

CLARITY

New Age Security Systems newsletter issue 5

888-711-NASS • www.nasscctv.com

info@newagesecuritysystems.com



New Age Security Systems

26074 Avenue Hall #11

Valencia, CA 91355



Copyright ©, 2010, New Age Security systems. All rights reserved. No portion of this newsletter may be reproduced or transmitted, in any form or by any means, without written permissions from New Age Security Systems

Dick Beyl on:

Partnerships

At last years annual LEAPS (Law Enforcement and Private Security) Conference in Los Angeles, the opening remarks were made by Los Angeles Police Chief William J. Bratton. In his remarks, Chief Bratton announced that the city had experienced a dramatic reduction in overall crime. He attributed this reduction in part to **PARTNERSHIPS** between law enforcement, private security, businesses and the community. His comments were echoed by the second speaker, Lee Baca, Sheriff for the County of Los Angeles.

As many of you recall financial institutions experienced over 2,600 robberies in California in 1992. An alliance forged between law enforcement, financial institutions security departments, security integrators, improved security equipment and the media since that high-water mark has reduced financial institution robberies to 930 in 2007. The FBI attributes this continued reduction to **PARTNERSHIPS**.

Although video surveillance is not considered a truly pro-active robbery deterrent like bandit barriers or controlled access portals, quality

Darin's Corner

Union Bank, Project S.A.F.E and NASS



Darin Flannes, CEO

"The new DVR platform allows us to quickly and effectively export tamper-proof digital video evidence to law enforcement agencies. It also enables us to collaborate and network with other Union Bank departments, peers, local law enforcement, and the FBI on robbery occurrences and fraud trends..." Mike Maloof

In December 2008, Union Bank embarked on a key initiative designed to advance the financial institution's focus on and processes around deterring threats and robberies in its retail bank branch locations. In conjunction, *Project S.A.F.E* (Safe and Friendly Environment) was enacted by the company's CEO to help ensure the safety and welfare of Union Bank customers, employees, and the community at large—adding enhanced layers of security.

Project S.A.F.E comprised three key areas:

- Implementation of digital video recording (DVR) technology to replace existing legacy VCR systems.
- Installation of controlled access units that utilize a metal detector as a precursor to entry in bank branches.
- Installation of bullet-resistant, plexi-glass between tellers and customers.

Continued on page 2

Continued on page 2

The Solution

In order to help meet the bank's Project S.A.F.E requirements and stringent timeline, New Age Security Systems installed hardware and completed training across all sites outlined by Union Bank in just nine months. The bank's legacy VCR systems were replaced with over 450 Verint DVRs. This migration introduced the ability for the financial services organization to monitor video centrally with greater reliability and security. Says Union Bank Vice President and Director of Corporate Security Mike Maloof, who helped spearhead the initiative, "Our digital video project was a key priority among our banking executives and from a corporate security standpoint. As such, we were able to outfit our entire retail banking footprint with brand-new DVRs in record time."

Today, Union Bank project S.A.F.E delivers robust surveillance and data capture capabilities to Union Bank's entire network of ATM and teller operations. Together with New Age Security Systems commitment to excellence, Union Bank now enjoys a complete networked video solution, further supporting its security objectives.



How well is your Video Equipment Performing?

New Age Security Systems will provide FREE on-site evaluation of any of your branches' systems. We'll analyze the positioning of your equipment, camera focusing and if they are using the correct lenses. Your in-depth analysis report is also FREE. **Call or email us today!**
888-711-NASS - info@newagesecuritysystems.com

Executive Lunch & Learn Event March 4th, 2010



New Age Security Systems along with March Networks will be hosting a lunch and learn event this March. We are excited to have the opportunity to teach you about some new technologies and answer any questions you might have. The event is going to be held at Steven's Steakhouse, in Commerce, CA. Lunch will be provided, if you are interested in attending please visit our website and look under the events section on the front page for further details and to RSVP. Feel free to call us to RSVP also. We look forward to meeting you!
(888) 711-NASS(6277)

Partnerships: Continued from page 1

photos have aided law enforcement in the identification and apprehension of first time and serial robbers and "fraudsters". Working with law enforcement and other financial institutions, benefits all of us. Putting criminals where they belong does in fact add to our bottom line by reducing losses.

As you can see, **PARTNERSHIPS** have been a key component in this reduction. As video surveillance evolves, NASS continues to keep pace with all of the newest technology, including facial recognition. NASS wants to be your **PARTNER** in the fight against financial crimes through the installation and maintenance of quality products by quality technicians.

Order Your Free In-Depth Report today! How to Ensure Your Video Systems Always Perform at the Level Legal Authorities Require
info@newagesecuritysystems.com - (888) 711-NASS