



ADVANCED DIGITAL
SECURITY IRELAND

INTRODUCTION



Welcome to the next generation of commercial and residential security technologies. Advanced Digital Security Ireland was established in 2010 to meet the ever growing demand for asset and personal protection. The development of our security systems is grounded by feedback from industry specialists and our own vast industry experience.

We are a fully Irish owned and managed Security company providing Security Monitoring and Solutions throughout the island of Ireland. Our core objectives as a company are to bring the right products and solutions to our clients on time and within budget.

Our quality systems offer innovation in security solutions to business premises, retail units, educational facilities, hospitals, airports, hotels and a host of other commercial & industrial facilities.

We provide homeowners with innovative home security solutions, in touch with modern lifestyles.

We deliver, unreserved commitment on every project and to each client. We offer our customers a turnkey service from the initial site survey to its successful installation and monitoring with pre and post sales support and also a comprehensive maintenance plan ensuring peace of mind.

In our Brochure you will find all our main product and service offerings and also what our clients have to say about us. Request a FREE site survey for your business or home by emailing us at info@advancedsecurity.ie

Managing Director

A B O U T U S

We are a Security Systems Provider located on the East Coast of Ireland. Our Highly Motivated team are fully trained in all aspects of their work to ensure our customers requirements are met.

Each Member of our team strives towards 100% Customer Satisfaction with a belief that once the initial Site Survey is conducted and the needs of the customer satisfied on completion of the project then they will become a repeat customer of Advanced Digital Security Ireland.

The core elements of our business are:

- Intruder Alarm Systems
- CCTV security systems
- Monitoring for CCTV and Intruder Alarm systems
- Door and Gate Access Control Systems
- Security Consultancy

All our Services are geared toward the Commercial, Industrial and Residential Markets. For this, we use the latest Intruder Alarm, Access Control & CCTV coupled with Modern Satellite and Internet-based technologies to provide our Clients with the most up to date solutions.

In addition to these solutions we offer a comprehensive Service and Maintenance Plan to ensure we deliver a product of the highest quality. This Plan can also incorporate your existing System giving you an all inclusive Solution.



CCTV

Live Video patrols can be used to create great cost savings compared to the cost of onsite personnel. Cameras are positioned to monitor offices, hallways, receiving docks, vehicle loading, warehouse stock areas, car parks, or any other area. The central station operators view the premises at scheduled intervals. Tour reports and video of activity are logged directly into our computerised Automation System.

Video Alarm Verification allows our central station operator to view the activity that is causing the alarm condition and relay that information immediately to the proper authorities.

IP Technology:

We use IP Technology to enable companies to centralise the management and control of their security systems across their Network, dramatically reducing the number of security and monitoring staff required on site, whilst at the same time improving the quality and quantity of security systems in place. Our services are unique. We provide end to end service for users of IP security systems from concept and design, installation and maintenance.

Video Analytics:

Video analytics is now an accepted and essential capability for managing video in large systems. As part of our strategy to provide a complete IP Video Surveillance solution – A.D.S.I. is committed to maintaining its technology leadership role in this field by identifying new and innovative developments of video analytic solutions from around the world and delivering them to the Irish Marketplace.

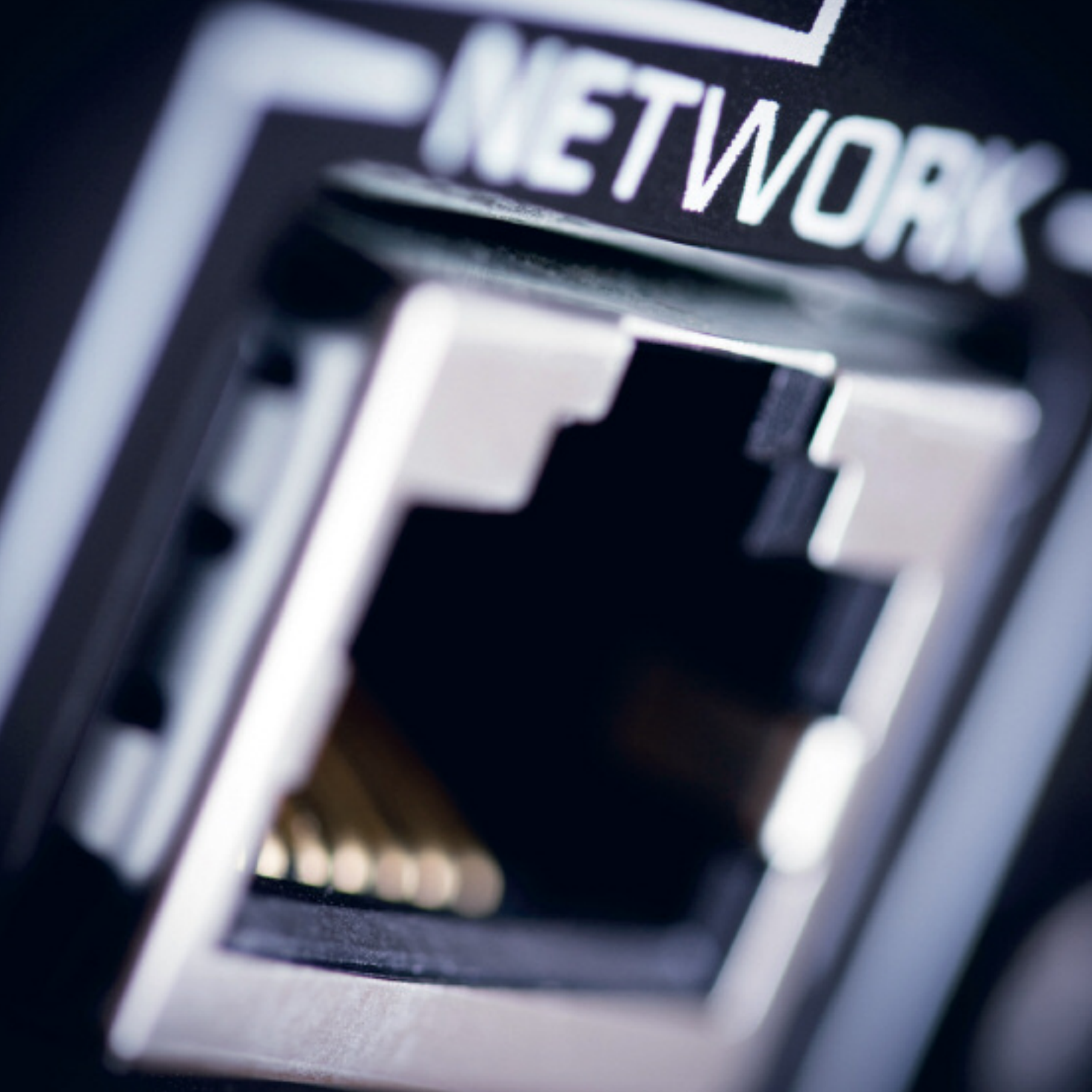
Why use Video analytics:

What if your video surveillance system could not only issue accurate alerts as soon as security threats begin, but also tell you when a customer line exceeds acceptable limits? Or when a shelf becomes empty of a featured item? What if your security system gave you the information you need to improve the flow of foot traffic, while also protecting you from theft? A.D.S.I.'s analytics, which grew from the need for actionable security intelligence, has revolutionized facilities security. Systems equipped with proper video analytics software can, for example, immediately spot and report a person reaching over an unattended jewellery counter, a vehicle tailgating through an entry point or a person entering a warehouse outside normal delivery hours - all of which are indications of potentially criminal processes. Today, in leading-edge retail, bank, transportation and other operations, modern video surveillance systems today also deliver video intelligence that helps improve business processes in these and dozens of other ways, in addition to providing thoroughly actionable security intelligence.

All the following can be provide through A.D.S.I.'s Video Analytics:

- Crowd Detection
- Vehicle Counting & Speed measure
- Human and Vehicle Tailgating
- Loitering person detection
- People Counting
- Removed Object detection
- Unattended Object Detection
- Stopped Vehicle
- Intrusion Detection





CCTV

CCTV Security Systems for Commercial & Residential Property

From single camera to multiple camera systems incorporating hundreds of cameras, Advanced Digital Security has experience in designing and installing them all. We install the very latest in system technology and are constantly reviewing and researching new products to make sure that our systems remain at the forefront of cutting edge product technology.

Live CCTV Monitoring:

We use technology to prevent crime happening. When intruders enter a protected site, live images are transmitted to the Monitoring Control Centre. Operators issue warnings and scramble local Gardai or Key holder response teams. Crime prevented! Advanced Digital Security Ireland take responsibility for everything, from site survey, system design and installation, to maintenance, 24/7 monitoring and liaison with the Gardai. A monitored system is valued wherever CCTV is seen as essential for crime prevention rather than simply crime recording and reviewing. Our technology and services find application throughout various industries as well as in personal protection and in the residential market.

Examples include:

- Construction Sites
- Schools/Universities
- Petrol Forecourts
- Self-storage facilities
- Retail Premises
- Fuel Depots
- Factory/Industrial Units
- Car Dealerships
- Recycling Depots
- Private Residences

In addition to detector activated CCTV, we can also offer a number of building management and bespoke services to our customers. By remotely controlling gates and access barriers, via the CCTV transmission equipment, this has proven to be a more cost-effective alternative to manned guarding.

Benefits of Live CCTV monitoring

Thanks to the use of remote CCTV monitoring we can help you to:

- Immediately Improve security issues
- Drastically Reduce costs
- Coverage 24 hours a day, 365 days a year
- The service is not susceptible to attack or bribery
- Our service is not vulnerable to decoy attacks
- Cut down on false alarms
- Enhance business Intelligence and efficiency
- Complete site coverage, not just the area being patrolled
- No people falling asleep or taking days off sick
- It has the facility to deal with multiple incidents

An average saving of €50k per annum against competing security services



A C C E S S C O N T R O L

“Access control offers a secure, convenient, flexible and cost effective way of controlling who has access to your property and when that access is allowed. Access control gives organisations and individuals the security they need”

ADSI Managing Director David Courtney

Door Access Control & Gate Automation Systems

Your Property's Security and the safety of the people in your care is one of the highest priorities for any Business or Home owner. With an access Control solution from Advanced Digital Security you can be assured of a complete sense of security, whether you need to control as little as one access point, or an integrated multi-site access control system.

Why use access control?

All businesses and homes whether small, medium or large, have assets that need to be protected from theft. There is also the issue of protecting individuals and their property. It is common in buildings that are secured by locks and keys for doors to be left unlocked all day. This opens up the possibility of opportunist theft and malicious damage.

Electronic access control provides the most efficient and convenient way of securing your building and assets. Installing an access control system means that you will never have to change a lock again. Key fobs are issued to allow access through the controlled doors, and are easily barred from the system if they are lost, stolen or just not returned by someone who leaves your company. Barred fobs will not allow access through the controlled doors.

Once an access control system is installed, all doors controlled by the system will automatically lock when the door is closed. Anyone without a PIN or access fob is unable to enter. If necessary, doors may be set to unlock during a designated time frame and also restrict areas only allowing access to those who have a specific need to be there.

Access Control Products:

Our range of access control products provide solutions for standalone doors from digital keypads to proximity readers. These products offer a variety of features and solutions that are both cost effective and user friendly. The systems offer a cost effective and highly flexible access control system for small to medium-sized businesses which run from simple, single door entry to a fully integrated, centrally controlled security system with multiple door access.

Applications

- Access Control
- PC Interface
- Roll Call
- Door Monitoring
- Reports
- Elevator Control
- Gate Automation
- Time and Attendance



ACCESS CONTROL

Door, Gate, Barrier, and Bollard Automation

Entrances to our businesses and homes are becoming increasingly important whether it be due to security, safety, ease of access or simply enhancing the appearance of the Property. Recognising the increasing demand for security and convenience and Advanced Digital Security potential to create innovative solutions, we have introduced a range of products for the commercial and residential security market.

We install and commission quality electric gate systems to automate both new and existing gates at affordable prices. We also stock a wide range of access control and intercoms. Our Automatic Bollard is an electro-mechanically operated retractable bollard suitable for both security and access control applications. The heavy duty construction offers exceptional robustness, making it ideal for anti ram-raid protection, high security and vandal resistant sites.

Intercoms and Video Verification

Advantages of audio systems in small business

- low cost and simple to use
- allows good quality audio communication between external call panel and internal handset
- call panel can be flush or surface mounted & can be connected to an electric lock to allow callers to enter building

Advantages of a video system for use in small and medium business premises, office blocks

- excellent audio communication but with the added benefit of video - you can see who is calling and if you choose to, you can talk to them
- Black & white as well as colour monitor options
- discrete video camera built into call panel that is available in vandal resistant finish & lock release options

Advantages of a digital system:

- multi user system for apartments and large office blocks
- available in audio, video or mixed audio and video options
- multiple entrance call panel support
- integrated digital code keypad options for keyless entry
- flexible system design
- Seamless integration with access control system for use with existing door locks, pedestrian gates electric gates etc.





INTRUDER ALARMS

Advanced Digital Security Ireland Intruder Alarm Systems

From wired to fully wireless systems Advanced Digital Security Ireland can provide you with a unique solution to security for your home/business from unwanted trespassers/burglars.

As a fully licenced installer of all intruder alarm systems you have peace of mind knowing we adhere to all legal and necessary precautions to your safety and guarantee our systems will withstand the test of time. To date we currently monitor and secure factories/schools/offices/homes and various health care facilities, using our system with professional personnel on stand by to notify the necessary authorities should an activation occur. We also provide every client with the option on remotely arming and disarming your system should you happen to forget to arm after leaving your home. With a design proposal suited to your specific needs and budget you can ensure you are getting the best system for you.

What Alarm system do I choose?

There are a number of types of intruder alarm systems on the market, each having different characteristics. As a licenced installer we will be happy to go through the options available. We will undertake a security survey of your premises, evaluate where your property's security can be strengthened and select the most appropriate technology to safeguard your premises.

Anything else I should know before I have an alarm installed?

A list of licenced intruder alarm installers is available from the PSA (Private Security Authority) website. Recent legislation states that from June 2012 if an unlicensed installer installs an intruder alarm system on your property, not only is that individual at risk of prosecution but so are you. Following your FREE security survey we will discuss with you our assessment of the risks associated with your property. Consider whether or not, because of the risk assessed and your particular needs and circumstances, a fully monitored system is what you need. As a PSA Licence holder appropriate to the work, you can be reassured that we have proven expertise and will be helping to keep you and your property safe.



CONSULTANCY

Security Consultancy

Advanced Digital Security Ireland provide expert security assessment, advice, strategic planning, design and project management services for private and commercial clients.. After reviewing your needs, we make recommendations that are right for your business, and most importantly your budget.

Our technical capability and product knowledge enable us to assess effectiveness, suitability, quality and costs of recommended and specified equipment. This Capability is of major importance in achieving a prime objective - achieving value for money. Dedicated to recommending the most appropriate and effective solution for your needs, we have the ability to shorten timescales and reduce overheads by providing specialist guidance and support to complement in-house skills - a partnership which offers a proven route to success.

Our Security Management team have corporate experience and meet the highest standards of confidentiality and discretion. No matter how stringent or demanding your security requirements, we can recommend solutions that address them to your complete satisfaction.

A Strategic Approach:

The most cost effective method of protecting property, assets and people is to adopt a strategic approach to security needs. We use our experience and expertise to assess current risks and provide a formula for longer term protection and efficient management of resources through the implementation of effective systems, policies and procedures. We speedily assess the real risks and make recommendations utilising a unique reporting procedure - a positive aid to the decision making process.

We are uniquely placed to help you meet the challenge of today's security problems with advanced security solutions that consistently reduce and manage risk.

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CLIENT CASE STUDY

Advanced Security for isolated Sites

With the ever increasing levels of theft & vandalism being experienced on remote and isolated sites, Advanced Digital Security Ireland (ADSI) have brought a new solution to clients to help combat these issues.

This is the first fully wireless video verification solution on the market. No mains power connection or fixed broadband line is necessary as the system is battery powered and uses a wireless GPRS network to communicate to the monitoring station.

A sophisticated motion sensor combined with a night vision camera & illuminators, the motion viewer detects & captures the intrusion on video. Monitoring personnel immediately see a 10 second video clip of the intrusion and can then notify the relevant authorities. The owners of the protected site also receive the 10 second video via email or to their mobile phone.

One particular ADSI client had been experiencing high levels of theft and vandalism to their remote construction compounds and with no mains power or fixed line communication path they looked at a number of different solutions to help protect their property. "By using security personnel and mobile patrols onsite was proving too costly and also ineffective as the mobile patrols can be easily tracked by would be intruders" explains Michael McCarthy of Priority Construction. "The Systems that ADSI have provided the installation and monitoring for our sites, has proved a major success as we have to date prevented numerous break-ins and have had several successful arrests on some of our more vulnerable sites. Not only have we benefited from a reduction in crime but also the downtime we experienced from each serious incident had a negative impact on our staff & business. With the Video Verification system we know that our property is protected and also a major benefit is the fact that we receive a video clip each morning when staff arrive onsite which acts as an effective time & attendance record".

ADSI's Video Verification has many applications including electrical sub-stations, vacant property, wind farms agriculture and livestock facilities, telecoms towers, fuel depots, and a host of various commercial and residential applications including office/retail property and private houses.

David Courtney, Managing Director of ADSI Has fully endorsed the product, "Our clients have long been looking for a low cost, effective, accountable solution which will work without the necessity of fixed broadband and a permanent power supply, in these tough times our system has become the ideal solution both from an operational perspective and also benefits from the obvious cost savings involved in the reduced equipment installation and monitoring costs involved".





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