positive momentum to the increase in off-premises-based systems, managed access systems or cloud-based systems, and we have seen an increase from the channel and end users for those types of solutions," he said, adding that ACRE is excited to "continue to grow both organically and through acquisition activity in 2021." **SSN**

BRIEFS

LenelS2 and DMP announce partnership

PITTSFORD, N.Y.—LenelS2 announced an interface between the OnGuard physical access control system and the DMP XR550 and XR550E intrusion detection systems.

The interface expands functionality, increases compliance in highly regulated markets and greatly simplifies the administration and deployment experience.

"The DMP interface expands the OnGuard system's built-in, real-time intrusion detection capabilities, providing end users with an outstanding option for monitoring and controlling alarms," Ryan Kaltenbaugh, vice president, Vertical Market Solutions, LenelS2, said in the announcement. "Having a native interface with DMP also helps OnGuard system users better meet the stringent requirements and policies in highly regulated vertical markets, including the U.S. federal government."

Leveraging the new interface, the OnGuard platform can now centrally manage and link cardholders with users for both systems minimizing manual and redundant input of user profile information. Additionally, the interface provides command and control of the DMP-monitored areas, zones and devices within the DMP panels.

"At DMP it's all about our customers and the integrity of our products. This interface with the OnGuard system provides our joint customers with an improved experience," said Mark Hillenborg, vice president, Marketing at DMP. "From a simplified setup and programming process to enhanced management capabilities, this new interface is a game changer, and we are thrilled with the advancement."

iluminar receives Woman-Owned Small Business certification

IRVINE, Calif.—iluminar, the specialist manufacturer and supplier of infrared and white light illuminators, has its official certification as a Woman-Owned Small Business (WOSB) by the Women's Business Enterprise National Council (WBENC).

WBENC Certification substantiates that a business is 51 percent owned, controlled, operated and managed by a woman or women. This premier certification is accepted by more than 1,000 corporations, including America's top brands, states, cities and other entities. It also opens the door for new business opportunities between WOSBs and WBENC corporate members and government agencies.

"We are excited to be officially certified as a Woman-Owned Small Business," said iluminar CEO and Co-Founder Eddie Reynolds. "Throughout our years in the security industry, we have vocalized our support for diversity and inclusion, helping to make sure women get a seat at the table where decisions are made. This certification's emphasis on diversity reflects iluminar's mission and core values. We look forward to the new business partnerships it will lead to."

OpenEye adds cloud-to-cloud Feenics access control integration

By SSN Staff

LIBERTY LAKE, Wash.—OpenEye announced the expansion of its OpenEye Web Services Ecosystem through a new cloud-to-cloud integration with Feenics. The new integration links OpenEye's cloud-managed video platform, OpenEye Web Services (OWS), with Feenics' cloud-based access control solution, Keep, to provide real-time alert notifications and video verification of access events to users of the OWS platform.

"This integration combines the best of two leading cloud platforms, in the physical security space, to create a powerful solution for users," OpenEye CEO and Founder Rick Sheppard said in the announcement. "OpenEye Web Services' alerting engine delivers actionable intelligence to users by combining data points from our entire ecosystem of integrated partners and marrying them with video to give users the complete picture. Integrating with Feenics' award-winning cloud-based access control solution delivers a highly compelling solution for users wanting to leverage access and video events as an operational tool to improve security and business

intelligence."

Building on the already released integration by Feenics to receive and display video from OWS in the Keep by Feenics access control platform, OWS now collects detailed access control events from linked accounts in Keep and feeds them into the OWS alerts engine, along with data from other connected systems such as alarm panels and video analytics.

Users can create sophisticated alert rules based on access events to send real-time push notifications to mobile devices, on-screen alerts for users performing active monitoring, transmit alerts to central monitoring stations for verification, and analyze events through visual trend reports.

"Both the partnership and product integration has been seamless since Feenics and OpenEye started the business relationship a couple of years ago," said Feenics EVP Paul DiPeso. "Feenics resellers have continuously told us that the OWS integration to Keep has been the easiest video-access integration that they have deployed. Now that events from Keep can be pushed to OWS, I believe this provides them a best of breed user experience for cloud video/access control integration." **SSN**

OSSA recognizes AndroVideo as an early adopter

By SSN Staff

SAN RAMON, Calif. and TAIPEI, Taiwan—The Open Security & Safety Alliance (OSSA) announced that member company, AndroVideo Inc., has released its first security camera that follows OSSA's Technology Stack.

"We congratulate AndroVideo for being one of the first OSSA members to come to market with cameras based on our Technology Stack and the Alliance's founding vision/philosophy," OSSA President Johan Jubbega said in the announcement. "By establishing connections and partnerships through the Alliance, AndroVideo secures a strong foothold in this collaborative ecosystem as it evolves and the IoT continues to mature across the security and safety landscape."

OSSA drives an open platform principle and philosophy to open up the security and safety marketplace to fuel innovation beyond the limits of a single organization.

Supporting the security industry's emerging open ecosystem, the new Smart Edge Camera from AndroVideo is available now and bears the "Driven by OSSA" seal. This mark indicates the product

follows the OSSA Technology Stack for video security devices that prescribes the use of a common operating systems (OS), with the first two OSSA Specifications being:

The seal also ensures seamless connectivity within the newly established digital marketplace operated by Security & Safety Things – also an OSSA member organization. This single marketplace is a central hub that provides tools and information to enable third-party app development. System integrators can then use the infrastructure to purchase, install and manage the apps on 'Driven by OSSA' camera devices. This consolidated approach is a core component of the Alliance's vision to steer open standards.

"As an early member of the Open Security & Safety Alliance, we are proud to participate in this ecosystem that facilitates cooperation among camera manufacturers, developers, integrators and end users," said Jonny Wu, VP at AndroVideo/Ability Group and OSSA Contributor Member. "We're eager to collaborate with all OSSA members to push the envelope on open platform principles that benefit both users and participants." **SSN**

Arcules introduces Edge Cloud Solution to help low-bandwidth environments

By SSN Staff

IRVINE, Calif.—Arcules, a provider of unified, intelligent security-as-a-service solutions, announced the addition of its new Edge Cloud solution to its platform, which will address the changing needs of an organization's video surveillance and security data capture and storage.

With the introduction of the Arcules Edge Cloud solution, businesses now have the ability to store all video data locally to address low-bandwidth challenges and usage for their video management while still benefiting from the value of the Arcules cloud approach to remote security services.

"2020 has accelerated digital transformation across all markets with cloud technology becoming more prevalent, and it's now critical for us to offer greater options to our customers to help them achieve their security and operational goals," Arcules CEO Andreas Pettersson said in the announcement. "We keep pushing the boundaries of innovation so we can provide the cloud solutions more IT and security leaders require to meet the evolving needs of their businesses. Edge Cloud is the next step in the evolution of the next-generation unified cloud platform designed to accelerate the adoption of cloud-based security-as-a-service."

As more businesses embrace the benefits of digital transformation, they are looking to migrate more infrastructure to the cloud. According to a report from Inkwood Research, the global VSaaS market is estimated to grow at a 20.77 percent CAGR through 2027. The new Arcules Edge Cloud solution is designed to deliver customized cloud functionality based on specific security priorities, risk environment and operational priorities. It also addresses some of the main challenges that customers face when considering cloud-based options: Internet issues, high camera counts and the need for network traffic optimization.

"Arcules delivers innovations that allow us to offer highly reliable and scalable services to our customers while enabling us to differentiate ourselves in the market by lowering their acquisition and operational costs," said Stone Security CEO Brent Edmunds. "This new solution brings even more value to the table and delivers the flexibility that propels businesses to embrace the cloud and configure their storage options in a way that reduces bandwidth and cost. As a result, our customers can accelerate their digital transformation goals with the option to move

their security fully into the cloud in the future."

The Arcules Edge Cloud solution uses an average of 10 Kbps (up to 50 Kbps) of Internet bandwidth per channel while recording video. This enables organizations with up to

500 cameras to operate inside limited bandwidth constraints (around 30 Mbps). Setup, management, administration and configuration are managed in the cloud, giving customers the ability to archive in the cloud and protect video evi-

dence for forensic purposes. Video data is stored on the edge using a gateway with the ability to show both live and playback video that is locally stored video remotely via the cloud.

The introduction of the Edge

Cloud solution allows Arcules customers to leverage the power and functionality of the cloud while using existing network infrastructure and video surveillance technology for remote or disparate locations. Whether a site is storing video data on-premises or in the Arcules Cloud, customers can seamlessly view and manage all of their sites together, unifying and centralizing security. **SSN**

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Eagle Eye invests in AI

Continued from page 1
such as Facebook, and Spotify.

We are raising \$40 million and we have done a really great job of what I call doing the plumbing for video surveillance — to plumb all of the video to the cloud. We now have proven methods to reliably, robustly

and securely get all of the video to the cloud. And now that we have all of that video in the cloud, we can actually start doing all of the AI on it, and that is something no one else can do because nobody else has all of that video in the cloud. Doing AI on the edge is possible, but you

just can't do it as well because you don't have the compute flexibility and resources [on the edge].

So now we get to execute and start delivering on that dream, or that vision of AI and cloud together, which is what the customer really wants. We literally have ten thousand

times more data in the cloud than anyone else. Now, of course, that is all of our customer's data, but they can run the AI and analytics on it with what we've built for them.

SSN: Can you provide a few examples of how customers are using AI today?

DRAKO: We are working with a big car rental company and they want to do things like car tracking, and start to flag for potential problems or anomalies, such as

cars gone longer than they should be, for example. This involved doing the LPR component, the face extraction, all of the AI, all done in the cloud, which is much more practical than trying to do something like that on premises across multiple or hundreds of locations.

Another example is the work we are doing with thermal cameras, which are also up in the cloud so you can do elevated temperature detection. And then after detecting an elevated temperature, letting the person know, or their manager know, so there is integration on that level.

Then there is what we call self-trained AI. There are a lot of applications where people want to do their own AI, and many times it is simple stuff — we have hundreds of examples of where somebody wants the system to detect between good and bad. So, for example, messy tables in my restaurant are bad and ones that are clean are good, so the AI can learn what is considered clean or messy and notify a manager or whomever when there is a messy table, or if the lobby gets too crowded, or when cars are parked irregularly or in illegal parking spots, or when someone has fallen down ...

This extends out to things like setting up AI to do gun detection. With AI and the training we can do in the cloud, we will be able to create a gun detection system that is robust, reliable and easy for people to deploy, and that is the key thing. They want to click a button and say, 'Oh, I just pay a little extra and I get gun detection, great! I don't have to have IT guys running around at 40 locations installing computers and it doesn't work.'

They want robustness and reliability, which we can deliver in the cloud, but you can't deliver that on the edge.

SSN: What potential do you see for your channel — systems integrators and security dealers?

DRAKO: I think they are really excited because they have the opportunity to increase revenue by charging the customer for setup and configuration, so the customer can actually see value in that. They see their dealer making it work the way they want it to, and they understand that there is some work involved in that and are willing to pay for it.

So the dealer can add more business in the setup, configuration and management of the system than they might otherwise have not been able to get, so the dealer sees this as a place where they can add even more value.

SSN: What are your short-term and long-term goals with this \$40 million in funding?

DRAKO: The part of this that most people don't think through is that AI, neural networks, machine learning is the new frontier, the Wild West, and [as an industry] we are still figuring it out. Do you use

AI see page 22

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- On-board Ethernet port for Conetix IP alarm communication and remote programming

www.boschsecurity.com

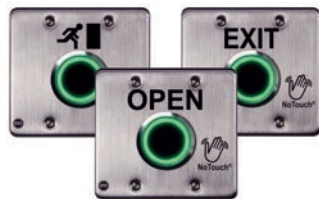


Safety Technology International (STI)

NOTOUCH STAINLESS STEEL BUTTON, US DOUBLE-GANG

- NoTouch stainless steel double-gang button helps prevent the spread of germs yet makes passing through a door simple
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- Adjustable relay latch 0.5~20 seconds, switch is IP65, operating voltage 12VDC-24 VDC, 45mA (max.). Detection range 1.5~6in.

www.sti-usa.com/ssn27



Viking Electronics

E-32 - DOUBLE GANG SPEAKER PHONE WITH DIALER

- Telephone line powered with 5 number rollover auto dialer and non-volatile memory
- Automatic Noise Cancelling (ANC) feature for proper operation in noisy environments
- Marine grade 316 stainless steel faceplate, screws and push button switch

www.vikingelectronics.com



ADT

BLUE BY ADT OUTDOOR CAMERA

- Blue by ADT is a flexible, customizable DIY smart home security solution with no long-term contracts required
- Outdoor Camera has full 1080p HD, 130° field of view, 16.4 ft. motion detection range
- Wi-Fi connected and rechargeable battery
- With the app, users can manage Z-Wave compatible products and control their system with live streaming and video recording

www.bluebyadt.com



abode

IOTA

- abode iota is an, all-in-one DIY smart security system featuring built-in 1080p HD camera, motion sensor, and two-way voice
- Features out of the box compatibility with the leading smart home technologies as well as voice-assistant support
- Supports on-demand professional monitoring, monthly monitoring, or monitor-on-your-own plans for maximized customer support

www.goabode.com

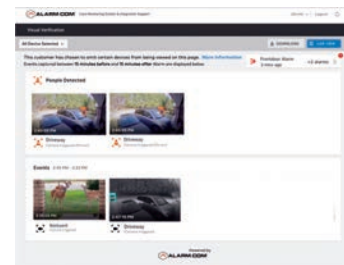


Alarm.com

PEOPLE DETECTION FOR VISUAL VERIFICATION

- Alarm.com's People Detection for Visual Verification helps monitoring stations quickly and effectively assess alarm events
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- The feature works with all Alarm.com cameras and does not require customers to have Video Analytics in their service packages

www.alarm.com



Monitor Dynamics

SAFENET

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www.mondyn.com



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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AI

continued from page 20

use GPUs, or do you not use GPUs, and which GPU should you use? Which algorithm do I use? TensorFlow or no TensorFlow? Do I use Google Cloud or Amazon Cloud, or do I roll out my own cloud? — there are thousands of ways that you can do this.

Eventually, five or 10 years from now, we'll have it sorted out, but all of this is much easier to deploy in the cloud than on the edge. If I go and deploy GPUs at the edge, two or three years from now you might find that it worked, but now it is out of date and there is something that is much better. Now I have to throw all of that hardware out and get new hardware, but in the cloud world you don't have to deal with all of that; it is just pay as you go, and as the technology changes, Eagle Eye takes care of all of that for you.

I believe that technology in this AI realm is going to change a lot, but I don't think we are close to sorting it out as an industry, as a society, as a world — it is changing drastically every six to 12 months. As Nvidia makes innovations, as TensorFlow gets significant upgrades and people make breakthroughs and design and figure stuff out, you don't want

to make a big investment on your own right now to solve problems because whatever you invest in will be out of date.

So Eagle Eye, with our open platform, allows all the third parties to integrate their AI, so we have dozens and dozens of people plugging AI into the platform that our customers can either pay for or buy on a monthly or yearly basis.

We also have our own developments on that front but we are not locking out other folks, so we give the customers lots of choices at a time when there are a lot of choices, and nobody really knows what all the answers are right now when it comes to AI.

So that flexibility is really valuable to the customer and is one of the fundamental premises that Eagle Eye is based on, unlike other vendors who try to lock you into their cameras, their cloud — their every thing.

We work with like 10,000 different cameras and we work with on-premise, or cloud storage, as well as with hundreds of parties who integrate on our platform and integrate their analytics with other features and capabilities. So that is a key part of the Eagle Eye value proposition, and this AI investment is going to enhance that, so that means more capabilities and openness. **SSN**

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Boston, MA	\$1 Million	Fort Pierce, FL	\$2.8 Million
Los Angeles, CA	\$10.4 Million	Ft Meyers, FL	\$5.5 Million



Information, Testimonials, Videos and an Informative eBook available at www.afsSMARTfunding.com

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SSN SNAPSHOT

PEOPLE NEWS



BCD International announced the hiring of **Kelly Carlberg** to the newly created position of Strategic Alliances Manager - Dell Technologies.

Carlberg brings with him more than 20 years of surveillance and IoT expertise, and specializes in developing relationships and accelerating the use of appropriate indirect channels.

Carlberg's industry expertise includes cloud computing, virtualization, information security, identity and access management, policy management and compliance, network infra-



Kelly Carlberg

structure (routers, switches), as well as secure mobility and enterprise video. He brings an extensive background in partner recruitment, channel marketing, demand generation, optimizing routes-to-market, influencing and consulting partners, and emerging technology channels.

"While at Dell, I admired BCD's innovation and go-to-market strategies as an OEM surveillance partner. I am looking forward to leading with these industry-leading innovative solutions going forward among all Dell channels," stated Carlberg.

As one of Dell's larger OEM customers, BCD delivers purpose-built, maximum performing, and guaranteed video infrastructure solutions to customers all over the world.

Carlberg's mission will be to deliver BCD's message within the Dell sales community while working together to bring the proper video surveillance solution to both Dell and non-Dell customers globally.

Siklu, a global leader in fixed 5G millimeter wave (mmWave) technology for Gigabit Wireless Access, Smart City and security networks, announced the appointment of **Alex Doorduyn** to the position of vice president and general manager for the Americas. He is a seasoned sales and business development leader in the wireless telecommunications, physical security and smart city industries with over 20 years of experience.

He joined Siklu in 2015 to establish Siklu's

position in those vertical markets, initially in the USA and then globally as AVP of Business Development & Sales, Security & Surveillance. Under Alex's leadership, Siklu has created an industry ecosystem with major security industry leaders such as Axis Communications and Milestone Systems (part of the Canon group), Hanwha and Avigilon (a Motorola company) to name just a few.

Prior to Siklu Alex has enjoyed tremendous success in the security and smart cities space working for leading industry players such as Johnson Controls and Pelco. Alex has a BSc Degree from Aston University (Birmingham, UK) in International Business and also studied at the ICN Business School Nurnberg in Germany. Alex is also President and Board Member of Los Angeles Rowing Club, the largest non-profit community rowing club in the city of Los Angeles.



Alex Doorduyn

FIVE QUESTIONS



Srinath Kalluri, Ph.D., is CEO of Oyla, a company that has developed a unique AI-based video surveillance system.

WHAT ARE SOME OF YOUR HOBBIES? I played tennis in college, so I love to play once a week — it's a good sport to socially distance from people. That, along with reading and hiking, round-out some of my interests.

IS THERE SOMETHING INTERESTING YOUR COWORKERS MAY NOT KNOW? After working as an engineer/scientist for awhile, I took a year off to do some creative writing. I always loved writing ... But after the year I spent, I realized that being good at something has nothing to do with making a living. It's an art and the challenge really is taking the jargon you've been trained to use and remove it.

WHAT DO YOU LIKE MOST ABOUT THE INDUSTRY? I think what I like most is that it's starting to change, as we see the adoption of innovative, forward-thinking technologies accelerating and so many companies embracing that digital transformation that many of their customers have been engaging in for a number of years. From that perspective, it's an exciting time to be a part of the industry.

WHAT TRENDS ARE YOU SEEING IN THE INDUSTRY? The use of cameras in surveillance is something I've always monitored, but now, these cameras are becoming more sophisticated driven by the use of artificial intelligence (AI) as a broader piece of the puzzle. The speed of this change tempted others to enter the space from other high-tech industries. The increasing use of AI and the desire of organizations to use this intelligence for more awareness — both of these are areas that I've been interested in and now is the right time to enter the market as an entrepreneur.

CAN YOU RECOMMEND ANY GOOD BOOKS, PODCASTS, MOVIES, ETC.? Hilary Mantel wrote a historical fiction trilogy about King Henry VIII's powerful chief minister Thomas Cromwell, which has been really interesting: Wolf Hall, Bring up the Bodies and The Mirror and the Light. I also listen to different podcasts, including the Lex Fridman Podcast, which is largely about AI, conversations about science, technology, history, philosophy and the nature of intelligence. I also listen to a couple of political podcasts. I'm not big on movies or television, but I do watch the Mandalorian with my kids and the last movie I really enjoyed was Dolemite is My Name starring Eddie Murphy.

— Paul Ragusa



Srinath Kalluri

CALENDAR



Dec. 9-11: 2020 Security Investor Conference, usually held at the InterContinental Barclay in New York, Imperial Capital's Annual Investor Conference is now virtual. The show 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. Surveillance, 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

Feb. 4-5, 2021: Barnes, Buchanan Security Conference, Due to the ongoing pandemic, the 2021 Barnes Buchanan Conference will be held virtually on Thursday, February 4 and Friday, February 5, 2021. Keep an eye on the website, www.barnesbuchanan.com, for conference updates.

Feb. 24-25: 2021 SecurityNext Virtual Conference, The conference will be held over two afternoons on Feb. 24 & 25 through the GoToMeeting platform, with the goal of keeping you connected and informed during these unpredictable times. From breaking down the barriers to the adoption of AI to building a cyber-physical business model to thriving during the current pandemic (and how to apply what we've learned moving forward), SecurityNext will cover the hottest, most relevant and timeliest topics affecting the security industry. Plus, the SSN "40 under 40" and Security Legend virtual Award Reception will be held on the end of day one, where SSN will honor this year's incredible Class of 2020 "40 under 40" winners (see page 3), as well as our two Security Legend Award winners (to be announced in the January issue). For additional information on SecurityNext, visit securitynext.com.

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