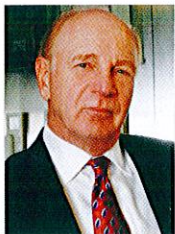


## Real Estate Security Is Serious Business. Video Doorman Understands That And Delivers

By Lawrence T. Dolin, American Security Systems Inc.



### The Original Video Doorman Provides Real Security & Convenience

Video Doorman is the only security system that offers emergency panic button connection to live operations 24/7 in elevators and lobby areas. They can see and speak to tenants who may be in trouble.

Most apartment buildings do not have a doorman because of the cost. But most residents want the doorman services that provide 24/7 security, especially late at night, and the convenience of receiving deliveries when they are not home to receive them.

Video Doorman Security System solves this problem. It's an interactive system that provides building security, emergency support services for tenants. And it only costs about \$1.00 a day and delivers added value to the building, whether it is a rental or a condo.

### Real Building Security & Secure Package Delivery

The revolutionary new Video Doorman security system offers tenants in non-dorman condos, co-ops and rentals a way to receive their package deliveries safely when they are not at home. Whether it's UPS, FedEx or delivers from local retailers or dry cleaning, Video Doorman functions just like an actual doorman to allow the delivery person into the building and to escort them to the secure package room.

### How It Works

When a courier presses the Video Doorman button on the exterior panel a trained Central Station operator speaks to the courier and allows entry via a remote link. All activity is recorded, both audio and video.

A series of cameras within the building, supplied with speakers and microphones, monitor the delivery's progress through the building while "escorting" the courier to a secured package room. The tenant is then notified.

If the front door is left open, Central Station operators are notified, and let the building management know. Additionally, we send a clip to the manager of the person who left it open.

If the door is ever forced open, we dispatch police along with a clip of the perpetrator.

### The Real Security Benefits

- Secure package delivery & notification
- Live on-call operators 24/7
- 24/7 safe entry access & CCTV coverage
- Secure fobs to enter the building & access the package room
- Two-way visual & voice communication with delivery people to ensure they exit the building
- 24/7 emergency panic buttons in lobby

by & elevator for assistance

- Door Ajar & Forced Entry notification
- Latch key child arrival notification
- Plus anti-loitering in lobby

### Video Doorman® Safe Lobby

American Security Systems has also created a system called "Safe Lobby" to improve safety in building lobbies. Most real estate property managers and police departments agree that 95% of apartment crime begins at the front door.

The Video Doorman Safe Lobby system provides a residential apartment building with remote security and surveillance 24/7, just like an actual guard. It limits access only to tenants; it makes sure the front door is closed; it detects forced entry; and it prohibits loitering in the lobby 24/7.

The system integrates a card reader and front door contact with cameras, speakers and microphones in the lobby and the elevator, if desired. The high quality Digital Video Recorder with Video Analytics is linked via a high-speed IT line to our Central Station, allowing us to literally be the security guard of your building lobby. No one is allowed to loiter in the lobby.

### Why it makes sense for building owners and managers

By installing a Video Doorman Safe Lobby security system, managers and owners experience benefits such as:

*Reduce liability/lower insurance rates.* Many insurance companies recognize the benefits of security alarms and video surveillance protection by rewarding owners with price breaks.

*Decrease in unwanted access and loitering.* From domestic disputes to criminal activity, security access systems and alarm systems give that added advantage of approved traffic flow. When residents are able to allow approved traffic and disallow troubling individuals, they feel more in control of their safety and security.

*Higher occupancy and retention.* In recent years, it is hard to find anyone who has not moved at least once. By increasing the sense of security with video surveillance and alarm systems, turnover will be less. Providing a safe place to live and raise their children will give returns of higher overall occupancy and improved retention.

*Higher rent.* As a selling feature for increasing rent or higher rent, security is top on the list of concerns among renters because many potential lessees equate safety with a doorman in New York City.

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