



## Datawatch builds New York City following

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Datawatch Systems, whose innovative approach and relentless application of cutting edge technology to office building security and access control has been making the Washington, D.C. commercial real estate marketplace a safer and more cost-effective workplace for both property owners and tenants alike, is now replicating that accomplishment in New York City.

The Bethesda, MD-based company, whose Manhattan office is located at 845 Third Ave., has introduced the latest cost effective 24/7 off-site building monitoring and security technology solution to two New York office buildings located in two of the city's most popular business districts.

Both of the buildings, the 78-story Metropolitan Tower, aka 142 West 57th St. and the 12-story property in SoHo at 148 Lafayette St., exemplify the growing trend of owners outsourcing building security.

Earlier this year, Datawatch upgraded L&L Holdings' Metropolitan Tower's existing security system by adding card-reading turnstiles in the building's lobby. At 148 Lafayette, ownership converted from an in-place, stand-alone security system to a UL certified remotely monitored and advanced Datawatch system, which is more effective and less expensive to operate.

"Protect the assets, the people, and the intellectual propertyâ€"that's our mantra," said Datawatch CEO William Peel III. "Like any industry in the 21st century, the security sector is evolving and becoming more and more technologically driven. Savvy building owners understand the advantages of outsourcing such services as property management, leasing and concierge to experts, so why not security as well?"

What differentiates Datawatch from its competitors is the company's 24/7, state-of-the-art operations center in Bethesda, where highly trained staff using proven systems and emerging technologies vigilantly monitor for security breaches that can occur at the company's growing portfolio of more than 2,250 buildings located around the country and Canada.

Datawatch Systems' capabilities are both innovative and efficient. Among the many ways that Datawatch regularly secures high-profile client portfolios are:

- \* The installation of hands-free access phones and intercom systems along the perimeter entrance of a building that each function as an afterhours concierge capable of processing incoming visitors and allowing emergency personnel and contractors to gain access into the building in the event of an incident. These phones are connected to a dedicated circuit providing a 'hotline'; connection which can be used in an emergency by tenants or other personnel working in the building afterhours; in addition, they provide a remote unlock convenience if a tenant has forgotten their access card;
- \* Video analytics - by employing video imaging technology, Datawatch can isolate and eliminate problem occurrences in a building such as loitering;
- \* Lobby visitor management and processing;

- \* Guard stations equipped to remotely unlock/lock doors and control elevator floor selection.
- \* Internet protocol (IP) cameras enabling live CCTV activity viewing anywhere around the world via the Internet;
- \* Biometric readers that interface with retina/iris/fingerprint/hand geometry scanners;
- \* Access cards that interface with smart phones;
- \* Homeland Security compliance (FIPS) that ensures government clients achieve and maintain the level of security they mandate.

CEO Peel said, "There are so many reasons why remotely managed access control systems are becoming status quo. Certainly in this challenging economy, owners and managers of large properties in major urban CBDs, not to mention suburban owners and managers of smaller-sized buildings, are continually looking to reduce operating costs without compromising safety and security. We can effectively provide a comprehensive security solution at a better price, while seamlessly and quickly processing visitors into owners' buildings, simultaneously relieving staff from the administrative burden of dealing with a stand-alone system."

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