

HowTec launches mobile surveillance products

By L. Samuel Pfeifle, editor

VISTA, Calif.—As a small and nascent systems integration firm, HowTec Video Security Systems “wanted to catch a niche that seemed to be overlooked,” said owner Greg Howard. Seeing \$1.5 billion a year in losses and few non-permanent surveillance solu-

tions for the construction-site vertical, Howard and HowTec endeavored to explore a mobile IP video solution equipped with DVR, Pelco Spectra IV camera system, a cellular router, back-up battery and GPS system.

The company met up with Barnhart, a division of Heery

International, and one of the largest school builders in the United States, and soon made their first sale of a Mobile Surveillance Trailer that now watches over the construction of Poway Unified School District’s new high school in San Diego County. The system is monitored in real time by Total

Monitoring Solutions, a video monitoring central station based in Los Angeles.

However, the video feeds back to TMS were triggered by motion sensors, and “with sensors there are a lot of false alarms,” Howard noted, so HowTec began exploring video analytics as sensors.

“There wasn’t really a lot of competition out there that was even mature enough to compare,” Howard contended. “Ioimage had the best prepared equipment on the technological side and the marketing side, as far as material you need to promote it and get the end user to understand what it does.”

Of course, “everything was expensive,” so he said price wasn’t much of a factor.

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HowTec’s Mobile Surveillance Trailer can be sold or leased, and HowTec is now actively looking for resellers.

Now HowTec is working with resellers in Oregon and northern California to distribute the Mobile Surveillance Trailer. Barnhart bought the unit it’s using, but HowTec believes there’s a market for leasing the trailer to end users, and it’s also developed a Builder’s Cam the company is planning to rent to builders.

The interest in the construction site solution has grown HowTec to six full-time employees, and the company recently moved into new warehouse and office space. “We’re relatively small,” said Howard, “but we’ve got big ideas and big intentions, and we intend to grow quickly.” **SSN**

Entrance

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and it will give their internal IT guys the confidence to go forward and buy in.”

Plus, he noted, Entrance Controls can now sell “a pure IT offering. It doesn’t have to be physical. We couldn’t offer that before.”

This relationship has been in the works for more than two years, Pelkey said, as the two companies have partnered on jobs. The two saw the convergence of physical and logical security coming, and “we’re excited to have bridged that converged company. It’s nice to have IPointe on board, a respected company and an entire team that’s already putting together these solutions and understands our business. I think it’s going to be a pretty easy transition.” **SSN**