



PERIMETER PROTECTIVE SYSTEMS

YOU MUST PROTECT YOUR CORE

Not having a fence is like saying, "Come on in and rob me, kill me and burn my business to the ground." But clearly, a fence by itself is not sufficient to keep out the vandals, thieves, drug-addicts and crazed ex-employees who lurk outside. Traditional security alarms go into alarm once the intruders are in your building. Then the intruders can grab and go, or arsonists can burn and go. You need to protect your core. You need to stop intruders before they get near your core. Detect them near the perimeter. Traditional video surveillance systems just record events and do not prevent intruders getting in.

Exteriors are naturally a first line of defense. But outdoor areas were considered poorly controllable by the security and alarm industry due to a high rate of false alarms from the available technology at the time. Fences decrease the number of random intruders but obviously can easily be cut, pried under, climbed over and defeated. You want to stop people before they get near your core.

Verified Breach Versus "Another Darn False Alarm."

The prior technology of motion detection was better than nothing. But birds flying by, spiders on camera lens, and blowing debris all caused false alarms. The expectation that a guard for \$10/hr. would keep his eyes vigilantly glued eight hours a day to a bank of monitor screens showing multiple cameras was rather ridiculous. Nothing could be more boring or humanly impossible. That a DVR would record events later to be reviewed also proved somewhat useless. No one really wants to watch eight hours staring at a parking lot. False alarms from fence alarm systems and other outdoor alarms were eventually totally disregarded by police.

Video analytics uses software to recognize the human form in video monitor images. Our personnel will program "rules" into the software for your customized needs. For example a "virtual tripwire" or "virtual fence" can be placed around specified areas. A rule may allow employees to walk in one



direction but not another without causing an alert. Once an alert happens, a central monitoring person is alerted by their screen flashing and by audible notice. They take over looking at the camera which then automatically tracks the subject.

Proactive — Prevent Crimes From Happening, Don't Just Record Them

This is a whole new world from the old systems that just passively sounded an alarm.

The monitoring person can call the police and give a live, in-progress report of the crime. Whereas the police ignore the automated alarms from the old motion-detection systems, due to the high number of false alarms, they respond to the live, verified breach reports. The monitoring person will remain on the phone with the police and assist in guiding them right to the perpetrator. For example, "He is wearing a green sweatshirt. He is walking around to the north side of the warehouse facing North Street. Now he is trying to climb up the drain pipe."

Alternatively, depending on your preferences when the system was set up (and this can be changed whenever you wish), the monitoring person can do a "**talk-down**" over outdoor public address speakers. They will read your script, and improvise somewhat for the situation. They may say, "*We have just recorded you climbing over the fence. You are wearing a white sweatshirt. You are on private property. Leave immediately.*"

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