

MODERN CONTRACTOR

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THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

SEPTEMBER 2009

PANORAMIC VIEW
DON'T BE CAUGHT UNPREPARED
FOR PANDEMIC CHALLENGES

WHERE TO
FIND THE NEXT
GENERATION
OF LEADERS
CIM GROWTH CONTINUES
TO MEET INDUSTRY NEEDS

THE SERIOUS
NATURE OF
FORKLIFT
CERTIFICATION

AFFORDABLE
Construction Security
40 apprehensions in 4 months!



Affordable Construction Security:

By Keith Jentoft

40 APPREHENSIONS IN 4 MONTHS



Jason Gratton, CEO of Eyesite Surveillance, has done something with an alarm system that few security companies have ever done, made 40 apprehensions in 4 months at a single site.

Eyesite Surveillance was founded because of the need for construction security; Jason's father is from the building materials distribution business and his two friends were in residential or commercial construction sales and contracting. One evening, Jason, his father, and a couple friends, were sitting around a pool in Arizona discussing security problems experienced at various construction sites they were involved in. This conversation led to Jason designing a portable solar-powered site surveillance system that transmitted streaming video over a variety of networks for real-time remote viewing. They created Eyesite and began building and leasing these Mobile Surveillance Units, MSUs as they called them, to contractors and building management companies.

During a conversation with a prospective customer, Jason learned of Videofied, an unplugged wireless video security system. Because it was wireless and needed no AC power, it seemed the perfect complement to the MSUs. The heart of the Videofied system is the MotionViewer, a PIR with an integrated camera and illuminators that detect the intruder and send a 10-second video clip of the event to a central station for review and dispatch.

Jason purchased a demo kit from Videofied and began testing the system outdoors in the real world. Eyesite mounted MotionViewers throughout one jobsite to act as portable sentries to their powerful MSU. Once a MotionViewer detected the intruder, Eyesite used the MSU to coordinate real-time response in high resolution.

EYES ON THE JOB

Eyesite had immediate successes from their first installation with an apprehension at a commercial construction site 4 days after install. They then tested the system in residential construction and actually broke up a significant copper theft ring in Goodyear, Arizona. Construction in Goodyear subdivisions had experienced a wave of thefts and one builder called in Eyesite to secure his job. In the following week, police responded to an Eyesite dispatch and apprehended three males and one female with a truck full of copper from multiple subdivisions—the crime wave was stopped.

The key to the apprehensions was that dispatchers could immediately see there was an intruder on-site and the police

responded quickly when they knew the alarm was verified; they wanted the apprehensions. Videofied also brought a new level of affordability to Eyesite, this became important as the construction slowdown hit at the end of 2008. Businesses simply did not have the budget to lease the larger systems and many builders folded altogether.

EFFECTIVE AND AFFORDABLE

In April, 2009 Eyesite was called out to the remote storage yard of one of the area's major heavy construction companies. Jason states, "I was totally unprepared for what we found. It was no ordinary site." The construction company had leased the facility to store their equipment and supplies; it consisted of a large fenced lot that included two abandoned buildings. Both buildings were graffiti-ridden shells. The buildings were a magnet for vagrants, and the equipment and supplies were the target of vandals and thieves. Broken glass from windshields lay on the asphalt, a mute witness to the unceasing attacks of youth seeking a good time. The company had recently had over \$40,000 worth of damage and simply could not find an affordable solution in the down economy. Guards were far too expensive and even the Eyesite MSUs didn't meet their budget. Jason thought Videofied was the only viable option and Eyesite installed a stand-alone system with three outdoor MotionViewers to cover the choke points as an MSU was out of the question.

The installation was simple because even the communicator/panel operates up to 4 years on a set of batteries. Eyesite put the panel in a NEMA box, tie-wrapped the box to a light pole, and mounted the MotionViewers as discreetly as possible; one in a tree near the buildings, one on a storage container, and one under a trailer. Installation time: 2 hours.

The results have been dramatic. Jason says one of the keys to their success is that even though it is outdoors, the system doesn't generate false alarms. "While we have seen cats and even a coyote in the videos, police were not dispatched. They know that when we call them it is a real event worth investigating and they come. In 4 months, Eyesite's central station has dispatched police who have made over 40 apprehensions. The simple fact is that an inexpensive wireless video security system delivers results and is making money for Eyesite even in a tough economy and even in the construction industry. ■

FOR more
INFORMATION

For more information on how to secure your jobsite with Videofied, call 877.206.5800 or visit www.videofied.com. To view videos of actual apprehensions, visit www.intrusionvideos.com or www.coppertheft.info.