



## **The rise of mobile access technology in electronic security in New York City - by Linda Thell**

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It seems like wherever you are on the streets of New York City, everyone is on their phone. Whether you are a property owner, developer, or resident, your position doesn't change that fact. Cellphones are an integral part of being a New Yorker today. 95% of adult Americans own a cellphone today, and the rise of the smartphone is dominating the market. They're more than an accessory, they've become an attached necessity. A study conducted by the PEW Research Center on January 12th, 2017, entitled "Demographics of Mobile Device Ownership and Adaption in the United States," shows that 77% of all adult Americans now own a smartphone. With the rapid growth of mobile devices, most industries have had to adapt to the changing technology climate. Not surprisingly, property owners and developers in New York City have come to prefer the use of smartphones as a credential to gain entry to buildings throughout New York City. This is a major switch in access control credentials. Instead of using a key fob or an ID card, both of which can easily be forgotten, lost and transferred to another person, individuals can now access secured doors with the simple use of their smartphones.

Many developers and building owners care about enhancing their residents' experience with mobile technology.

In order to utilize and leverage the common use of smartphones, ESCC has been working closely with HID Global to bring forth this new mobile access control technology. Accessing buildings with a smartphone's Bluetooth (BLE) technology has become the new trend in electronic security, especially in New York. As part of a select group of companies who offer mobile access, ESCC's footprint of completed projects can be seen throughout properties in New York City. HID Mobile Access makes it possible to open doors and gates with smartphones, introducing a new era of convenience and functionality to access control. This breakthrough technology is meeting the growing demands of a smarter, mobile-first world.

ESCC recently played an integral role in the design and implementation of new mobile access technology at multiple luxury buildings owned by Fetner Properties in New York City. Fetner Properties firmly believes in enhancing the resident experience at all times, and looked to ESCC to accomplish this when it came time to renovate their fitness centers and common areas at the Victory

and Chesapeake buildings. Fetner Properties is a full-service real estate company specializing in developing, owning, operating, and financing world-class developments. Through three generations of family ownership, it has become one of the most respected real estate developers in New York by providing great homes for its residents and high-quality environments for its retail tenants. ESCC has been a trusted advisor and vendor for Fetner Properties for over 20 years, which made it an easy choice for Fetner to include ESCC when renovating the two buildings.

The benefits of utilizing mobile access technology in electronic security, from a management perspective, include not having to hire onsite staff to scan badges or track people, and not having to print or re-print credentials such as ID badges for traditional card access, which is another cost-saving benefit. From a user point of view, mobile access enables authorized users to quickly gain access to buildings and facilities without being held up or delayed. By keeping things moving forward, productivity increases and electronic access control security improves.

How it works: To simplify access control for today's modern world, the smartphone becomes a credential using industry standard Bluetooth technology (BLE). A mobile app for the system can be downloaded to any smartphone using the iOS or Android operating system. The access control hardware that runs the system remains the same, but you are now capable of using your smartphone instead of your key fob or ID badge.

As an early implementer and integrator of HID Mobile Access Technology, ESCC has successfully deployed this cutting edge security solution at numerous class A, high-end residential properties throughout New York City. The rising demand of the new mobile Bluetooth (BLE) credential is a sought-after feature that most real estate developers request today when inquiring about electronic security solutions. Whether you want mobile access technology implemented in your residential or commercial property, ESCC can help meet your needs from security design to equipment installation, and security management.

ESCC is one of the leading security integrators in New York City with unparalleled industry expertise in designing and enhancing electronic security solutions in new and existing properties and continues to take Integration Beyond Expectation.

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