



Video Doorman adds value to New York's residential condo and co-op market

February 06, 2009 - Owners Developers & Managers

With 30 years of leadership in the security industry in the New York market, American Security Systems shows no signs of slowing down. In fact, the company continues to innovate, delivering security products and services with tremendous value for building owners and residents.

"During these challenging times it's particularly important to provide systems like Video Doorman that differentiate buildings from the norm, add value and improve quality of life," said Larry Dolin, president and founder of American Security Systems.

Over the years the company has grown from a basic residential central station alarm provider into one of the leading total security systems companies in New York. Growth has come from insistence on installing only quality products, reinvestment into infrastructure, personnel and acquisitions, as well as innovative marketing.

Video Doorman

Introduced two years ago, Video Doorman has captured the minds of residential building owners and tenants wanting the security and convenience provided by doormen. Video Doorman not only provides most of the functions at a small percentage of the cost, but increases the value of buildings' units when it comes time to sell.

Tenants in buildings without doormen are currently unable to receive packages, UPS, Fed Ex, dry-cleaning, gifts or other deliveries from local merchants. In effect, they are cut off from the many time-saving benefits that tenants in doorman buildings enjoy. Forty percent of all Americans now order on the Internet, and Video Doorman solves the dilemma caused when residents can't receive these deliveries at home.

A video intercom panel is installed on the outside of a building for deliveries when tenants are not home. When someone presses the button, trained central station operators answer and the visitor comes up on American's screen. The person is asked for identification and remotely allowed entry, while all activity is recorded via voice and video.

Through a series of cameras in the hallways and elevators with speakers/microphones, the central station operators "escort" the delivery person to a secured package room, open it, and watch as they deliver and leave. The tenant is emailed to notify them of the delivery. HID access control readers are installed on the front door and package room door, insuring only authorized tenants enter. Cards are managed over the Internet.

"Another feature owners like is the ability to call up our 24-hour UL Certified Central Station late at night using a remote transmitter," said Dolin. "Our operators connect to the tenant upon entering the building. With a camera and speaker/microphone in the elevator, American Security Systems can 'escort' the owner right up to their floor."

The system is a combination of video intercom, CCTV, access control and high security locks.

Cameras are always recording and access control working, even when the Video Doorman feature is not activated. "You can't get better security than this," said Dolin.

Fire Alarms

"With the outstanding track record of American's installation and service, clients asked if we could provide fire alarms," said Dolin. "Most of the clients were dissatisfied with their vendors."

The result was the purchase of a small fire alarm company in 2003. American began installing one of the premier product lines for the Life Safety sector, General Electric. The manufacturer of Edwards (EST) and Mirtone (Vigilant) is renowned in the industry for reliability and effectiveness. By installing and servicing quality products, American was again asked by its customers to perform Testing and Inspecting of all Fire Alarms as required by the NYC Fire Code, NFPA guidelines and FDNY approved Central Station Monitoring.

The result was satisfied clients such as Forbes, Catholic Charities, Capital One and a growing list of others. By utilizing quality personnel and product, American's Life Safety Division has grown exponentially. The last three years American was awarded Regional Dealer of the Year and in 2008 achieved both Regional and National Dealer of the Year honors from GE!

2009

With 2009 well underway, American Security Systems is pushing ahead with Video Doorman in a big way, and residential buildings throughout the five boroughs are coming online with the system. To view a brief video of Video Doorman in action, visit the following link:
http://www.youtube.com/watch?v=MnNGcDdY6d4&feature=channel_page

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540