

A Camera's-Eye Focus on Security

In today's business climate, there are many environments that require more oversight than owners can possibly supply. Blind hallways; front, side and rear entrances; stockrooms; and even refuse corrals may all need special attention. Needs

include watching a variety of money-handlers and potential shop-lifters, as well as providing a safe shopping experience. As they have for many years, companies and organizations are turning to video cameras and surveillance systems to help bridge the gap.

"We utilize cameras in both loss prevention and to improve customer service," explains Barbara Cossee, Network Administrator for the Star



Nursery chain. "We train our employees to be calm and accommodating when approached by an upset customer. In the event of a complaint, we can roll back the footage to

the conversation in question and view what actually transpired, including the employee's demeanor. Knowing this, all of our staff performs excellent customer service."

Star Nursery, who operates eleven stores in three states, also placed a variety of surveillance cameras in

locations that are more traditional for retail sales organizations, overlooking aisles to watch for shoplifting, over cash registers and any other areas where cash is handled.

Another benefit has been to keep merchandise from being taken from their shelves directly to the return desk for refund. This practice has come to a halt since the overhead cams were installed.

Retailers are beginning to understand the benefits that digital video surveillance brings to the bottom line, such as reducing lawsuits through im-

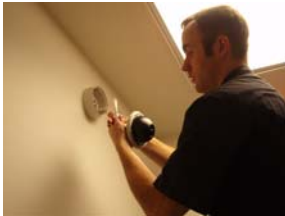
proved safety, preventing shrinkage due to employee and customer theft, and maximizing operational efficiencies



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through increased awareness. Each year, risks such as these cost retail operations millions of dollars in lost profits.

Internet protocol (IP) and the widespread use of PC's and computer networks have allowed an explosion of new, low cost options, with hardware and software made to exist on local or wide area networks. Where CCTV (Closed Circuit Tele-vision) utilized cabled analog cameras and consoles, IP allows cheaper and more versatile digital cameras to communicate directly over a local or wide area network. Recent enhancements in wireless technology have broadened the usability of IP



Aspen's Marshall Buffington installs a security camera in American Fiber Systems' new facility

cameras to an even greater extent. New applications, such as Salient Systems' COMPLETEVIEW, allow remote viewing of Individual and groups of cameras, as well as retrieving stored video, from virtually any location.

Loss Prevention departments can now automate some of their tasks with motion-sensing cameras and sophisticated software, such as the CSI-like facial recognition systems now used in law enforcement.

Storage is another area of vast improvement in capacity, physical space, and dramatic price decreases. This has enabled small and large enterprises alike to record and store much more video than ever before.

During the past couple of months, American Fiber Systems (AFS) has moved into a brand new facility. When selecting a vendor to assist with its specific security needs, AFS decided that Aspen Communications, with its long history of



AFS' David Raub checking on his camera views.

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providing structured cabling and its strong strategic partnership with Salient Systems, the chosen video surveillance system, was the right company to work with. AFS manages more than 1,200,000 miles of high-capacity, high-bandwidth metropolitan fiber optic cable in cities across the U.S., including Las Vegas, and counts a number of the most respected names on the Fortune 1000 as customers.

"We have a lot of expensive fiber and equipment that will be stored in our new warehouse," relates AFS' Senior Engineer, David Raub. "Not only must we keep an eye on employees and vendors coming and going, we need surveillance to keep break-ins from happening. We provide service to nine metropolitan areas. Managers spread across the country need remote access to cameras at every one of our offices."



SALIENT SYSTEMS

Systems chose to install the IP camera solution from Salient Systems. Salient is a leading provider of intelligent IP video surveillance and management solutions. Salient has developed an open video management solution, COMPLETEVIEW, which is fully scalable from a single site or throughout a distributed enterprise, supporting unlimited cameras, servers and users. COMPLETEVIEW provides full-featured camera management, video recording and

archiving, as well as sophisticated retrieval of video. Other features include Dynamic Video Resolution, Alarm Client, Automated Attendant and support for up to 64 cameras per server with world-wide Enterprise capability.



New digital cameras can be installed in a variety of ways and locations, such as overlooking a retail area or cash register.

For more info about Salient Systems, cameras, or video surveillance or storage solutions, contact Aspen

Communications at **(702) 407-8996** or email info@AspenBTS.com.

Both Star Nursery and American Fiber