

## ISM proud sponsors for the second year running of the Intelligent Integration Zone, IFSEC, 16 to 19 May 2011, NEC Birmingham



"Last year at the ISM sponsored Intelligent Integration Zone we met thousands of visitors and together with our partners demonstrated the multifaceted benefits of holistic integration. It proved to be a winning formula and the Intelligent Integration Zone was a magnet for visitors over the entire four days. So, it's pretty much business as usual at the Zone this year - with one major exception - the world launch of Genesys 2 - a pioneering system with ISM's patented migrating 3+ redundancy.

**You can be part of history this year.** Come and see Genesys 2 in action as we unveil it for the very first time at the Intelligent Integration Zone."

Stephen Smith, Sales and Marketing Director



**IFSEC 2011**

16-19 May 2011  
NEC Birmingham, UK

## ISM Client Case Study: Loughborough Estate Concierge

### The Background

The Loughborough Estate, Lambeth, London, comprises five blocks of flats located on both sides of a congested road. An eight strong team was responsible for managing security. The tenant management board had to improve security and reduce costs. Although aware of the benefits of air links technology, finding a project partner was impossible until ISM was recommended by Pinnacle Electrical Engineers.

### Implementation

Over two months, ISM worked closely with project contractors, Alphatrack and Pinnacle Electrical Engineers, designing and implementing a full IP network with CCTV, audio and VoIP.

Outstanding features of this project?

- A state-of-the-art digital audio-based system has been developed with through air transmission using Genesys™ as the control room and Ultimate 3000™ as the door entry system.
- The movement of visitors around the estate and in the buildings can be tracked with pinpoint accuracy.
- Only one person is needed to control the door entry system and the security of the five blocks. Because each one of the five blocks has its own control room and Ultimate 3000™ door entry system, the security in a block can be controlled from any block.
- Through air transmission is clean, environmentally friendly - no roads or pavements to dig up, no traffic congestion. No planning application.
- The client has benefited from a reduction in vandalism and plummeting security costs.
- Through air transmission entails installing a small device on a roof and you create in effect what you have in your own office; a full IT system.

### The changing face of security

ISM is leading the market with through air transmission systems. David Jenkins ISM MD says, "ISM don't use subcontractors so we're always accountable and at the heart of the client's project team. If there's a problem on the network, we find the solutions. Although we have been delivering through air solutions worldwide to many private sector organisations, the Loughborough Estate project is the first time that through air technology has been used in a local authority public sector project. Local authorities are keen to embrace new technologies that reduce costs and deliver higher levels of security."

### World Launch: Genesys 2 IFSEC 2011

*ISM challenges "archaic server-based systems" head on with Genesys 2*

IFSEC 2011 is a fitting venue for the world launch of Genesys 2 - a fully integrated security management system capable of integrating multiple systems and enabling interoperability from one holistic platform. Genesys 2 takes innovation to a new level by distributing control across all of your workstations; literally taking power to your PC and multiplying it by the number of PCs on your network. *The out and out utter genius of this?* If one PC fails, control can be migrated to another PC seamlessly - no interruptions, no downtime. Says David Jenkins; "With Genesys 2 organisations have the Holy Grail in security control room management systems. Unparalleled flexibility, power beyond their wildest dreams and a redundancy that's second to none. And where better to launch Genesys 2 than at the ISM sponsored Intelligent Integration Zone?"

# Introducing Our Six Key Partners at the Intelligent Integration Zone

## Wavesight Ltd [www.wavesight.com](http://www.wavesight.com)



*"Wavesight has impeccable credentials with a history that stretches back to EMI and the Central Research Laboratories in the 1930s. Our expertise in radio communications, coupled with our ability to successfully exploit these technologies, makes us stand out from any competitor."* Steve Pittom, Managing Director

Part of The Jaltek Group, Wavesight is a UK based leader in the design, manufacture and application of outdoor point-to-point and multipoint wireless CCTV transmission solutions. Featuring extremely high levels of data security and SPG1 – Wavesight's own data compression technology, Wavesight wireless systems can be deployed rapidly and provide extremely low latency, high quality video links ideally suited to modern security and surveillance installations.

Wavesight has over 3000 installations in more than 50 countries spanning 4 continents and is committed to providing innovative communications solutions that helps customers reduce costs, increase efficiency and enhance data security.

At the Intelligent Integration Zone, Wavesight will showcase its class leading range of wireless 'point to point' and 'point to multipoint' wireless transmission solutions designed to meet the specific needs of security industry CCTV video transmission.

Visitors will be able to see first-hand high resolution, low latency video transmitted via these systems and will learn about the many successful implementations of this technology where Wavesight wireless solutions have provided a genuine alternative to fibre.

## ICS Ltd [www.strike-point.co.uk](http://www.strike-point.co.uk)



*"At the Intelligent Integration Zone, visitors can see Strike-Point, the latest development from ICS. Strike-Point is a continuous linear switch strip designed with a large surface strike area, greater than 43 mm, security fixing points, continuous illumination and... pre-wired fittings."* Phillip Petty, Technical Director

Formed in 1995, ICS specialises in innovative and bespoke solutions for industry and commerce. These include a range of thermal and vision systems, designed and manufactured at its base in Sheffield.

Strike-Point is suitable for use by the police and courts as an affray / panic switch, in areas that require dependable performance, such as custody suites and prisons. Strike-Point incorporates continuous illumination along the entire length to provide visual confirmation of status and activation. The extensive range of fittings available with Strike-Point means that installation can be easily adapted to individual site requirements. The flexibility to reconfigure Strike-Point to the changing requirements of individual circumstances means that it can be installed wherever individuals are placed in a vulnerable situation with the need to call for assistance in an emergency.

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Visitors to the Intelligent Integration Zone will be able to look at and feel examples of the Strike-Point strip and see its ease of installation firsthand - including how it can be integrated with other equipment and systems. Phillip Petty, the designer of Strike-Point will be at the Zone so you can chat to him and find out how you could benefit from Strike-Point.

ICS regard ISM as a key partner in its promotion of Strike-Point and is ISM's Panic Switch of choice for its Genesys™ system. The opportunity given to ICS in exhibiting at the Intelligent Integration Zone is seen as an important first step in introducing Strike-Point to the market.

## Visimetrics (UK) Ltd [www.visimetrics.com](http://www.visimetrics.com)

*"Visimetrics has a close technical partnership with ISM through the Genesys Security Management System. ISM utilise Visimetrics comprehensive Software Development Kit (SDK) to configure, control and access video, audio and alarm events from Visimetrics' range of video and audio recording systems."*

Gary James, Business Development Director



Visimetrics provides dedicated surveillance operators with high-performance digital video and audio recording, storage and management systems to protect assets, reduce risk and prevent crime.

Surveillance operations within casinos, custody suites, prisons, ports, public space monitoring, government and military sites benefit from the image clarity, speed of search and ease of export of footage that a Visimetrics' system provides to incident investigation. Visimetrics work closely with security consultants, integrators and partners to specifically design surveillance systems to record, display and export explicit audio and visual evidence of suspicious activity, crime or the intent of crime.

Visitors to the Intelligent Integration Zone will have the opportunity to sample two new technology products from Visimetrics - *FiND™* and *Playerbook™*.

*FiND* provides surveillance operators with the capability to search multiple recording systems simultaneously for key points of evidence. Using known intelligence, *FiND* can search on attributes such as colour, baggage, logo, vehicle or character to locate similar instances across multiple recording systems - *in seconds*.

*Playerbook* is an automated light immune facial recognition system for the technically challenging lighting environments of casinos. Real time recognition and alarming using watchlists highlights the on-site presence of self-excluders, barred individuals, undesirables or ultimately VIP's.

The Intelligent Integration Zone provides a unique opportunity to meet and discuss challenges and to explore the value that an integrated electronic security solution brings to dedicated surveillance applications.

# Introducing Our Six Key Partners at the Intelligent Integration Zone

## Pinpoint Ltd [www.pinpointltd.com](http://www.pinpointltd.com)

*"Today in Britain alone over 500 doctors, nurses and teachers will be verbally and physically abused, assaulted and threatened by the people they care for. Pinpoint is the UK's leading supplier of staff personal alarm systems for use by people at risk of violence in the workplace. Whatever your staff safety needs, Pinpoint has the solution for you."* Greg Smith, Senior Account Manager



Founded in 1992, Pinpoint manufactures and installs reliable, easy-to-use, personal alarm systems for staff at risk of violence at work. Staff wear small cylindrical devices which when activated transmit coded infrared signals to addressable receiving devices in each room. The precise location address is transmitted to screens, enabling the response to be fast and direct.

At the Intelligent Integration Zone, Pinpoint will be demonstrating its Advanced 5000 Staff Personal Alarm System for staff at risk of violence at work and, showing how the System integrates with ISM's Genesys Security Control Room Management Systems, with Paging Systems and with Access Control Systems. We are also launching a new portable unit combining a Personal Infrared Transmitter with a Display Paging Receiver and a new portable unit that combines a battery-free Personal Infrared Transmitter with an Access Control Fob. At the Zone you can discuss specific applications with Pinpoint's experienced staff.

The NHS is the biggest user of Pinpoint systems particularly in psychiatric and emergency environments. Elsewhere, Pinpoint Systems are widely installed in secure institutions, probation hostels, special schools and social work offices. Pinpoint has worked with ISM for many years and has installed many Advanced 5000 Staff Personal Alarm Systems in police custody suites, fully integrated into ISM's Genesys Security Control Room Management Systems.

## Allen's Total Perimeter Security [www.allenfencing.co.uk](http://www.allenfencing.co.uk)

*"We provide an effective, modern and efficient installation service, specialising in high security systems that provide an effective deterrent against the ever increasing threat of terrorism and sabotage."* Sean Salmon, Operations Director



Allen's Total Perimeter Security has been operating successfully within the security sector for 60 years. The company has accumulated a wealth of experience and has evolved into one of the country's leading fencing and security contractors, providing effective security solutions including:

- High Security Fencing
- PAS 68 Bollards, Blockers, Barriers & Gates
- CPNI Enhanced & High Standards
- High Security Speed Gates
- Security Fencing to SEAP Class 2 3 & 4
- Sliding Gates
- Power Fencing to BS1722 Part 17
- Perimeter Intrusion Detection System
- Ducting and Civil works
- Electrical Installation Work

Our security cleared staff and operatives are committed to ensuring that customers receive the highest standard of work at all times, from the initial conception and design stage of a project through to completion and handover. We operate a Quality Management and Assurance System accredited to ISO 9001 2008, thereby ensuring the highest standards are maintained at all times. Our aims and objectives are set by the board of directors and reviewed regularly. Particular emphasis is given to health and safety, quality and best practice. We are delighted to be part of the Intelligent Integration Zone and look forward to meeting visitors.

# Introducing Our Six Key Partners at the Intelligent Integration Zone



ACS Ltd    [www.xplan.com](http://www.xplan.com)

*"ACS was formed in 1979. We celebrated our 30 year anniversary at the end of 2009. The PLAN product was launched at IFSEC Olympia in 1987 and with nearly 25 years of continuous service to dealers and end users has evolved into the xPLAN suite of software and hardware that will be displayed at the Intelligent Integration Zone."* Ray Phillips, Technical Sales Consultant

In the world of access control, an end user doesn't want to issue multiple cards for separate applications. By the same token, there is no longer any need for repetition of administrative data entry amongst these separate card based systems.

The Holy Grail for an integrated system must be when there are degrees of relevant autonomous integration with and between each of the sub-systems that make up the whole system.

At the Intelligent Integration Zone, we will demonstrate a variety of autonomous links between other Zone partner systems and non-security card based systems.

Specifically, we can show end users how to establish a common provisioning link between Access Control, Cashless Catering, T&A, logical access, library management, copier and printer control systems – all fed dynamically from existing HR/Student data or linked to an Active Directory.

We will also demonstrate the convergence opportunities available to PLAN system users such as ID badging, e-registration and Touch Screen Visitor management as well as the innovative functionality of our LCD message display unit with customisable VIP command controls.

The PLAN system leads the way in support for open platform access control hardware and, to this end, we'll be showcasing our 'native' support for ASSA Abloy Aperio Wireless e-cylinders and locksets plus HID EDGE PoE reader controllers – all of which have been integrated seamlessly with our own range of 1, 2 and 4 door controllers for simplified administration.

# The 30 Minute Interview...

## With John Waite, Business Development Director, ISM

Journalist and business author Dee Blick gets to know John Waite just that little bit better.

### “ How long have you been at ISM and what's your role?

I've been with ISM for 12 years and my role encompasses finding new markets, new customers and feeding the intelligence I gather to our sales team. I've been in the security and electrical manufacturing industry for over 30 years. This gives me an invaluable insight into where our products might be placed and I can glean useful information from folk within the industry because of the contacts I have built up over many years. Some days I will spend trawling the Internet, researching trade directories and reviewing our contact database and of course reading the trade magazines and general press to find useful information.

I started out at ISM as a salesman and, even though my territory has increased and the title on my business card has changed, I still see myself as a salesman. Of course, I like the fact that now I have more say in the direction of the company and that I'm responsible for others, not just me.

The title of company director carries responsibilities and I take my role as a company director seriously.



### How do you measure your success?

By the amount of projects I am invited to quote for. I am self critical and set myself very high standards. I've always been a driven person and I'm still ambitious, but my ambition is to bring success to the business. If I start something I like to see it through to the end. I've never been a person that flits from job to job.

### What do you anticipate will be the reaction to Genesys 2 at IFSEC?

It should be..."Yet again ISM has produced a piece of software that's unrivalled on the world market."

### What has been your biggest achievement at ISM?

Tough question...Being included in the decision-making within the business is an achievement and being deemed to be suitable as a director of a business. The fact that others recognise I am capable of carrying out my role as a director. I have a dogged ability to pursue things to the 'nth degree which makes me a reasonable salesperson. I don't let things go. I see myself as a hunter gatherer. I have played a part in introducing some exceptional projects to ISM.

### Times are tough yet ISM is consistently winning new projects. Why?

At ISM there is a commitment to quality and a professional attitude to business in general. We do take the business seriously and have always been in it for the long-term. We apply what we consider to be professional work standards to everything that we do. ”

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