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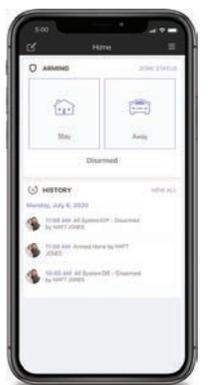
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completed the acquisition of video security solutions provider Pelco Inc. based in Fresno, Calif. for \$110 million in cash.

MOTOROLA *see page 20*

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Ryan Schonfeld

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WATCH *see page 11*

the answer.

Schonfeld said the company, which soft-launched in October of 2019, removes that cost barrier while providing a comprehensive program designed to be fully white-labeled. "We are getting a

heaven, co-marketing committee chair for the Open Security & Safety Alliance (OSSA) and Alliance Marketing expert for Bosch Security Systems, told Security Systems News. "Starting off as a group of like-minded companies with a shared vision to better and more easily initiate and capture the benefits of IoT into the industry, OSSA has become a professional organization consisting of close to 40 leading tech companies that create quality specifications and guidelines."

Milestones and goals

OSSA *see page 20*



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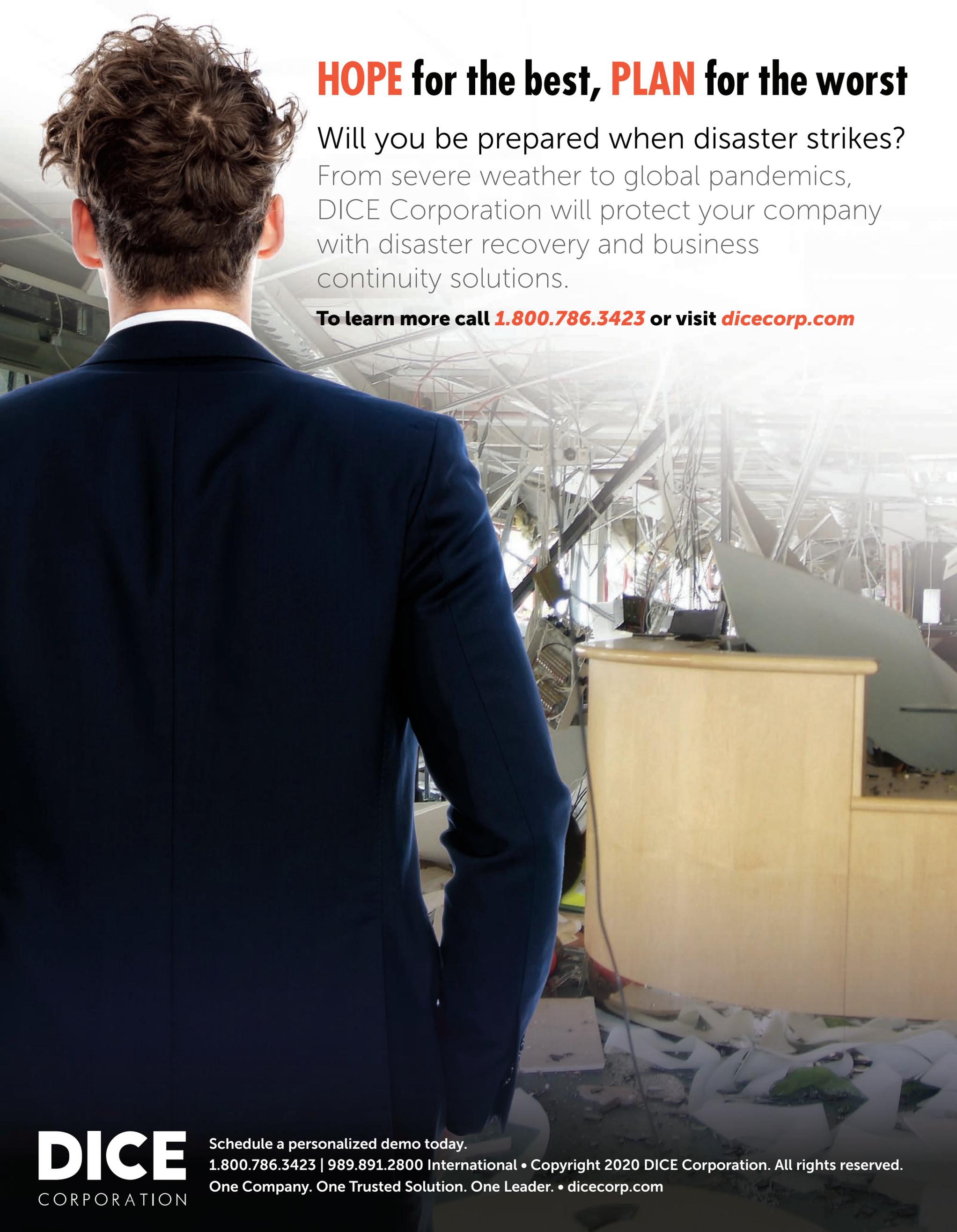
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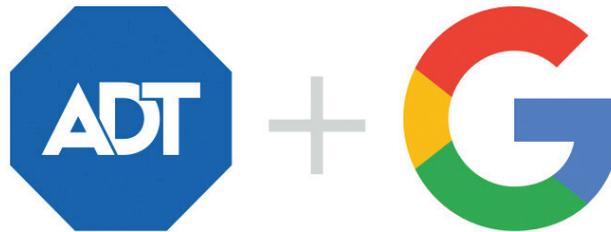
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ADT, Google shake up industry with big deal

By Paul Ragusa

BOCA RATON, Fla.—ADT and Google announced a long-term partnership with the goal of creating an end-to-end smart home solution that combines Google’s technology platform with ADT’s installation, service and professional monitoring network.

Google will make a \$450 million investment in ADT, which equates to 6.6 percent of ADT’s outstanding aggregate common equity, in exchange for shares of a newly created Class B common stock having all of the rights and preferences of ADT’s common stock except for the right to vote on the election, appointment or removal of directors. Google’s equity investment is



expected to close in the third quarter of 2020.

ADT expects to offer certain Google devices to its customers beginning this year and to expand the integration in 2021. The complete “ADT + Google helpful home security solution” will utilize a secure platform for a “seamless

experience that prioritizes privacy and interoperability for greater customer peace of mind and choice,” the announcement read.

“Today we start a new chapter in the company’s 145-year history with this partnership with Google,” ADT President/Chief Business **ADT-GOOGLE** *see page 19*

Motorola buys Pelco for \$110m in cash

By Paul Ragusa

CHICAGO—Motorola Solutions announced it has completed the acquisition of video security solutions provider Pelco Inc. based in Fresno, Calif. for \$110 million in cash.

MOTOROLA *see page 20*

Security-as-a-service

RAS Watch model gives integrators an easy managed-service, RMR option

By Paul Ragusa

EL SEGUNDO, Calif.—RAS Watch Founder and SSN Class of 2019 “40 under 40” Alumni Ryan Schonfeld said the idea to create an intelligent Safety & Security-as-a-Service model came after hearing Silicon Valley companies talk about how their growth was outpacing their security infrastructure needs.

“We asked ourselves, ‘How can we solve this?’ So, we came up with a scalable, Fortune 100-level program based on what a true safety and GSOC program should be, not just a camera monitoring room, but access control, social media monitoring, travel tracking and security, executive support, mass communications,

etc.,” Schonfeld explained. “How do we build out that large enterprise program and offer it as a shared managed service that companies can just subscribe to with no major capital investment? RAS Watch was the answer.”

Schonfeld said the company, which soft-launched in October of 2019, removes that cost barrier while providing a comprehensive program designed to be fully white-labeled. “We are getting a huge amount of traction with our integrator community because of the ability to resell Watch either as a completely white-labeled solution or as a partner relationship to their customers, which immediately starts generating revenue

WATCH *see page 11*



Ryan Schonfeld

OSSA creates industry harmony

By Ginger Hill

SAN RAMON, Calif.—Open Security & Safety Alliance (OSSA) members have been quite productive since the Alliance publicly opened its door in 2018, with the goal of shaping a more simplified, collaborative space for the IoT and security space. Comprised of diverse industry leaders, influencers and innovative organizations from all facets of the security, safety and building automation space, over the past 20 months, the Alliance has achieved a series of accomplishments that encompass the organization’s overall vision: “one global approach to fuel the creation of new value within the security and safety space.”

“From its public launch in September 2018, the Open Security & Safety Alliance has undergone a true growth spurt,” Gijs van den Heuvel, Co-Marketing Committee chair for the Open Security & Safety Alliance (OSSA) and Alliance Marketing expert for Bosch Security Systems, told Security Systems News. “Starting off as a group of like-minded companies with a shared vision to better and more easily initiate and capture the benefits of IoT into the industry, OSSA has become a professional organization consisting of close to 40 leading tech companies that create quality specifications and guidelines.”

Milestones and goals

OSSA *see page 20*



Gijs van den Heuvel



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Security



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NEWS

BRIEFS

Ken Gould selected as NJELSA president

MARLBORO, N.J.—The New Jersey Electronic Life Safety Association (NJELSA), which represents members of the security and life safety industry as well as locksmiths in the state of New Jersey, elected Kenneth J. Gould, of Ken Gould Consulting and Gould Alarm and Communications, as its new president.

Gould was sworn in at the NJELSA Annual Symposium in March of 2020 and enters the role with more than 45 years of experience in the security and life safety industry. He will be instrumental in helping set the organization's agenda while staying true to exceptional leadership. Gould will also act as a liaison to foster positive dialogue between fire protection, life safety, and security specialists, as well as fire departments, government officials and code regulators.

"I would like to thank the members of NJELSA for electing me as their new president," said Gould. "This is an important time in New Jersey as its people face many unique challenges. I look forward to working with my NJELSA partners in expanding the scope of our organization's influence."

He has served on the NJELSA Board of Directors for many years and has served and chaired numerous committees. He has prepared for this position by being the charter chapter representative for New Jersey and the Electronic Security Association. He also acts as a consultant and is a frequent speaker on industry-related topics.

In addition to his close work with the NJELSA, Gould is also involved in several other professional and community associations, including The Mission 500 national charity organization where he is the Chairman of the Board. He also served as past president of the Staten Island Burglar and Fire Alarm Association, Past President of the Metropolitan Burglar and Fire Alarm Association and past president of the New York Fire Alarm Association.

SecurityNext webcast to feature industry leaders

YARMOOUTH, Maine—Security Systems News is excited to be hosting its first SecurityNext webcast on Sept. 9 at 2 p.m. ET, a virtual extension of the in-person conference we had such success with back in February.

"The Future of Security Now: State of the industry from top industry leaders," features an incredible lineup including:

- Steve Van Till, President/CEO, Brivo
- Christine Lanning, President, IST
- Ray Coulombe, Managing Director, SecuritySpecifiers
- John Mack, Executive Vice President, Co-Head of Investment Banking, Imperial Capital
- Kelle Shanks, senior account executive, Convergent Technologies

There will be a Q&A session at the end run by Managing Editor Ginger Hill.

Visit www.securitysystemsnews.com and click on the link to register for free.

ESX Innovation Award winners announced

By SSN Staff

DALLAS—ESX is proud to announce the category winners in its 2020 ESX Innovation Award competition. These products and services were selected by an independent panel of judges based on a set of criteria that considered innovation, end user experience, response to market need and more.

"We are proud to highlight next gen products and services that create new opportunities for security professionals to deliver what end users want," ESX Chair George De Marco said in the announcement. "Many companies also want to gain insights on how to more effectively grow their revenues and maximize their profits."

ESX selected 10 category winners to present their products for the ESX TechVision Challenge, a "Shark Tank" style format that took place the week of August 17. This year's TechVision Challenge was conducted virtually, with an on-demand video recording made available to the public. *Security Systems News* is excited to be the Media Sponsor

again this year.

In addition to the TechVision Challenge, ESX is introducing an ESX People's Choice element where security professionals' opinion will determine the winner of a brand new award.

The ESX 2020 (winners listed in alphabetical order by company):

Installation / Service Tools
Productivity Mobile Applications

Product: On-Site Wrap Up
Company: Alarm.com
Mobile Apps for Consumers
Residential App for Life Style
Product: Highlights
Company: Alarm.com

Smart Home - Electronics / Control Systems / Networking
Home Automation / Home Control Systems
Product: Slimline Touchpad
Company: Alula

Cyber Security
Cyber Security Solutions
Product: Bold vCISO
Company: Bold Group
Monitoring Station
Software
Product: Bold Event Monitoring and Accounting Integration
Company: Bold Group

Intrusion Systems
Controllers & Control Panels
Product: ClareOne - Smart Security and Smart Home Panel
Company: Clare Controls
Monitoring Station
Sub-Category: Receivers/Hardware
Product: DICE Corporation Software Receiver (DCSR)
Company: DICE Corporation

Commercial Automation / Control Systems / Networking
IT/Networking
Product: IPtelX Alarm Signal Network
Company: DICE Corporation

Access Control
Controllers - Stand-alone of Networked or Appliance Based Systems
Product: Switch Tech
Company: dormakaba

Video Surveillance
Monitors
Product: DuraVision FDF2711W-IP
Company: EIZO Inc.

Digital Health / Well-Being Systems
Mobile Tracking / mPERS
Product: Essence mPERS 5G

Company: Essence
Monitoring Station
Enhanced/Verified Monitoring
Product: Evolon Verify
Company: Evolon
Video Surveillance
IP Cameras
Product: TNB-9000
Company: Hanwha Techwin America

Access Control
Hosted/Managed Access Systems
Product: EdgeState
Company: RemoteLock

Access Control
Gate/Door Operators
Product: Serial Pro Wireless Bridge
Company: Sure-Fi

Smart Home - Electronics / Control Systems / Networking
Energy Management Controls /Systems
Product: Xandar Kardian Smart Home System Using Radar
Company: Xandar Kardian

Digital Health / Well-Being Systems
PERS
Product: Xandar Kardian PERS (Emergency Beacon)
Company: Xandar Kardian

SSN

SPECIFICALLY SPEAKING

Timothy Minor

Founder and President

Lead physical security management consultant

T.A.Minor & Associates



What kinds of systems do you design/specify including services you provide?

We offer services to include Policy and Procedures, physical security assessments/risk assessments, threat assessments, security planning and design, security project management, red teaming and simulations, training and presenter services, A&E services, case studies and specialty services.

Areas of focus include Entertainment Venues, Commercial Buildings (Office Buildings), Commercial Buildings (Manufacturing), Data Centers, Supply Chain

and Logistical Hubs, Schools and Places of Worship, New Construction Security Design, Hospitals, and Industrial/R&D.

At T.A.Minor we have started a new department within the company to help develop and implement a new method to test the security and safety of a building using simulations and the companies existing security methods. Then taking and editing the downfalls and testing them in simulation. This gives us a more complex red team look at a facility as well to help insure to the customer that

SPEAKING see page 4

Demand for cloud-based services on the rise

By SSN Staff

STAMFORD, Conn.—The latest Gartner research forecasts worldwide public cloud revenue to grow at an impressive 18.8 percent growth rate over the next two years, going from \$257.9 billion in 2020 to \$364.1 billion in 2022. This follows a 6.3 percent growth rate from 2019 to 2020.

"When the COVID-19 pandemic hit, there were a few initial hiccups but cloud ultimately delivered exactly what it was supposed to," said Sid Nag, research vice president at Gartner. "It responded to increased demand and catered to customers' preference of elastic, pay-as-you-go consumption models."

Gartner found that software as a service (SaaS) remains the largest market segment and is forecast to grow to \$104.7 billion in 2020, up from \$102.1 billion in 2019. SaaS is set to take off in the next two years, growing to \$140.6 billion in 2022, at a CAGR of 15.9 percent

from 2020-2022.

"The continued shift from on-premises license software to subscription-based SaaS models, in conjunction with the increased need for new software collaboration tools during COVID-19, is driving SaaS growth," according to Gartner.

Gartner noted the second-largest market segment is cloud system infrastructure services, or infrastructure as a service (IaaS), which is forecast to grow 13.4 percent to \$50.4 billion in 2020, and then to \$81 billion in 2022—a whopping 26.8 percent CAGR over that two-year period.

"The effects of the global economic downturn are intensifying organizations' urgency to move off of legacy infrastructure operating models," researchers noted.

Public cloud services in many regions is expected to grow rapidly as economies reopen, with regions such as North America expecting to return to higher spending levels by 2022. **SSN**

Specifically Speaking

Continued from page 3

we are implementing the correct security tool and techniques when we give the customers the recommendations for improving their systems.

Without giving away too much of the proprietary methods, we are using the ANSI standards

for the security industry as well as some other independently sourced variables to obtain our methods and our results.

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

I founded T.A.Minor & Associates in 2019. I started

doing independent consulting in 2017, right before I was medically retired from the United States Army. After I was injured, I was put on desk duty and had to dig into government regulations on how certain facilities needed to be designed. That is how I found the passion to help secure people, property and how it is intrinsically difficult to execute. This made me want to find ways to make

it easier to understand and to learn about security techniques.

T.A.Minor was created so that we could better serve my ever growing client base and to meet their needs and demands of the client and to design and execute so that management can understand the benefits of doing things certain ways.

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

The use of automation in the security world is growing faster than what the client can keep up with. You buy something new and it is already old technology. This is causing issues with the mass amount of information you are collecting and to know what issues are and what are not issues. It is causing the boy who cried wolf phenomenon because there is no way to differentiate what is an accident and what is a real threat. I have noticed that there are a lot of new sorting tools and techniques that are up and coming to help you understand what information important and what information is just noise. s.

What is your view on the industry moving forward?

I thThe industry moving forward is 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 (Cyber Security) and Security departments as they must work together to combat the future issues that face companies. The bad guys are using both physical and technologically based attacks. Because of this way that Cyber and Physical security professionals communicate 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. This is what we try to bring to clients as it is important to grow as a team and not segregate your resources.

We believe that the security world is moving to a different methodology of how to combat the ever-changing world. We think that CPTED is very important in this rapid change in the world though not a new method by any means it is just becoming more important to think about the behavioral normality's that you have at your facility as well as the normal environment that you have to ensure that your policies and procedures meet with the environment that they are designed for as well as that the environment is designed to help make it easier to manage. **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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Companies seeing rise in cyberattacks during COVID-19

By Paul Ragusa

YARMOUTH, Maine—With so many companies working from home, combined with hosting more online and virtual events and meetings, malicious cyber activity has been increasing as cyber criminals take advantage of so many people letting their guard down during this time. This month's News Poll looked to gauge what SSN readers are experiencing, and many confirmed what

VPN investigation, a number that many experts agree will continue to climb as cyber criminals prey on those working at home and using a multitude of networks and devices that a hacker can gain access to or through.

When asked the million-dollar question — have you seen an increase in malicious cyber activity? — a whopping 92 percent so an increase in activity with 67 percent saying “yes” and 25 percent saying “some” and only 8 percent saying no.

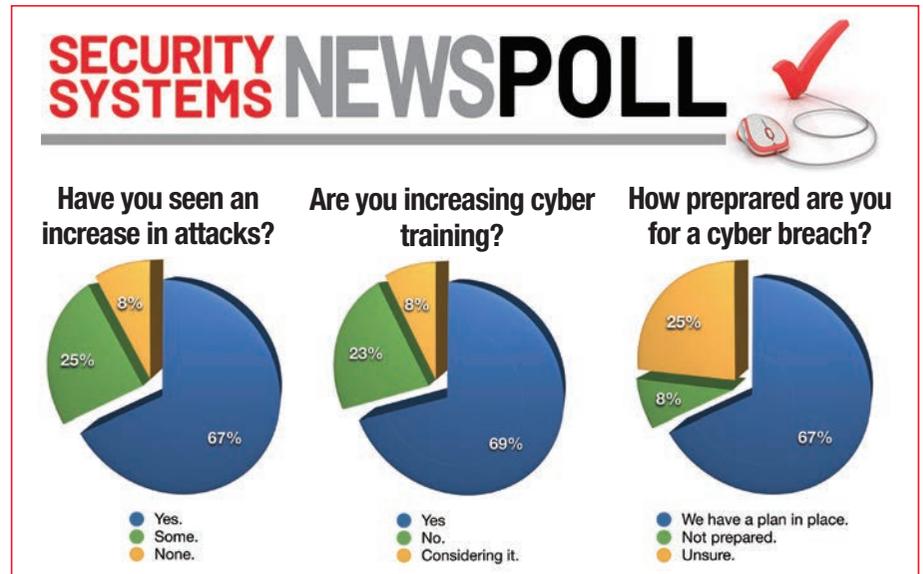
Looking at prevention and education, 69 percent of respondents said they have increased cyber-awareness training with so many working from home, with 23 percent saying they have not increased training and 8 percent saying they are considering it.

Interestingly, when asked how prepared companies feel for a major cyber breach, 67 percent said they have a plan in place, while 25 percent feel they are



the latest research is showing.

In fact, over the past 12 months, cyberattacks on U.S. companies shot up by 93 percent, according to an Atlas



not prepared, and 8 percent said they were unsure.

Looking at the rise in cybercrime, the VPN study reveals a real need for cybersecurity services right now, which is good news for cybersecurity providers, or integrators who offer cybersecurity services.

For example, some business sectors were targeted more than the others, such as the financial services sector, which saw the highest average rise in cyberat-

tacks experienced at 56 percent — 11 percent above the norm. What is more, 43 percent of the companies in this sector reported a more than 50 percent increase in the volume of the attacks.

The financial sector is closely followed by the healthcare sector, which saw an average increase of 49 percent in cyberattacks. Nearly half of the respondents within the industry reported upward jumps in attack volume between 26-50 percent. **SSN**

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EDITORIAL

Cyberattacks skyrocketing ...

When I hear the word “skyrocket,” it always reminds me of fireworks bursting overhead, spraying beautiful, illuminating dots and sparkles of color across a black nature canvas. However, when it comes to cyberattacks, there’s nothing beautiful at all about them; they’re detrimental.

Take a moment to really think about these malicious assaults that gain unauthorized access to a victim’s device. Sensitive data can be stolen, computers completely taken over and harmful takeovers of internal network infrastructure.

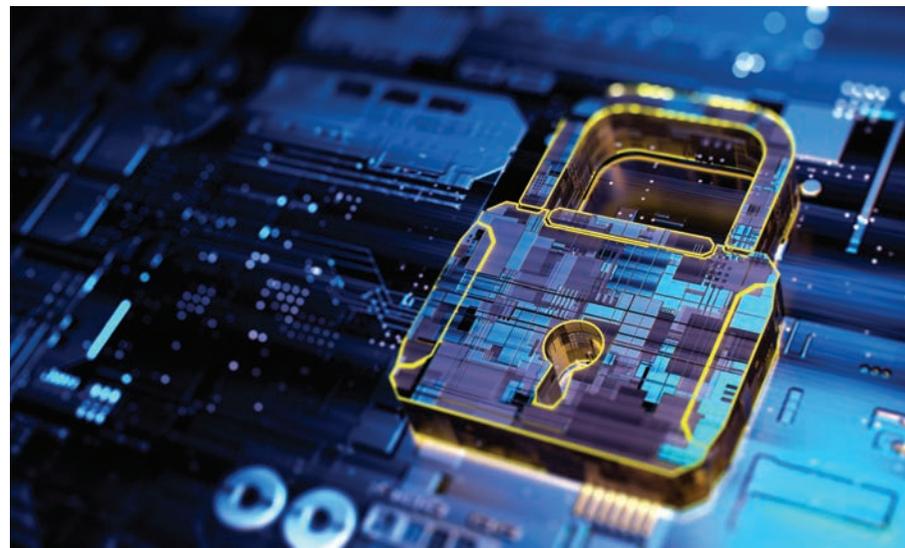


Ginger Hill

Unfortunately, over the past 12 months, cyberattacks on U.S. companies shot up by 93 percent, according to an Atlas VPN investigation. VMware Carbon Black canvassed 250 North American company representatives operating across different verticals.

Data from March 2019 to March 2020 was taken into account and produced the following results:

- 23 percent of respondents saw an uptick in attack volumes between 1 to 25 percent;
- 42 reported a more significant increase between 26 to 50 percent;
- Nearly a quarter of the surveyed companies saw more than 50 percent growth in attack volume;
- 4 percent reported attack volume surged by more than 2 to 4 times;



- Financial services saw the highest average rise in cyberattacks at 56 percent, which is 11 percent above the norm;

- 43 percent of financial service companies reported an over 50 percent increase in the volume of attacks; and

- Healthcare saw an average increase of 49 percent in cyberattacks.

Attacks come in a variety of types, kind of like Skittles, where victims can literally “taste the rainbow” (to quote Skittles’ commercials) of the types of tactics and techniques cybercriminals are using. However, most favored by cybercriminals in this survey was custom malware that leverages existing, legitimate, already-installed software on a victim’s computer. From this survey, 29 percent of the companies identified custom malware as the most frequent

type of attack.

Other types of cyberattacks outside of what was previously mentioned, included:

- Commodity malware reported by 1 in 10 of the surveyed companies;
- Supply chain attacks reported by 9 percent;
- Ransomware at 7 percent;
- Hollowing reported by 5 percent of the surveyed companies; and
- Island hopping reported by 2 percent.

So, now that you’ve got all the data, stay tuned for next month’s blog when I talk about these types of attacks; identify what exactly they are; and give tips on how you can prevent you and your company falling prey to them. As you know, these attacks are only going to get more nefarious **SSN**

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SECURITY SYSTEMS NEWS

PRESIDENT & PUBLISHER

Sarah Flanagan
Tel: 207-319-6967
sflanagan@securitysystemsnews.com

EDITOR

Paul Ragusa
pragusa@securitysystemsnews.com

MANAGING EDITOR

Ginger Hill
ghill@securitysystemsnews.com

CONTRIBUTING EDITOR

Lilly Chapa
lilly.chapa@gmail.com

PRODUCTION DIRECTOR

Lise Dubois
ldubois@unitedpublications.com

E-MEDIA MANAGER

Peter Macijauskas
pmacijauskas@unitedpublications.com

SEND PRESS RELEASES TO:

EDITORIAL OFFICE
editor@securitysystemsnews.com
Tel: 207-846-0600

ADVERTISING OFFICE

Security Systems News
106 Lafayette St., PO Box 995
Yarmouth, ME 04096
Tel: 207-846-0600

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Brad Durost
207-846-0600, Ext. 274
bdurost@securitysystemsnews.com

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Adam Knatz, Adam.knatz@stamats.com
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PO Box 1888
Cedar Rapids, IA 52406-1888
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Technology and trafficking: A ticking time bomb

By Elisa Mula and Min Kyriannis

HUMAN TRAFFICKING is a topic that needs to be addressed, especially by having conversations about it with loved ones. Unfortunately, many keep quiet or do not realize how close these criminals are to people — they can be your neighbors, friends or even people you work with. The recent arrest of Ghislaine Maxwell shows just how easily it is for predators to manipulate and prey upon people.

Min Kyriannis, cybersecurity expert:

Years ago, children were often taught never to talk to strangers; those days are long gone. We are now digitally connected to everyone and everything through social media, our phones, smart equipment in the home and even gaming. This is the norm. Even our kids are becoming connected as they are born into this world, and we take it for granted.



Min Kyriannis

So, how do we teach our kids to be safe in this digital age? To show how close to home human trafficking impacts us, below is a personal experience that happened recently. My daughter is of the age to understand this topic conceptually. Her friends can go on the computer and access information as well as join various gaming platforms. With the COVID-19 pandemic, we, as parents, are finding creative ways to entertain and educate our kids, even play dates that our kids have are almost all virtual.

My daughter wanted to play an online game with her friends. I relented to the platform, but in agreement with her that I was to have the ability to monitor her activity. It took me less than half a day to decide to have our information deleted and removed from the company's database.

Games like Roblox, Minecraft and others do not have stringent parameters set to protect children from predators. When an account is created, the company does require a parent to sign off, but that is the extent of parental involvement. Once that is established, the company has been give the authority to act however it wants.

But, let us take a step back. Accounts are left open as a default. Parents must manually go and set security parameters so children cannot engage with anyone. But with those restrictions, it limits children's ability to play and interact with their friends. Thus, parents have to loosen security options. In addition, these games also show openly if a player is under 13-years-old — major red flag!

Within a few hours, my child had a huge list of unknown people adding her as a 'friend.' I immediately disconnected the game and contacted the other parents to alert them that we will no longer be playing this game and it will be permanently removed from our devices.

Elisa Mula, founder, EMD Designs Inc.:

My friend, Min, here describes the situation between her and her daughter, and she happens to be one of the brighter cybersecurity professionals in the industry. She knows what to look for when it comes to

risk and technology. I am not sure many parents understand the applications and games the way she or even their children can as many parents have not used much more than social media applications such as Facebook, Pinterest, etc.

In April 2020, Forbes reported that child exploitation complaints rose 106 percent and hit two million in just one month.

According to the article, the National Center for Missing and Exploited Children (NCMEC) said the increase was recorded through a reporting system largely used by law enforcement, tech companies and social media platforms. NCMEC said they are unsure if there is a direct connection to COVID-19 and the recent stay-at-home orders enforced by the government; however, they argue the idea that more people are home to report illegal imagery.

On the other hand, NCMEC has also stated that predators had used the stay-at-home orders to increase their supply. Investigators combing the Dark Web have reported in posts on various forums where such predators talk about 'seizing the opportunity of this confinement and the increased exposure of children online as a possibility to access them and increase production of material.'

If that does not scare the hell out of every parent, I do not know what would! These are not the average, everyday criminals. These are sophisticated, surgical attacks from behind a veil that many parents do not even know exist. These are individuals

that spend their lives at a keyboard, and the recent chaos our world is experiencing has enhanced their game.

Glenn Beck [CEO of The Blaze] spoke publicly about his own incident where he and his wife accidentally discovered a predator grooming their son. The story ended with the FBI tracking this individual down and a difficult lesson learned for the whole family, but it could have been a lot worse. The question is: 'how many families experience the worst version of a similar story?'

If you are on social media, there is no doubt you have seen people arguing about censorship, it just happens to be one of the hottest topics rolled into the COVID/Black Lives Matter (BLM) umbrella. But, perhaps you have not seen the meme that states, 'if tech companies can censor _____ why can't they remove child porn from the Internet?'

No matter where you sit on the topic of censorship, 'are we all doing enough to combat this issue? Are the tech companies, gaming industry and social media platforms complicit? Where are our legislators on this issue? I know all eyes are on the virus and riots right now, but who is watching the 'hen house?' If the criminals are looking at this currently as an opportunity, who is on the defense?'

As security professionals, we can petition legislators and educate parents and children. As parents, it is our responsibility to make ourselves aware.

Kyriannis:

As a professional who deals in cybersecurity, technology and risk, you can imagine the shock as I was reading through the gaming company's policies on how they 'protect' children!

When I contacted the company's privacy team, I was advised: 'You can discontinue

using the account and leave it inactive. If you decide to come back, she can play.'

My response: 'As a cybersecurity professional, you have not truly given me viable details on how you will protect my child. I clearly see major flaws with your platform, which I am sure your company will not address in a timely manner. Please delete and remove all our pertinent information from your database.'

Given the circumstances above, we know this is not a typical response, since most parents are not technically savvy. Technology has taken over our world, and there are predators in all shapes and forms. Technology has just made it easier for these types of predators to dwell and prey upon young children. These [various digital] platforms are multibillion-dollar industries, and a way many predators go on to lure naive, young children into their traps. My personal experience that I shared is a clear example of a company that is interested in making money doing the minimum to comply with 'regulations' on minors utilizing their platform.

As an awareness for all parents ... this is not to scare you, but is a wakeup call that even at home, we are not safe. Not only do we have to teach our kids not to speak to strangers [digitally and in-person], but also teach them the dangers of technology that is provided to them.

Technology has essentially opened doors to criminals and traffickers with them setting foot into our homes. Think about how connected we are. We need to consider that we have now given these same types of connections to young, innocent minds who are still curious of the world. Instead of them becoming statistics to trafficking, let's start changing their mindset and teaching them how to become aware in such a technological world. **SSN**



Elisa Mula

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COMMERCIAL & SYSTEMS INTEGRATORS

S3 expands into Western Virginia

By Paul Ragusa

RALEIGH, N.C.—Strategic Security Solutions (S3), a provider of engineered security solutions, has acquired Intelligent Security Integrations, LLC, expanding its reach into the Lynchburg, Va. market.

S3 CEO and SSN Class of 2016 “20 under 40” Alumni Jay Slaughterbeck told Security Systems News that all ISI employees have become S3 employees and will be going through a new hire orientation in Raleigh next week along with some other new hires from the Raleigh office.

“S3 will continue to operate out of the ISI office in Lynchburg until we’ve had time to fully complete a 3-5 year plan for the market and assess the space requirements that will be

required,” said Slaughterbeck, noting that they will be adding additional resources and infrastructure to the “already talented staff in the office.”

S3’s Raleigh Branch Manager Pat Zakaria is very excited about this acquisition, noting, “Christian [Batchelor] and his team at ISI are very talented and will be a great addition to our team. We’ve partnered with them for a long time and they are the right fit for the S3 culture.”

Looking at S3’s long-term growth strategy, Slaughterbeck said the decision to move into the Lynchburg market “was an obvious step ... now that we have the infrastructure in place to expand our company to new area,

it’s exciting to have Lynchburg become our first branch office outside of Raleigh.”

This expansion to Lynchburg will allow S3 to enhance their service to customers in the area, while offering a significant talent



J. Slaughterbeck

pool for the company from the local colleges and universities.

“ISI and S3 were partnering to support several clients, and we believe this acquisition will specifically strengthen the support for those clients even

more,” added Slaughterbeck.

ISI focuses primarily on healthcare, higher education and high-tech companies, leveraging the latest technologies. “ISI is very familiar with cloud based solutions as Christian and his

team are very tech-savvy,” said Slaughterbeck. “They had vetted cloud based platforms and had begun deploying them but the overall number of cloud based solutions was insignificant overall.”

With all that has gone on so far in 2020, “We are grateful to say that sales are actually slightly up over last year, with a forecast trending towards another successful growth year,” Slaughterbeck said. “S3 has been surprisingly consistent all year, We’ve worked hard in an attempt to stay in front of the situations arising from COVID and have seen increased demand for specialized reporting requirements which we were prepared for and have been able to meet the desires of most customers.” **SSN**

Pedestal Pro and Convergent partner

By SSN Staff

LINDON, Utah—Pedestal PRO, a manufacturer of access control pedestals, in partnership with Convergent Technologies, a billion dollar global systems integrator, partnered to complete an emergency design, manufacturing, delivery and installation of custom, architectural stanchions necessary for the recent grand-opening of a luxury high-rise California apartment complex amidst the COVID-19 shut-down.

Pedestal PRO designed and manufactured several custom stainless-steel towers to house Lenel OnGuard readers and 2N IP Intercom stations, and had them delivered on site in less than a week, making it possible to meet a June 1 move-in date for tenants, the company explained, noting that this was accomplished despite the need for social distancing and other safety precautions in place at Pedestal PRO’s manufacturing facility that significantly altered the company’s standard in-house operations.

The companies created a case study highlighting the key role that cooperative

vendor relationships play in enabling systems integrators, like Convergent Technologies, to consistently deliver top-tier customer service under the most challenging conditions—in this case, with the help of equally committed manufacturing and service partner, Pedestal PRO.

“Convergent was the face of this project, so it was really important to us to do everything we could to back up their reputation,” Pedestal PRO CEO Pike Goss said in the announcement. “We deeply appreciate our long-standing partnership with Convergent, which has been instrumental in solidifying Pedestal PRO’s visibility and reputation within the security market as the go-to resource for custom pedestal solutions.”

The project, which was spearheaded by Convergent’s Pleasanton, Calif. office, involved new construction of an architecturally magnificent apartment building housing more than 200 luxury units, with underground parking and retail on the ground floor. Read the case study at: <https://pedestalpro.com/news/nid10>. **SSN**

Allied Universal buys

By Paul Ragusa

SANTA ANA, Calif.—With the recent acquisition of Phoenix Systems & Service, Inc. (PSSI), a full service security systems integrator based near Chicago, Allied Universal continues to expand its footprint as it grows to meet the increasing demand COVID-19 is placing on security.

While the acquisition of Phoenix Systems & Service will help Allied Universal expand its technology services business in Illinois and nationally, Allied Universal CEO Steve Jones said the deal almost didn’t happen.

“I’ve got to give credit to [Allied Universal Technology Services President] Carey Boethel, as this is something that he worked on for close to a year,” Jones explained, noting that the deal was put on hold when coronavirus hit. “Carey kept up with the company and built a relationship with the president, Dan Gardner, to make sure that we could keep this going at a time when most deals probably die.”

Jones pointed out there was some extra diligence needed to assess the impact that COVID has had on the business as part of the overall valuation.

“Both Phoenix and Dan’s team, and our acquisition team had

to work overtime on this thing, because it is almost like we had to do the work twice, looking at what the business looked like before the coronavirus, getting a good sense of what the business looked like during it and then making some projections on what it is going to look like post coronavirus,” explained Jones, who said he is proud the team was able to get the deal done during “the most challenging business period I have ever been in.”

PSSI, founded in 1991, has 35 employees with revenues exceeding \$16 million. PSSI’s diversified customer base includes several global entities and Fortune 500 companies.

“We are truly excited about this opportunity for our employees to become an integral part of Allied Universal as our business culture and expertise are a perfect match,” said Gardner, who will become a consultant to Allied Universal. “I wanted to personally thank all of our employees for their hard work, dedication and commitment to offering superior service to our customers each and every day.”

In addition to completing the acquisition, Jones noted that Allied Universal has been busy advising customers about reentry

ALLIED see page 13

BRIEFS

Acoustic Design Systems expands executive team

LAS VEGAS—Acoustic Design Systems (ADS) announced the hiring of Anjali Winther and Jeff Sutherland as the company’s first ever commercial business development manager and residential business development manager, respectively. The hiring was in response to major company growth in Q1 and Q2 of 2020.

Winther is responsible for growing the company’s commercial division that serves commercial property organizations, multi-family and HOA associations, builders and more. She brings close to a decade of experience handling commercial projects from bid to completion, and specializes in security alarms, access control systems, camera systems, acoustic panels, data cabling, networking and fire protection.

Sutherland is responsible for establishing and maintaining relationships with production and custom home builders, generating new business and fostering existing business relationships. He brings more than 30 years of industry experience.

ADT Commercial makes new appointments

BOCA RATON, Fla.—ADT Commercial announced the hiring of three senior-level security professionals to join their Enterprise Security Risk Group (eSRG). The new team members have wide-ranging experience in Fortune 500 companies, healthcare and law enforcement to help commercial organizations focus on business continuity, resiliency and adoption of best practices in disruptive and uncertain times. Members joining ADT Commercial’s eSRG include:

Chris Fowler, eSRG director of Global Risk Services, brings more than 25 years of experience in law enforcement, strategic planning and policy development, and has also served as Brigadier General for the Washington Army National Guard.

Patricia Coureas, eSRG principal consultant, brings 30 years of experience with the FBI as well as a proven track record of success in building and managing global security for a Fortune 500 organization.

David LaRose, eSRG principal consultant, enhances ADT Commercial’s presence in the healthcare security arena with his 35 years of experience providing healthcare security, safety and law enforcement solutions to customers.

“As organizations across the country work to safely reopen their businesses in our communities, the newest additions to our eSRG team mean that ADT Commercial is further poised to assist commercial clients more readily and completely,” Dan Bresingham, executive vice president, ADT Commercial, said.

RAS Watch offers security-as-a-service

Continued from page 1

from day one, and on an entirely recurring basis.”

While RAS Watch was initially thought of as a great solution for companies that do not have a GSOC, Schonfeld said he was surprised to see the first five companies that approached him had existing GSOC programs.

“Long term, we are about 50-70 percent less expensive than running a program and GSOC in-house,” Schonfeld pointed out. “If you factor in real estate and system maintenance and software patches — the true cost of ownership for an in-house program — we are going to be close to 85 percent less expensive than running your own.”

For organizations like asset management companies, or property owners with a lot of properties and tenants, there is an opportunity, he noted, to offer GSOC services as part of their package and monetize it to their customers.

“We also developed an entire sales kit for them to make it as easy as possible for them to go out and sell these products to their end users because it is not just pushing a product, it is actually something that is needed in the market,” said Schonfeld. “Now, with COVID-19, it has gone a step further because companies are looking for drastic ways to cut costs, so outsourcing shared subscription-based services is a great solution to that.”

Responding to the virus

As a result of the impact of COVID-19, RAS Watch also added a workplace exposure tracing (contact tracing) service that uses a blend of technology and human interactions, often in delicate scenarios and time-sensitive situations. Integrators can sell this additional service as part of the existing RAS Watch service or independently, which Schonfeld said is a strong differentiator across the industry.

RAS Watch is also working with companies going through the process of reopening and meeting state and federal mandates to locate critical resources that are trusted and sourced from manufacturers that have FDA authorization.

“One thing that we’ve noticed from our clients aiming to reopen their locations and get people back to work is the lack of resources for PPE, cleaning supplies and hand sanitizer — all of which are integral to the reopening process,” said Schonfeld. “That’s why we’ve established our own supply chain for these materials to bridge the gap.”

RAS Watch also established a relationship with a private lab that provides 24- to 48-hour testing turnaround on FDA-authorized COVID tests, as well as technology partnerships with employee self-reporting portals that are HIPAA, EEOC and

SOC2 compliant.

RAS Watch is also working with companies with existing GSOCs to provide redundancy as a backup or standby in case of an emergency or natural disaster.

Building a program and growth

Additionally, RAS Watch works with any company that does not

have a safety or security program, offering it as a managed, subscription-based service.

RAS Watch is further providing — and helping integrators provide — quantifiable value that goes beyond security to help better manage operations and optimize business.

“A couple of different GSOC services yield really easy ROI calculations,” said Schonfeld, noting that remote site monitoring is a good example. “In most cases, a site can be monitored remotely via cameras rather than having a guard force, or maybe it’s the utilization of technology for the smarter deployment of

existing human assets.”

RAS Watch’s existing employees are largely from a military background. “I am very proud that we actively seek to hire veterans,” Schonfeld expressed. “On top of it being our mission, we get a core group of people with a level of experience that we couldn’t find otherwise. Their sense of duty, including completing the mission, is second to none.” **SSN**

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The art of securing business during difficult times

By Paul Spinella

LOUISVILLE, Ky.—No security and home automation dealers saw COVID-19 coming, and none were prepared for the ways this global health crisis would change their business. But some companies, like All-In-One Security of Louisville, Ky., may have been quicker, more creative and more successful in their response than others.

Consistently ready to make changes

“We try not to be too comfortable,” said All-In-One Co-Owner, Eric Armstrong. “We’ve been growing this business for 20 years, and part of the reason we’ve been so successful for as long as we have is our willingness to adapt and change. We were just a couple weeks into the initial stages of the COVID-19 pandemic when my wife and business partner, Lisa, sat with me at the kitchen table and came up with the idea for our ‘Front Porch Service.’”

All-In-One Security has often come up some of their best ideas at home. The 31-person business has been family-owned and operated from the get-go. Today the company provides low voltage security and home automation products to residential and commercial customers throughout Kentucky and into Indiana, Ohio and Georgia. All-In-One offers a complete range of low voltage products, from smart locks and motion detectors to alarms and complete home automation systems.

While recognizing the good fortune of being termed an “essential business,” Armstrong also recognized that the advent of COVID-19 and the required social distancing were potential obstacles to the continued success of their company. After all, like all security dealers, All-In-One had always relied on

door-to-door contact as a key part of its sales processes and installation procedures.

“We realized pretty quickly that we were going to have to restructure not only the ways we get business, but at least for a while, all the ways we go about our business,” Armstrong said. “In terms of marketing, we went back to the basics with direct outreach to both builders and referral partners. We also knew we’d have to increase and enhance the ways we spread the word about All-In-One, which would require much more consistent use of advertising, direct mail and social media.

“In terms of getting the word out, we had to think of ourselves as if we were a new business, because in many ways, we were going about our business in entirely new ways. Thanks to this enhanced marketing effort, the phone started ringing and we were getting more inbound sales calls than we’d gotten in quite some time.”

Contact-free, worry-free installs

It was during that first kitchen table brainstorm that Lisa came up with the concept of “Front Porch Service,” a delivery and installation approach that also contributed greatly to the inbound increase of interest in All-In-One.

“Lisa’s idea was that we could still provide all of the professional grade products to the growing number of customers who didn’t want anyone entering their homes,” Armstrong said.

The idea was that All-In-One would pre-program the equipment from their office and deliver it to the front door (or front porch) ready for easy installation by the customer. The plug-and-play equipment would arrive with a desk-mount stand, so the customer would never have to cut or fish wires while attempting to install the equipment on a wall. Plus, if requested, the delivery would be followed by a phone or Zoom call from a technician who would walk the customer

through the install.

“The Zoom calls would allow our technicians to see all the unique details of the application, including the room where the install was taking place,” according to Armstrong. “But in reality, these calls were usually unnecessary because we would be doing all the prep work in advance of the delivery.”

The Front Porch Service also became a big part of All-In-One’s marketing efforts. In fact, the very first delivery they made this way was filmed by a professional production company and turned into a sales video that was featured on Facebook, LinkedIn and in the company’s email newsletter.

For customers who do want professional, on-site installs, Armstrong said his company has made changes to make these visits as safe as possible. “When customers welcome our technicians into their homes or companies to perform installations, we come fully prepared. All of our technicians are equipped with personal protective equipment, including gloves, masks and feet coverings. As long as we maintain the proper distance from the customer, and have the right gear on, we can make people feel comfortable with on-site visits.”

Sales make a healthy recovery

After a brief slowdown at the beginning of the pandemic, Armstrong saw his company’s sales move upwards and achieve new levels of growth. In particular, the company is selling more smart locks, cameras and other home automation products than ever before. Armstrong thinks he knows at least one of the reasons why.

“Everyone is spending much more time in their homes, social distancing. A lot of people are working on home improvement projects, getting to those jobs that they finally have time to do,” he said. “Plus, being at home with



All-in-One Security’s Eric and Lisa Armstrong

their families, customers’ thoughts naturally turn to home security. With products like Kwikset’s SmartCode 916 and the other smart locks we sell, our customers are able to know when a door is locked or unlocked. Plus, they can lock up their home from any room in the house, including the bedside nightstand before turning in for the night.”

Virtually expanding their reach

Another benefit of All-In-One’s Front Porch Service that Armstrong said the company will continue to enjoy, even after COVID-19 is in the rear-view mirror, is the ability to expand its service to areas where they don’t have technicians; they can perform these installs at a lower cost. All-In-One recently performed such an install in a part of Ohio that was beyond their traditional geographic range, using front porch drop-off and a Zoom tech call. Armstrong said he is excited about the prospect of continuing this approach into the future.

He is also enthused about exploring different applications and markets using the Front Porch Service, one such market being seniors living at home. “The aging-in-place market is ideally suited for home automation and security products,” he noted. “Products like smart locks offer seniors and their adult children tremendous peace-of-mind, with capabilities like monitoring senior activity, providing remote access and simplifying caregiver management.

“Now, even as COVID-19 anxiety wanes, senior homeowners may remain less inclined to invite technicians or installers into their homes—and for good reason. A program like our Front Porch Service can be the ideal solution for aging-in-place customers who want the convenience and security of our offerings without the stress and perceived risk of an in-home visit.”

From ideas formed in the kitchen to plug-and-play equipment dropped off on the front porch, All-In-One Security has come up with ways to not only survive during a very tough time, but to thrive. This company is proof that creative solutions can be the best way for security dealers to feel secure about the future, even when the present poses extraordinary challenges.

Paul Spinella is Key Account Manager for Spectrum Brands, Inc. Hardware and Home Improvement Channel, Residential Access Solutions. He is responsible for the company’s sales and marketing of Kwikset and Baldwin connected electronic locking systems, while supporting distribution channels within a multi-state geography in the Midwest. **SSN**



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PSA's new corporate social responsibility program

By SSN Staff

WESTMINSTER, Colo.—PSA, which is focused on philanthropic giving, employee wellness and developing the next generation of industry leaders, launched its corporate social responsibility program.

“Our employees have been the driving force in getting PSA involved in supporting our communities,” Bill Bozeman, CEO, PSA said in the announcement. “I’m constantly impressed by their willingness to jump in and help. Just during COVID-19, we have written letters to senior citizens who have been isolated from their families and friends, as well as funded a donation to youth aging out of the foster system. We are proud and honored to have such service-minded employees at PSA and USAV.”

PSA established a community service committee that regularly comes up with initiatives for employees to support. A key focus for charitable giving is organizations with causes that impact PSA employees, their families or PSA members and owners.

At its annual conference, TEC, presented by PSA, PSA offers a chance for the industry to get involved in a charitable project by partnering with Mission 500 to support the host-city community. From building hygiene kits to stuff-

ing backpacks with school supplies, TEC attendees can get in on the action while visiting the exhibit hall.

PSA also awards an annual \$5,000 security scholarship to someone working in the security industry or their child. The recipient must aspire to a career in physical and cyber

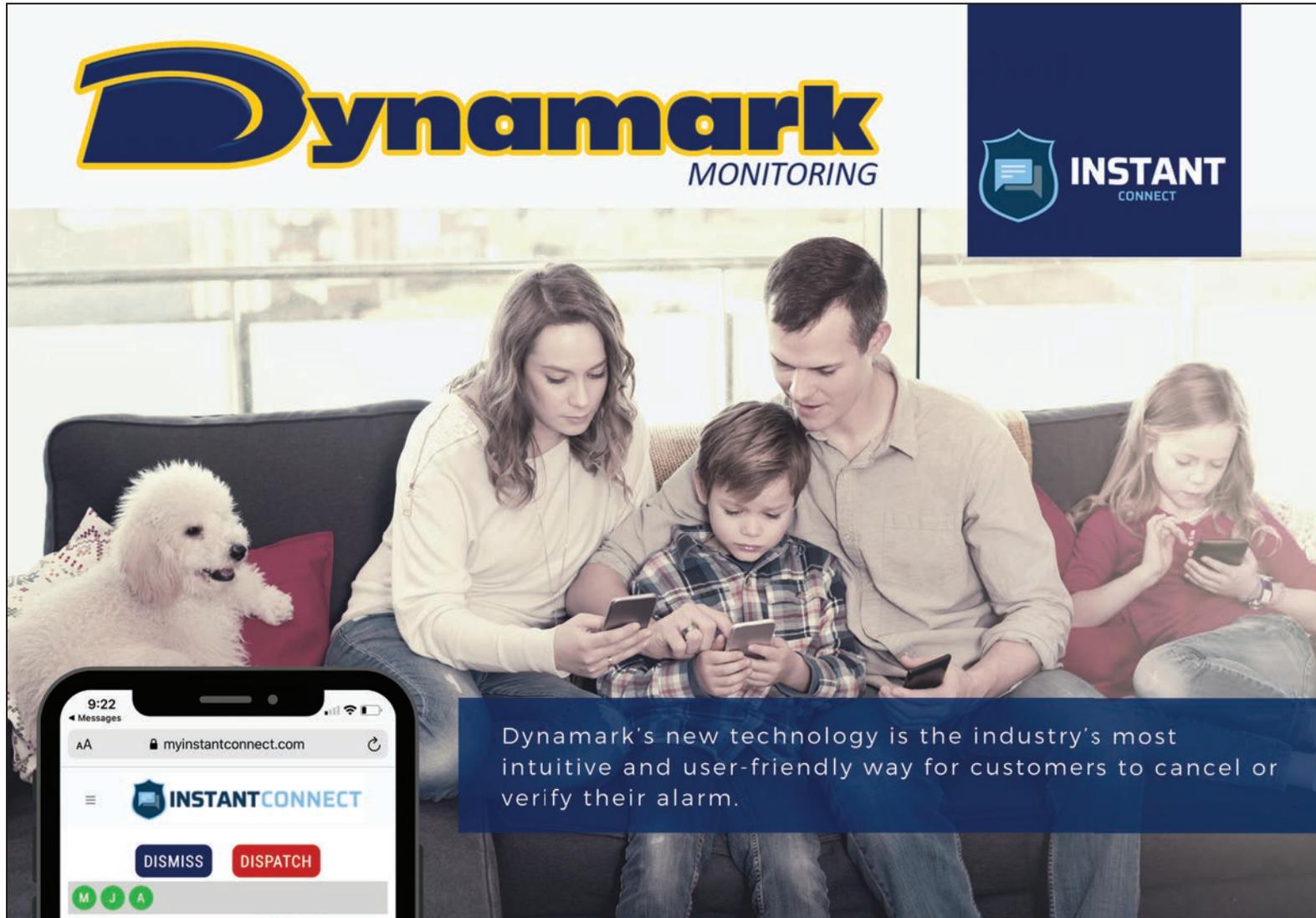
security; be in good scholastic standing; and provide a statement about why they are the best candidate for the scholarship.

In addition to its existing scholarship, PSA is currently exploring how it can promote diversity within the security industry through intern-

ships and additional scholarships. PSA plans to launch this part of its corporate social responsibility program in 2021.

“One of the largest challenges our industry faces is developing and retaining next generation talent,” Ric McCullough, president, PSA

said. “This is why we developed our scholarship program and aim to expand it even further. We can all agree that the security and AV industries will greatly benefit from more diversity, and we are looking at ways we can be a champion for this.” **SSN**



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Allied

Continued from page 10

into their businesses and how to do that safely while adhering to any local or state requirements, especially health related. While the company had job openings prior to COVID, it is hiring new staff in response to needs that were created due to COVID.

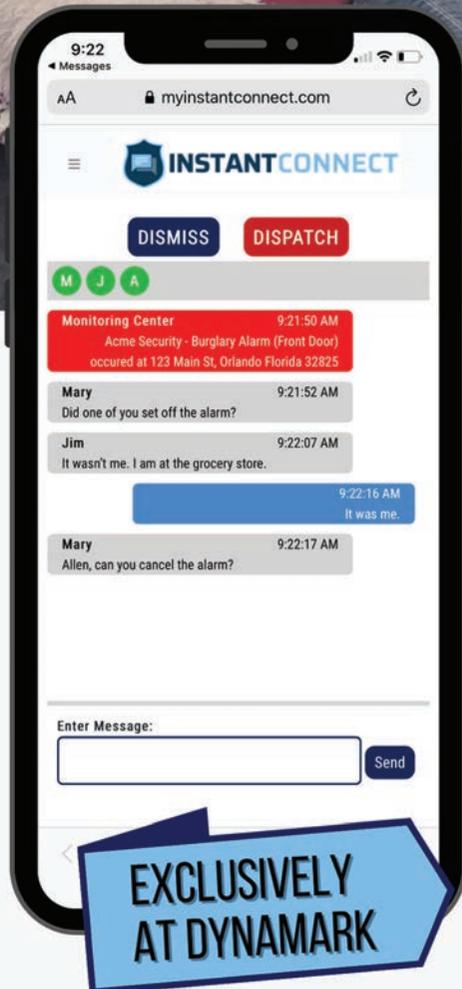
“Our customers are looking to us for our expertise on how to properly reopen the workplace, or if they stayed open, to solidify the safety of not only their employees but any visitors that come and go,” he said. Technology in demand includes temperature screening devices, cameras and integrated access control systems.

While the security system side of the business is not as insulated as the guarding side of the business, which provides some recurring revenue, Jones said the strength that Allied Universal brings to the marketplace is its ability to withstand and sustain through what can be a slower economic recovery period.

Allied Universal currently has 235,000 employees with revenues of more than \$8.5 billion.

Financial advisor Sandra Jones and Company represented PSSI.

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MONITORING

DICE and Tristar help out central station affected by tropical storm

Companies step in to help a central station that was without power and battling flooding due to Isaias.

By SSN Staff

BAY CITY, Mich.—DICE Corporation and Tristar Monitoring stepped in to help a central station that was without power and battling flooding due to Tropical Storm Isaias.

“We got a call from DICE asking if we were willing to assist,” said Tim LeBlanc, president and co-founder of Tristar Monitoring. “My immediate response was, ‘Absolutely.’”

Tristar had been in the same position before, aiding a central station in Florida for two months, while the company returned to full operations.

The process of transferring the signals to Tristar was a seamless process that was made easier with both central stations being DICE customers and on the Matrix platform. The IT teams from the three companies got together and Tristar was receiving full operations including all signals and phone calls in only 45

minutes.

Many of the signals Tristar received were low battery and power failures, as well as receiving service calls. DICE helped clean the buffer and transferred the service calls back to the service technicians at the affected central station. DICE’s integrated iPBX

focused on the pandemic. We are now dealing with natural disasters as well as the pandemic. This situation shows how unexpected situations can arise and the need to be prepared.”

Currently, Tristar is continuing to handle the complete operations of the affected central station. At this time, restoring power and equipment is ongoing, but both DICE and Tristar are prepared to address any situation that may arise until all operations are transferred back.

“This situation shows how versatile DICE is in their software, products and support,” added LeBlanc.

“They have designed disaster recovery and business continuity solutions so not only are we ready for any unforeseen disaster but also they provide us with peace of mind, knowing we are fully covered.”

Dice provides a database for technology professionals, managing over 9 million profiles in the United States. **SSN**



Avi Lupo

“We are now dealing with natural disasters as well as the pandemic. This situation shows how unexpected situations can arise and the need to be prepared.”

—Avi Lupo, DICE Corporation

solution, which is fully integrated with Matrix, enabled Tristar to easily process and manage all calls no matter the rate or load.

“This is a challenging time we live in,” said DICE Corporation Co-President Avi Lupo. “Originally, we were thinking of disasters such as hurricanes. Then we

TMA reveals the results of its compensation study

By SSN Staff

MCLEAN, Va.—The Monitoring Association (TMA) released its latest Wage & Comp Survey, which provides monitoring and security services companies with salary and benefits information to guide hiring and compensation decisions, was created in partnership with TRG Associates, Inc., a consulting firm that specializes in the security alarm industry.

Participation was open to all security monitoring companies. Company-specific information is not published to ensure confidentiality. The survey collected wage and benefits information from the year 2018 for the following: Demographic Data; Types of Monitoring and Installations; Monitoring Center; Executive & Operational Management; Dealer/Installer; Customer Support; Sales and Marketing; IT & Telecom Services; and

Benefits Packages.

“This demonstrates our commitment first and foremost to the success of our members, and secondarily to the industry in which we come together, collaborate, and yes, compete,” TMA President Don Young said in the announcement. “This survey is an excellent reference tool for any company in this space that seeks to better understand the current landscape for talent acquisition and compensation.”

The Wage & Comp Survey is for sale on TMA’s website (www.tma.us) for \$400 for TMA members and \$500 for non-members. Discounts are available for companies that participated in the survey — they will be contacted individually.

Please contact Celia Besore, TMA executive director, at cbesore@tma.us or at 703-660-4914 for more information. **SSN**

Dynamark rolls out group chat

By SSN Staff

HAGERSTOWN, Md.—Dynamark Monitoring, Inc. launched Instant Connect platform, their newest solution in a growing lineup of features and an intuitive, user-friendly way for customers to interact with their alarm. Customers can group chat with their entire contact list, cancel or verify alarms, and even request service, all without the need to download an app.

“Our goal was to create a very intuitive interface that really improved and modernized the customer experience,” Trey Alter, president and CEO of Dynamark said in the announcement.

The company understands the smart phone and texting is the primary communication preference of consumers. Recent statistics show that customers spend an average of three hours per day on their phones, yet incoming calls are rejected at a rate of 71 percent.

Instant Connect also allows customers to immediately seek emergency assistance with the

push of a button. With features like customized branding, ease of use, no app required and no additionally monthly fees to dealers, this technology has become a huge hit with them.

“My dealers have told me that faster notifications will be a huge advantage for them to give their customers a better end-user experience,” Rich Cowan, one of Dynamark’s regional vice presidents said.

Further, Instant Connect modernizes the alarm handling experience by reducing false alarms, increasing customer engagement and lowering customer attrition.

“At Dynamark we are always innovating, improving and searching for ways to better protect families and property,” Alter said. “Preserving and protecting our public safety resources needs to be a top priority for all of us. Our first responders provide critical lifesaving services when we need them most, and it’s up to us to help be good stewards of their time. Reducing false alarms is just one way we can help.” **SSN**

BRIEFS

Vector Security Networks launches new website

PITTSBURGH—Vector Security Networks’ completely redesigned website offers visitors an easy-to-navigate user experience showcasing the company’s business-transforming capabilities, along with their features and benefits in the physical security and managed network services space.

“While we are the one-source solution for both physical security and managed network services and solutions, we understand that some customers and prospects may want to access information specific to just one or the other,” Art Miller, vice president of Marketing, Vector Security, said in the announcement. “To that end, we’ve structured the website to provide distinct entry points for each — one for physical security and one for managed networks — so that visitors can easily locate the information they are looking for.”

The new site also highlights the company’s expertise in industry-specific markets.

“We feel the new website represents our business well, but more importantly, it provides visitors with content to inform their decision-making as they search for a provider of solution that can transform their business,” Gary Fraser, vice president of Sales, Vector Security Networks, said.

Alarm Financial Services provide a new loan facility to No. 1 Fire Safety Systems

SAN RAFAEL, Calif.—Alarm Financial Services, Inc. (AFS) recently provided a senior debt facility to No. 1 Fire Safety Systems (No. 1 Fire) of Hickory Creek, Texas, serving the North Texas area and specializing in fire alarm installation, testing, inspection and alarm monitoring. No. 1 Fire used the loan facility, that includes a term loan and a line of credit, to acquire the fire alarm monitoring and test business of a long-established, locally based company, purchasing approximately 400 commercial customer accounts in the deal.

“AFS went above and beyond during the process of securing the funding, Rhonda Sears, managing member, CFO, No. 1 Fire said in the announcement. “Jim Wooster’s [AFS president] experience and flexibility were critical in guiding us through the funding process. With this capital, we’re able to move forward with our plans to expand our commercial fire monitoring and service business.”

AFS provides funding programs from \$150,000 to \$1,500,000 to small- and medium-sized security, fire alarm and Personal Emergency Response System (PERS) companies.

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Open enrollment for Mission 500's 500 Club is now open. Join us to raise funds via virtual events for children and families in need across America.

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Choose or create
an event

Here are some ideas:

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Set-up a
fundraising page

Customize a fundraising page
with your story and goals!



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Promote your event via
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Product / Service: EdgeState

Company: RemoteLock 

GATE / DOOR OPERATORS

Product / Service: Serial Pro Wireless Bridge

Company: Sure-Fi 

COMMERCIAL AUTOMATION / CONTROL SYSTEMS / NETWORKING

IT / NETWORKING

Product / Service:

IPtelX Alarm
Signal Network

Company: DICE Corporation



CYBER SECURITY

CYBER SECURITY SOLUTIONS

Product / Service: Bold vCISO

Company: Bold Group



DIGITAL HEALTH / WELL-BEING SYSTEMS

MOBILE TRACKING / MPERS

Product / Service: Essence mPERS 5G

Company: Essence



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SECURITY SYSTEMS NEWS

PERS

Product / Service:

Xandar Kardian
PERS (Emergency Beacon)

Company: Xandar Kardian



RECEIVER / HARDWARE

Product / Service:

DICE Corporation
Software Receiver (DCSR)

Company: DICE Corporation



INSTALLATION / SERVICE TOOLS

PRODUCTIVITY MOBILE APPLICATIONS

Product / Service:

On-Site Wrap Up

Company: Alarm.com



ENHANCED / VERIFIED MONITORING

Product / Service:

Evolon Verify

Company: Evolon



INTRUSION SYSTEMS

CONTROLLERS & CONTROL PANELS

Product / Service: ClareOne - Smart Security and Smart Home Panel

Company: Clare Controls



SMART HOME - ELECTRONICS / CONTROL SYSTEMS / NETWORKING

HOME AUTOMATION / HOME CONTROL SYSTEMS

Product / Service:

Slimline Touchpad

Company: Alula



MOBILE APPS FOR CONSUMERS

RESIDENTIAL APP FOR LIFE STYLE

Product / Service:

Highlights

Company: Alarm.com



ENERGY MANAGEMENT CONTROLS / SYSTEMS

Product / Service:

Xandar Kardian Smart Home System Using Radar

Company: Xandar Kardian



MONITORING STATION

SOFTWARE

Product / Service:

Bold Event Monitoring and Accounting Integration

Company: Bold Group



VIDEO SURVEILLANCE

MONITORS

Product / Service:

FDF2711W-IP

Company: EIZO Inc.



IP CAMERAS

Product / Service:

TNB-9000

Company:

Hanwha Techwin America



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RESIDENTIAL SYSTEMS

Court upholds Sandy Springs ordinance on dealers

By SSN Staff

FRISCO, Texas—The 11th U.S. Circuit Court of Appeals has upheld a controversial ordinance enacted by the city of Sandy Springs, Ga., that fines alarm companies for false alarm generated by their customers.

The Georgia Electronic Life Safety & Systems Association (GELSSA), A-Com Security Co. LLP and Safecom Security Solutions Inc. were the plaintiffs in the case.

The legal challenge was organized by the Security Industry Alarm Coalition (SIAC), which has managed all aspects of the effort, from hiring the law firm to raising funds necessary for the effort. A lower federal court rejected the original challenge to the law in 2018. Industry attorneys are currently reviewing the ruling to determine what, if any, next steps are appropriate.

GELSSA and the alarm com-

pany plaintiffs argued that this civil fine scheme was not rationally related to a legitimate government interest — and therefore unconstitutional — because alarm companies are not in a position to supervise, direct or control the actions of their customers.

The judges disagreed stating, “As we see it, it is entirely rational for the City to penalize alarm companies for the false alarms of their customers.” The court reasoned that alarm companies could educate their customers, pass along fines, or stop serving chronic abusers and that it does not violate due process to hold them vicariously liable for the misconduct of their customers.

“Even after it started fining alarm companies, Sandy Springs continued to impose additional punitive measures on the 80% of the community that depends on alarm systems to protect life and

property,” said SIAC Executive Director Stan Martin.

“The Sandy Springs ordinance is also among the most punitive in the nation with excessive fines, even when a dispatch is cancelled and the requirement of some type of verification before police will be dispatched.”

Since the ordinance became effective, alarm companies have been subjected to tens of thousands of dollars in civil penalties for the actions of alarm users who have caused “false alarms” as determined by the City and billed by Cry Wolf Services, the city’s third-party alarm administrator.

“While we are disappointed in the court’s ruling, we are pleased that other cities have shown little interest in Sandy Springs’ vindictive approach to our industry,” said GELSSA President Scott Hightower.

“SIAC continues working closely with law enforcement agencies throughout the country to promote the model ordinance it helped create in partnership with leaders in the law enforcement community,” added Martin. “When you consider that the cost of fighting a single bad ordinance can easily run into the six figures, supporting SIAC’s work at the local and national level remains a wise investment.

He continued, “Extreme proposals such as fining alarm companies or requiring verification before police will respond to alarms is not on the table when a community is reducing unnecessary dispatches using the model ordinance. More than 1,000 communities nationwide are currently using the principles of the model ordinance and that number continues to grow steadily each year.” **SSN**

BRIEFS

ADT joins the Zigbee Alliance as well as working group

BOCA RATON, Fla.—ADT has joined the Zigbee Alliance and the Project Connected Home over IP (CHIP) working group to help develop and promote the adoption of Project CHIP, a new royalty-free connectivity standard to increase interoperability among smart home products, with security as a fundamental design tenet.

“As a member of the Zigbee Alliance, ADT will collaborate with others who are developing the Connected Home over IP initiative to give our customers an even more seamless smart home experience with security and privacy at its foundation,” said Bob Kupbens, president, Chief Innovation and Product Officer at ADT. “Our participation in the Zigbee Alliance and our recently announced partnership with Google demonstrate ADT’s commitment to help develop the next generation of helpful smart home security.”

ADT’s participation in Project CHIP will provide customers with more seamless and secure ways to curate their smart home.

“The more we connect things around us within home and business settings, the more we need to consider interoperability and security — and through the Alliance community hundreds of companies are working alongside each other to raise standards and expectations around IoT connectivity,” said Chris LaPré, IoT architect, Zigbee Alliance. “Having ADT join and get involved in Connected Home over IP is a perfect pairing as security is a core design principle of this important member-driven initiative that will transform smart home connections tied to safety, security and everyday digital living.”

Fred Graffam to remain Brinks’ CFO

DALLAS—Fred Graffam was appointed CFO of Brinks Home Security in September 2017. During his tenure, he has managed and led all aspects of the company’s finances, along with managing the financial roadmap for the company’s go-forward, strategic plan.

“Fred provides strong business acumen and leadership, not only in regard to our finance organization, but also throughout the entire enterprise, including operations and strategy,” William Niles, Brinks Home Security interim CEO, said in the announcement.

Brinks recently extended a new employment contract that does not include a predetermined contract length to Graffam that he accepted.

“I am honored to have the opportunity to continue building upon the evolution of Brinks Home Security, Graffam said. “We are in the early stages of unlocking the full potential of this business and I remain committed to working with our management team and Board of Directors to deliver against our strategic vision and drive long-term shareholder value.”

ADT partners with home builder D.R. Horton,

By SSN Staff

BOCA RATON, Fla.—ADT announced it has been named as the premier provider of smart home security and automation services for D.R. Horton, the nation’s largest homebuilder by volume.

“As the leading smart home security provider, ADT is well positioned to serve D.R. Horton now and for years to come,” said Jim DeVries, President and CEO of ADT. “We are committed to bringing innovative smart home security and world class customer service to the expanding residential new construction market.”

D.R. Horton homes will be outfitted with Home is Connected, a suite of smart home and ADT security-ready products that keep you connected with the people and things you value most. Each D.R. Horton home will include connected thermostats, video doorbells, door locks, light switches and lamp modules installed by ADT Authorized Dealer, Safe

Haven.

Homeowners who choose ADT monitoring can seamlessly connect their smart home security system and connected devices with the easy-to-use ADT mobile app and use voice control features for simple, hands-free operation.

“D.R. Horton’s Home is Connected smart home system was designed to help consumers automate and protect their homes,” said David Auld, President and CEO of D.R. Horton.

The ADT security-ready automation technology in new D.R. Horton homes enables owners to set custom scenes so they can automate the living experience.

“We are focused on offering homebuyers value when they purchase a new home,” Auld said. “Delivering homes that are ADT security-ready is another way we can provide a better experience for our homeowners from the moment they move in, and that’s what America’s Builder is all about.” **SSN**

Parks identifies key smart home challenges

By SSN Staff

DALLAS—Parks Associates’ “Smart Home Tracker” noted 44 percent of U.S. broadband households who do not own or intend to purchase a smart home perceive the devices as too expensive.

“The perception of high prices continues to be the leading inhibitor for smart home device purchases,” Brad Russell, research director, connected home, Parks Associates said in the blog. “Previously, companies would introduce an advanced model of their product to innovators and early adopters, and then maybe come down-market with a simpler, low-priced model, but as more product manufacturers enter the space, increased competition is driving industry players to integrate high-end features into their most affordable models. Consumers will start to see more value per dollar spent.”

The Smart Home Tracker reveals privacy concerns are increasing among consumers—35 percent of U.S. broadband households who do not own or intend to purchase a smart home device report security and privacy concerns as a

reason not to purchase these devices, up from 25 percent in 2018.

The COVID-19 pandemic and the resulting social-distancing guidelines are forcing companies to find new and creative ways to promote these privacy features and deliver support to consumers.

“Google has updated its Nest Wi-Fi router in order to help slow home networks support multiple video calls and games simultaneously,” Patrice Samuels, senior analyst, Parks Associates said. “This move by Google will drive better user experiences. It is also very timely as 40 percent of U.S. broadband households now report using virtual meetings or video conferencing services, while only 26 percent reported using these services prior to the COVID-19 crisis.”

Additionally, the Smart Home Tracker tracks several major market moves from solution providers in the multifamily space, with Allegion and SmartRent both launching smart access solutions aimed to help property managers improve security and operating efficacies at MDU properties. **SSN**

ADT, Google making industry waves

Continued from page 1

Officer and former President of Defenders Jim Boyce said during a press call with Security Systems News. “ADT and Google is such an awesome combination and I think we have lightning in a bottle and we are going to be doing this a long time together.”

Boyce said the two will initially be focused on the “high-volume business,” which he said is do-it-for-me residential, DIY and small to medium business, as the two build a smart home platform with Google’s Nest products at the core.

Building the future smart home platform

“We will be anchored in Google Nest products going forward,” said Boyce. “Now that is not going to happen tomorrow; that is going to take some time, but we look at this as an opportunity to apply Google’s exceptional innovation, including product technology innovation capabilities and Nest products and AI and machine learning capabilities together with the platform we have today.”

Google sees the future smart home platform “as an extension of the strategy we set for ourselves several years ago,” Nest GM and Vice President Rishi Chandra said during the same press call with SSN. “Our mission has always been really simple: To create a home that takes care of the people inside of it and the world around it. And we fundamentally believe that the way to do that is to bring amazing technology ... ambient computer technology to areas like the home but [also] bring it together through partnerships where you can really deliver an end-to-end customer experience.”

Chandra said there is still a lot of work to do to integrate products and create a seamless experience. “We are building a smart home platform that is going to allow us to extend the capabilities in a whole bunch of different ways, so you can connect your security system to all your other systems that you are building inside your house, from entertainment to energy systems to communications systems — that is bridge we want to build together and that is what we are looking forward to building over the next few years.”

AI and ambient computing

The partnership allows ADT to leverage Google’s machine learning technology to create a more intelligent home and experience for users.

“One of the things that we have found here at Google is there is a huge opportunity to rethink the home experience using AI and machine intelligence, and building a new kind of holistic platform that ties all these devices together,”

Chandra said, noting that the challenge so far is the way customers experience the technology. “It is still really hard. I give the analogy that we have created these building blocks for the home, but we ask consumers to put the home together. And that is the mistake we are seeing right now because

if we want to break through and really start addressing the real pain points inside the home we need to think end to end.”

Both Boyce and Chandra are confident that the combination of Google’s AI technology and ADT’s nearly century and a half know-how will lead to improvements in

areas such as false alarm reduction.

“We think there is a big opportunity to shift away from this isolated platform to a new integrated, ambient computing platform that we are looking to build that will bring in all of these different technologies so they can actually talk

and sync with each other,” said Chandra. “For the first time, we think that is the AI that we can unlock and help solve user problems such as false alarm protection, so something as simple as being able to understand from a mobile user perspective where you are help already to significantly reduce that. A lot of those capabilities are already built into our cameras already that will help.” See the full-length story online. **SSN**

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SUPPLIERS

OSSA creates industry harmony

Continued from page 1

The first of the three major milestones achieved by OSSA thus far this year is the OSSA common Technology Stack for video security devices and the supporting IoT infrastructure needed to establish an open security and safety ecosystem. This ecosystem is designed enhance trust while enabling innovation and opportunities.

“OSSA’s first Technology Stack describes the fundamental thoughts on how to create a precise level of harmony — just enough to start technical collaboration but with plenty of room left for companies to keep differentiating — across video security devices,” van den Heuvel explained.

Under the umbrella of this guiding document, OSSA has recently launched the first two in a series of technical specifications.

The OSSA Application Interface Specification, which is available only to OSSA members, “defines a set of four interfaces that collectively enable third-party software applications to run on video security cameras following the Technology Stack,” said van den Heuvel.

The four interfaces include:

- Input stream: describes the video frames and messages the applications can subscribe to.

- Web API: describes how applications can make use of the camera’s webserver to support configuration and data upload, for example.

- System APIs: provide information regarding OS version, capabilities and information about the camera to understand what features and APIs are available on the cameras to make use of device-specific

functionality.

- Streaming application model: allows applications to interact with each other.

He continued on with the OSSA Compliant Device Definition Specification that is publicly available and “sets the core system requirements for video security cameras following the OSSA Technology Stack to provide a basis of trust for app interoperability across vendors.”

Adding to the series of these technical specifications, van den Heuvel named two more that are expected in 2020: one involving cybersecurity and another focused-on certification and testing.

“It’s beautiful to see that these guiding documents are having a direct market impact,” said van den Heuvel, announcing that the first camera manufacturers launching actual cam-

eras to the market this year classified as “Driven by OSSA” include Topview/Qisda, Ability/AndroVideo, Bosch (through their INTEOX camera line), VIVOTEK and Hanwha Techwin.

To support these manufacturers, the Alliance is revealing a signage mark for the cameras. Companies that use this “Driven by OSSA” mark are full OSSA members; follow the OSSA Technology Stack; offer the ability to install and execute third-party apps on their cameras; and ensure seamless connectivity within One Centralized Digital Marketplace, OSSA’s centralized marketplace to unite demand and supply in the market.

“To reduce market friction by facilitating easy development, management and exchange of third-party software applications, OSSA has been driving the

OSSA see page 22

BRIEFS

Brivo launches financing program for customers

By Paul Ragusa

BETHESDA, Md.—Brivo, a global leader in cloud-based access control and smart apartment automation, launched its financing program, allowing customers to implement access control, multifamily, or video surveillance projects with little to no upfront investment.

“The Brivo Financing Program completes the promise of SaaS services by flattening the capital-intensive parts & labor aspect of security installations to match the flat payment stream of the subscription component,” Brivo CEO Steve Van Till told Security Systems News. “This has always been a challenge in our industry and we wanted to deliver them both with the convenience of a near point-of-sale workflow for our dealers and end users.”

Van Till said the COVID-19 pandemic has created “a higher demand” for the adoption of new security practices to keep both facilities and the people inside safe.

“The pandemic has also disrupted revenue streams, and many businesses in pursuit of better security are struggling to implement solutions due to high upfront costs,” he said. “The launch of our new Financing Program eliminates this roadblock for companies and multifamily property owners, ensuring they can upgrade security to include the latest digital innovations while managing cash flow.”

Brivo points out that most organizations have access control systems that are three years or older but no plans to upgrade obsolete systems. The heightened need for security in a post-COVID-19 environment has created a gap for companies and multifamily buildings that need new systems but aren’t able to afford them. Brivo’s Financing Program addresses this void in the market.

Napco hires new senior VP of Sales

AMITYVILLE, N.Y.—NAPCO Security Technologies, Inc., announced the recent appointment of Stephen Spinelli as NAPCO senior vice president of sales, for all its corporate divisions — NAPCO Security, Alarm Lock, Marks USA & Continental Access.

Spinelli comes to NAPCO with a long, successful career as a sales driver and leader in security and access companies, Nortek Security & Controls and IEI, as well as with considerable experience in distribution.

“We are pleased to welcome Stephen onboard, and look forward to working with him to help shape NAPCO’s future and today’s dynamic security space.” NAPCO Chief of Marketing Jorge Hevia said in the announcement.

Spinelli will be responsible for all NAPCO Security Technologies’ division sales, distribution channel partnerships, key accounts & dealer relationship programs, working closely with his complementary sales teams, and each division’s Executive Sales Management.

Motorola Solutions acquires Pelco for \$110 million

Continued from page 1

Alex Asnovich, head of global marketing, Video Security and Analytics for Motorola, told Security Systems News there are no plans to change the Pelco brand, noting, “Motorola Solutions recognizes the value of the Pelco brand.”

He added that the Pelco team “brings significant knowledge and experience, and we expect to rely on their expertise as Pelco becomes part of Motorola Solutions.”

Pelco designs, develops and distributes end-to-end video technology, including video security cameras and video management system software to meet the needs of small to large commercial projects.

Understanding the role video plays in enabling safer cities and securing businesses around the world, Motorola Solutions Chairman and CEO Greg Brown said in the announcement, “Pelco’s track record of innovation, internationally recognized brand, global channel and customer installed base enable us to further expand our global footprint with enterprise and public safety

customers.”

Asnovich noted that Pelco fits in well with other companies under the Motorola brand, such as Avigilon and IndigoVision.

“Our plan is to build upon the legacy of Pelco’s brand and product portfolio by leveraging Motorola Solutions’ industry-leading video hardware and analytics technology within the next year,” said Asnovich. “We plan to manufacture these refreshed products in Texas.”

He continued, “The acquisition adds to Motorola Solutions’ existing video portfolio a broad range of products that can be used in a variety of commercial and industrial environments and use cases. Pelco also expands our ability to participate in VMS-agnostic opportunities.”

Motorola Solutions, a global leader in mission-critical communications and analytics, provides technology platforms in mission-critical communications, command center software and video security and analytics, bolstered by managed and support services. **SSN**

Johnson Controls buys Qolsys

By Paul Ragusa

CORK, Ireland—Johnson Controls acquired the remaining stake of Qolsys Inc., a residential and commercial security and smart-home manufacturer, after owning a majority since 2014. The Qolsys founders and leadership team will remain in Silicon Valley (San Jose, Calif.), assuming key roles in Johnson Controls global intrusion business.

“We have this overwhelming feeling of not being done,” Qolsys VP Global Sales and Marketing Mike Hackett told Security Systems News, referring to what this deal means to Qolsys employees and leadership team. “While we are incredibly proud of the impact and achievements we made in the previous 10 years, we have an even more impactful roadmap still to deliver. We’re excited to leverage the JCI global footprint to reach customers worldwide. Going forward we will maintain and grow our Silicon Valley presence to deliver next generation smart building solutions to JCI customers across the globe.”

Johnson Controls’ President of Global Products Jeff Williams noted that Qolsys has grown from a startup to “a leading security platform provider with over 4,000 dealers and service providers worldwide. Johnson Controls sees long-term opportunities

to bring Silicon Valley innovation and culture to our broader cloud-enabled IoT solutions in building management, fire and HVAC businesses.”

He continued, “The opportunity to acquire Qolsys allows Johnson Controls to achieve operational efficiencies and scale across our global markets, while further enhancing the suite of products and services offered on our digital platform, OpenBlue.”

By applying data from both inside and outside buildings, Johnson Controls OpenBlue digital platforms empowers customers to manage operations while delivering safety and security in all environments.

Qolsys continues to show consistent growth of services and dealers, which led to \$150 million in revenues during fiscal year 2019. The award-winning IQ Panel 2 Plus and peripherals have driven explosive growth in North America and across the globe with future-proof features supported by over-the-air software updates, built-in panel camera, Bluetooth disarming and innovative installation and diagnostic tools to reduce costs and increase user engagement and satisfaction.

Johnson Controls will offer Qolsys products throughout global markets, including the IQ Panel 2 Plus. **SSN**

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Johnson Controls

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 - Pro Gen3 IP cameras maximize video quality and uptime, while minimizing installation costs and configuration time
 - Profiles such as retail, gaming, and outdoor scenes can be activated to automatically determine optimal settings based on the environment
- www.tycocloudsolutions.com



Bosch Security and Safety Systems

FLEXIDOME IP STARLIGHT 8000I

- Fixed cameras with a game-changing installation and commissioning concept that reduces installation and set-up time by up to 75%
 - Use remote commissioning and the Bosch Project Assistant app to pan, tilt, roll, and zoom to point the camera to the field of view
 - Built-in Intelligent Video Analytics increases solution accuracy by distinguishing between security events and false triggers
- www.boschsecurity.com



Oncam

C-SERIES

- The compact C-Series features a 12 MP sensor and can stream 55 fps at full resolution or maintain 30 fps when multi-streaming
 - StreamLite compression reduces bandwidth and storage by 50% or more, and ColorMap compression will add a further 20%
 - TrueDetail HDR and Advanced Light Management technology will optimize image quality even in challenging light conditions
- www.oncamgrandeye.com



Verint Systems

VERINT 8080FDW-DN CAMERA

- Features 4k (8MP) ultra-high res images, true WDR capability, built in analytics and can withstand rain, dust and cold
 - Delivers sharp, detailed images and provides excellent coverage in outdoor environments like parking lots and airports
 - Smart IRs help it see clearly up to 40 meters, enabling it to produce good quality images even in poor lighting conditions
- www.verint.com



3xLOGIC

5MP MINI-DOME IP CAMERA

- Versatile camera fitting most every entry-level indoor/outdoor installation requirements
 - Proprietary technologies allow camera to be viewed remotely in both live and playback modes with minimal network impact
- www.3xlogic.com



Luma Surveillance

LUMA IP CAMERAS



- OvrC remote management allows troubleshooting systems remotely, and client-facing app lets users fix issues without a service call
 - With LumaLink, you can establish remote access immediately with one login and no lengthy setup – without permanently open ports
 - Video management system allows set up and configuration remotely via LumaLink, ideal for those who monitor several locations
- www.snapav.com

Digital Watchdog

MEGAPIX 5MP VANDAL BALL CAMERA (DWC-MVA5WIAT)

- 5MP 1/2.8" image sensor at real-time 30fps
 - Star-Light Plus color in near-total darkness technology
 - 2.7~13.5mm vari-focal p-iris lens with motorized zoom and auto-focus
- www.digital-watchdog.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.

Coming Up:

October:
Video Analytics

November:
VMS

December:
Intrusion

www.**security systems news**.com

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OSSA

Continued from page 20

creation of a common operating system (OS) and a centralized app marketplace,” explained van den Heuvel, applauding member company Security & Safety Things for taking the initiative to build this marketplace for the industry.

Member diversity

OSSA has embraced its diversity, resulting in fast-paced growth as an organization in less than two years.

“Member diversity forces us to approach things from different perspectives, and as a result, this leads to solutions that are designed for the betterment of the industry and its end customers, instead of solutions that benefit one particular industry player,” van den Heuvel expressed, adding that this collectivism enriches the organization.

Founding members of OSSA include Bosch Building Technologies, Hanwha Techwin, Milestone Systems, Pelco and VIVOTEK Inc; however, many other companies have joined since founding including companies specializing in computer vision and artificial intelligence

(AI) such as U.S.-based Paravision and Kneron.

Changes, challenges, interference due to COVID

As COVID reared its ugly head and continues to be a huge factor in daily existence, security industry professionals learned and are learning how to pivot to continue serving the safety and security of others. For OSSA, COVID brought about a sense of “sudden.”

“COVID-19 makes people have different priorities, suddenly,” said van den Heuvel. “Business were focusing on, for example, optimizing store lay-out to generate more sales by using video analytics, and suddenly, they find themselves worrying about the amount of people that are present in a shop and whether these people are wearing face masks and keeping safe distances between each other.”

However, sudden changes can often be facilitated from the software side of security solutions.

“Cameras that are ‘Driven by OSSA’ can easily be adapted by installing additional software applications or by quickly exchanging existing ones,” he said. **SSN**

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| Los Angeles, CA | \$10.4 Million | Ft Meyers, FL | \$5.5 Million |



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PEOPLE NEWS



Alcatraz, developer of secure, frictionless access control platforms, named Debraj Sinha as product marketing manager to oversee all marketing efforts related to the company and its core hardware and software solutions, including product launch and go-to-market strategy.

“Debraj is one of those rare finds of top technical skill coupled with impressive business acumen, and we are fortunate to have him leading our product marketing efforts during this very crucial period for Alcatraz,” Chief Revenue Officer, Tina



Debraj Sinha

D’Agostin, Alcatraz said in the announcement.

Before joining Alcatraz, Sinha was product marketing manager at Qualcomm and spent several years as a software engineer at Cisco, Oracle and Delphix.

“What attracted me to Alcatraz is their impressive work in artificial intelligence and machine learning, and the technology aspect, but also how they have managed to enhance access control with modern technology solutions like facial authentication,” Sinha said.

Jeff Swaim, appointed as director of Channel Sales & National Accounts, Americas at **Qognify**, is responsible for driving sales performance for the company’s Ocularis video

management system (VMS), and defining and delivering growth strategy for the company’s National Accounts Program.

“Working with Jeff previously, I was impressed by his deep industry relationships; his sales experience and his leadership style; and the impact these qualities had on sales performance,” Jeremy Howard, vice president Physical Security Sales, Americas, Qognify, said in the announcement.



Jeff Swaim

Swaim is impressed with Qognify’s innovation and relishes “the opportunity to grow

the already impressive list of enterprises and large-scale corporate accounts that have put their trust in Ocularis.”

RTI, control and automation manufacturer announced Jim Koenig as U.S. director of sales to oversee the RTI sales, dealer experience and training activities in the U.S.; work with RTI leadership to define company’s strategic direction; and develop new initiatives to grow the RTI and Pro Control brands.



Jim Koenig

“Jim Koenig is well-known in the custom installation industry for his customer-centric sales leadership,” Roberts said in the announcement. “It’s that customer focus and his strategic vision that make him an excellent fit with RTI, and our deep commitment to our dealers and distributors.”

Koenig brings over 18 years of sales and management experience in the customer electronics industry.

FIVE QUESTIONS



Did you know Founder and CEO of Brivo, **Steve Van Till**, has a furkid? Yep, it’s true; a Goldendoodle named Ginger! SSN Managing Editor, Ginger Hill, thinks that’s awesome! Learn more about his family, current industry trends, his favorite book and podcast, and more.

ARE YOU MARRIED? ANY KIDS? ANY PETS? Yes, married to wife Robin now for just over 11 years. We have three children between us, plus our fourth child, a Goldendoodle named Ginger.

WHAT’S SOMETHING INTERESTING ABOUT YOU THAT YOUR COWORKERS MAY NOT KNOW? I’ve been in technology my whole career, but there was a point before I came into the security industry where I was studying at the Maryland Institute College of Art to pursue professional photography.

WHAT DO YOU LIKE MOST ABOUT THE SECURITY INDUSTRY? It’s an incredibly close-knit community with a very strong service ethic. Ultimately, we all have the same core mission statement, which is to make the world a safer place.

WHAT TRENDS ARE EMERGING FROM THE CURRENT STATE OF THE INDUSTRY? 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. 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.

WHAT PODCAST, MOVIE OR BOOK WOULD YOU RECOMMEND TO OTHERS AND WHY? For podcasts, it would have to be “Pivot” with Kara Swisher and Scott Galloway. It covers a lot of the big tech and societal issues with a rare clarity, intelligence and wit. The latest book I think everyone should read is “Culture Code” because it does such a great job of providing insight into how corporate cultures work and can be improved.



Steve Van Till

— Ginger Hill

CALENDAR



Oct. 5-7: ISC West 2020. This year’s show, which is typically held at the Sands Convention Center in Las Vegas, is going virtual. Reed Exhibitions, along with Premier Sponsor SIA (Security Industry Association), will transform ISC West 2020 into an all-virtual event occurring on October 5-7, 2020 to serve the security and public safety community. For more information on the ISC West 2020 virtual conference, visit www.iscwest.com.

Oct. 21-22: Securing New Ground (SNG), founded in 1996, is the executive conference of the Security Industry Association (SIA), including two days of intelligence sharing, education, analysis and networking. This year the conference will be a digital experience, so please visit <https://sng.securityindustry.org>.

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

Dec. 9-11: 2020 Security Investor Conference, held at the InterContinental Braclay in New York, is Imperial Capital’s 17th Annual connects the leading security focused companies with an audience of key investors and business leaders. Features 65 public and private companies to an audience of over 400 attendees. SIC provides investors access to senior management teams while they present their positioning and strategic growth plans to deliver the latest compelling security solutions across the Global Consumer, Enterprise and Government Markets. 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, the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators — is going virtual. This is where the world’s biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA), CES features every aspect of the tech sector. Visit www.ces.tech

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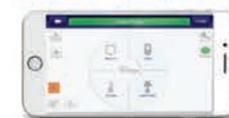


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