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SECURITY SYSTEMS NEWS

THE NEWSPAPER OF RECORD FOR THE SECURITY SYSTEM INTEGRATOR & INSTALLER

In the News

FST21 brings 'Star Wars' tech to the U.S.

Mace CSSS to monitor intelligent building

By Daniel Gelinis

ANAHEIM, Calif.—FST21, a security technology company based in Tel Aviv, Israel, has brought its preventative security solution SafeRise to the U.S., setting up shop in Framingham, Mass., where OzVision president of security Avi Lupo will fill the role of GM. FST21 has also formed a partnership with Mace CSSS, which will monitor what FST21 says is “the future of intelligent building safety and security solutions based on a fusion of second generation video/voice

biometrics and analytics.”

Don Weintraub, FST21 VP of marketing and sales, said FST21 has retrofitted a school in Los Angeles already and has other projects (the Mace CSSS facility itself was SafeRise'd in January) and partners in the works. “We're looking at partnerships with companies like UTC. We're talking with them on a couple different fronts.”

Mace Security Services Division president Peter Giacalone felt FST21 brought a whole new world of opportunity and technology

“It's rare when you come across technology that you get excited about—I mean there's a lot of cool stuff out there, but it's all just better versions of what you've seen

before—this is almost like Star Wars,” Giacalone said. “The problem is you need to have the posture to be able to sell these sys-



Peter Giacalone

tems. We're going out and securing relationships and then pushing those down to the dealers ...

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We'll find a building management company and demo the solution, and we'll say, 'We have authorized dealers throughout the country.' So we could bring an integrator to the second meeting with the management company and pitch the integrator as well."

Weintraub agreed there was opportunity there for integrators who wanted to step up to the challenge of such a large install. "We'll have our own people who will go out and float the projects, but certainly the idea is to have a reseller network. Some of the security integrators are definitely partners for us ... In each market we go into, we're going to need a security systems integrator to work with who can install the system."

Giacalone said the challenges to monitoring such an all-encompassing solution weren't insurmountable, and ultimately the offering would mean more convenience for end users, which translates to an easier sell for dealers. "There are a lot of hurdles. The overall volume shouldn't be that great, but this is all IP-based. It's not your normal operator who'll be monitoring this, and you need to have the right automation head end to bring all of this together," Giacalone said. "However, the technology does most of the work here. In most cases, the central station won't be involved. With most entries and exits, the signal isn't even making it to the central station. The technology takes care of it all so there's no inconvenience to the resident."

Running with the end-user focused tagline "You Are the Key," the SafeRise solution shuns keys, proximity cards and RFID and combines facial recognition, video analytics, speaker recognition (the system recognizes a speaker's specific voiceprint), speech recognition (the system recognizes spoken commands), and license plate recognition to completely secure a building and allow access only to those pre-vetted to be there.

According to Lupo, SafeRise represents the future of access control. "Before I joined, I met with dozens of customers in Tel Aviv to find out if there is a need for this kind of thing. When you think about access control it's always video and proximity cards and keyfobs and intrusive biometrics—fingerprints or retinal scans," Lupo said. "People are not happy with what they have right now. So to have intelligent access into buildings—something that has the capability to listen, to see, to talk—it's a real 'wow' factor. I truly, truly believe that it's the beginning of something ... this is the way people will access buildings in the 21st century." **SSN**



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