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Video Monitoring Keeps Growing

By Deborah O'Mara

Hot Market: Virtual Live Guard Tours



Viewpoint CRM built its monitoring station specifically for video surveillance technologies and as a replacement to guards.

Video is definitely the darling of a new era in monitoring and Viewpoint CRM, Lowell, Mass., is taking the concept to an all-time new level in the industry, with the opening of its new Command Center in Lowell, the largest video monitoring center in the country.

Brad Gordon, founder, president and chief executive officer of the company, isn't shy about the fact that his monitoring center is "a replacement for guards," he said.

"We offer advanced solutions to successfully replace security guards," he continued. "We're different from the traditional central station in that we were built solely as a video monitoring center, as opposed to a central station that evolves into video monitoring. It's a radically different business model."

Gordon added that Viewpoint's audio technologies and specialized remote video monitoring systems have been adopted by hospitals, municipalities and housing developments, to replace or augment security guard staff—reducing security costs and improving overall security.

The Viewpoint Command Center serves as a hub for agents who are specially trained to manage security for a myriad of

properties throughout the country via the company's patented voice-enabled camera technologies. The center houses 50 monitoring stations, sophisticated analytics systems and 360 degree video for detailed property surveillance.

Bi-directional, multi-channel audio devices allow agents to speak from any camera position on the property site and perform live announcements. From a "Good Afternoon" greeting in a busy residential courtyard to an emergency intervention during a retail location break-in, these 'voice-downs' establish a physical presence, reminding those in the area that surveillance systems are live with a trained person watching.

He explained that there is a growing market for video surveillance and remote guard tours, but from what he can see most of the competitors focus on event driven alarms, as opposed to Viewpoint CRM's live surveillance with a trained person watching.

Founded in 2005, the company has compounded annual sales growth in excess of 100 percent and anticipates 50 percent annual growth in 2009 and significant employee growth. Currently serving over 400 customers in 30 states, the new command center will double Viewpoint's capacity, providing the company with an infrastructure sufficient to support \$100 million in revenue.

EMERgency24 Closer to Move

By the end of this fall EMERgency24 will be moving its Chicago operations to 999 E. Touhy Ave. in Des Plaines, Ill., where contractors are applying the finishing touches to what will result in a cutting-edge central station designed to meet the security industry's needs for decades.

Currently configured for 25 stations, the monitoring room

CALENDAR

AUGUST 11-12

Midwest Security & Police Conference Expo
Donald E. Stephens Convention Center
Rosemont, Ill.
Visit www.mspce.com.

13-15

ALDA Security Expo

Las Vegas Convention Center
Las Vegas, Nev.
Visit www.alda.org.

25-29

Fire-Rescue International 2009 (FRI)
Dallas Convention Center
Dallas, Texas
Visit www.iafc.org.

31-September 2

Rapid Response User Group Expo (RRUG)
Turning Stone Resort & Casino
Verona, N.Y.
Visit www.rms.com

SEPTEMBER 10-13

CEDIA Expo

Georgia World Congress Center
Atlanta, Ga.
Visit www.cedia.net.

21-24

ASIS International
Anaheim Convention Center
Anaheim, Calif.
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