

CLARITY

New Age Security Systems *newsletter issue 3*

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NASS

Darin's Corner

Your CCTV Systems Must Always Work When You Need Them



Darin Flannes, CEO

New Age Security Systems has recently completed over 100 site visits of non-customer branches throughout the state of California. As a result of inspections made of their security video systems, we discovered nearly half of them are incapable of producing the level of evidence required by law enforcement officials. Thus, we have concluded many security companies that provide video either lack digital video experience, purposely cut corners in installation and service, or both.

In many cases, the managers in charge of security had no idea how extensive their problems were. Therefore, New Age Security Systems believes it is our duty to help guide security managers. We want your systems to be installed and function properly regardless of whether you choose to work with our company. The reason is simple. Our mission and passion is, "To help law enforcement catch criminals and, as a result, curtail the occurrence of bank robberies." Thus, we have created a detailed report that we believe provides vital information for any financial institution's security manager.

In our report, we discuss:

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Most Digital Video Recorders Are Not Properly Programmed

Digital video recorders will work out of the box. Many financial institutions, however, are not taking advantage of the features that will enable them to really perform.

For example, many of today's units are designed to have motion detection built into them. A motion detection system, which needs to be set up by your tech, tells the unit to store video based on energy zones being tripped. Rarely have we found that motion detection systems are set up properly. If you have a camera pointed at a desk, why should your system keep prolonged storage while it is vacant? You will unnecessarily eat up hard drive space and waste valuable time reviewing meaningless video. We don't know why techs can't get this right. Lack of training? Time? Just lazy?

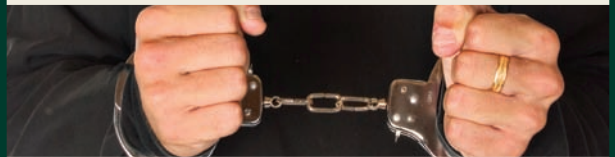
Most systems are designed to take ATM information and data, and place it with the video. When you view an ATM video, you should be able to see the person using the ATM as well as the card information. If the DVR is not programmed and tested properly, you won't know it is not working until an ATM investigation is undertaken. Thus, you will have an ATM picture with no data. This can turn out to be costly, as financial institutions only have 10 days to resolve customer claims of fraud. If you have a well-functioning digital system, however, you can type in the date and time, find the transaction you need in an instant, and display the video AND the data.

- 1) What you should know and demand concerning the installation and maintenance of your video systems.
- 2) How security companies should properly set up your cameras and program your DVRs.
- 3) Quality issues concerning recorders and cameras.
- 4) What your standards should be regarding the video company you work with, as well as their technicians.
- 5) What your expectations should be concerning the staff training provided by your video company.
- 6) The standards you should demand regarding service visits and whether maintenance agreements make sense.
- 7) How New Age Security System sizes up versus the competition.

We also wish you to know you can always contact us with questions regarding your systems. You have an open invitation whether you are a client of ours or not. We see this as our responsibility.



Order Your FREE In-Depth Report today!



How to Ensure Your Video Systems Always Perform at the Level Legal Authorities Require

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How Well Is Your Video Equipment Performing?

New Age Security Systems will provide a FREE on-site evaluation of any of your branch's systems. We'll analyze the positioning of your equipment, whether your cameras are focused properly, if your cameras are using the appropriate lenses and more. Your in-depth analysis report is also FREE. Call or e-mail us today!

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Setting Up Cameras and DVRs Correctly.

Does Your Security Video Company Do This?

New Age Security Systems installs the best cameras and lenses for each location within the facility to ensure sharp, clear pictures. We also make sure that all advanced DVR features have been tested and work properly. The following checklist is provided in writing and signed by our lead technician:

- 1 The area has been properly surveyed. Measurements have been taken.
- 2 Light readings have been thoroughly checked throughout the facility to ensure glare won't interfere with the quality of photos. Proper lenses have been installed.
- 3 ATM cameras and lenses are correct for the lighting situation.
- 4 All teller shots are set up as ¾ profile shots at 30-degree angles.
- 5 Ceilings have been checked for height. Cameras have been installed on the walls if ceilings have been determined to be too high.
- 6 Cameras with the responsibility to capture collateral information have been set up properly.
- 7 All cameras have been checked and are properly focused.
- 8 Each surveillance camera has a specific role. There are no gaps.
- 9 Motion detection has been properly set up.
- 10 ATM data and video have been checked and are in sync.

Signed _____ Lead Technician