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# Pelco Press





# OLD WORLD CHARM



In the upscale MetroWest area of Orlando, Florida, a new development sets the standard for urban town center living. At Veranda Park, luxury residences are complemented by fine dining, sidewalk cafes, a state of the art cinema, night club and artisan piazzas. Beautiful parks, a lake front amphitheater, imported Renaissance sculptures, featured fountains and moonlit gondola rides, create a one-of-a kind European atmosphere in this fast growing Florida city. And overlooking it all is an Endura IP Video System from Pelco.

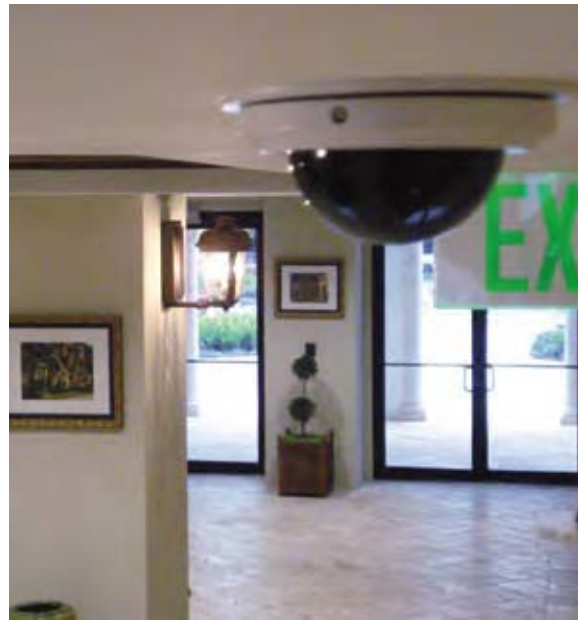
## IN A NEW SETTING

### VERANDA PARK

BY DAVID A. AUS,  
MARKETING COMMUNICATIONS WRITER

Developed by Veranda Partners, LLC, this 1.6 million square-foot project features 500 condominiums, entertainment venues, retail space and commercial offices. The mixed-use site brings gated-community amenities to an environment that is open to surrounding neighborhoods. Understandably, security is a key concern of potential residents and tenants. Consequently, the developers have given particular attention to maintaining a surveillance security posture to view and record all areas that could be subject to a crime of opportunity.

The design for the Veranda Park security system was developed from the Orlando offices of HDR Security Operations, Inc. Established in 1917, HDR has been designing Pelco video security systems for at least 15 years. The design was led by Sean Wicks, HDR Design Group Leader for Security and Technology.



With 24 years of integrated systems design, installation, and construction management experience, Wicks knows a lot about security systems. “I selected Endura because of my experience and knowledge of Pelco,” he explains. “Pelco is known for its attention to quality, very high level of customer service, and A&E support. This made the decision to design using Pelco an easy one.”

Of course, an implementation of this scale requires a team. With the system selection made, the next part of the team was the security integrator, which for Veranda Park is SmartWatch Security and Sound LLC. SmartWatch Operations Manager and Principal Dean Farrell says, “SmartWatch was selected as the integrator because of our previous good relationship with HDR. The project was specified for Endura, with SmartWatch’s recommendation.” HDR’s Wicks concurs: “HDR has worked with SmartWatch over the past four years on a couple of local projects, and each project resulted in a successful deployment of Pelco equipment. It has been a pleasure to watch SmartWatch grow and continue to be successful in the community.”

Veranda Partners’ forward-thinking design also helped in making choice for networked video security. As Sean Wicks explains, “The development plan already included a property-wide fiber optic communication infrastructure to carry all of the various business and entertainment systems, and as such there was enough fiber to ensure the necessary bandwidth to facilitate a state-of-the-art network-based security video surveillance system.”

The project has taken place in phases, starting with the central hub of the entire facility. The Endura head-end was designed around the central hub, and then adding on. “The Endura architecture makes it easy to implement this system in this kind of phased approach,” says Farrell.

Coordination with the Veranda Park IT department was key to the successful implementation. “We installed the network, with its HP ProCurve switches,” says SmartWatch’s Dean Farrell. “They run the network, and they have embraced Endura,” adds Farrell. “The Endura system runs on its own security network, which is used only for security and any integrated systems.”

The system head-end and IT room are housed at the central control center. In the control center, security operators see alarms on a 20-inch LCD, and they have clear view of the more than 100 cameras on a 50-inch plasma, which is multiplexed through an Endura Video Console Display.

Security is a key concern for residents. Veranda Park understood this from the outset. “You can’t walk anywhere in the parking garage where there aren’t at least two cameras on you,” says Dean Farrell. In keeping with beauty of Veranda Park architecture, Wicks notes, “The physical layout of the Pelco gear in the equipment racks is efficient and attractive.” Ultimately, the Endura system will be expanded to include the other buildings under construction in Veranda Park.

Support from Pelco was vital to the project as well. “We can’t say enough about the Endura Certification program. The training itself was outstanding, from the facility to the instruction materials and the level of knowledge of the instructors, who were clearly knowledgeable. There wasn’t a question they couldn’t answer about Endura. Everything our tech learned at training, he could put immediately in use in the implementation. We even used Endura lab manuals during the installation – the training was so relevant!” Farrell adds, “the entire experience with Endura certification re-affirmed our decision to go with Pelco and Endura.”

And it doesn’t end there. Rob Smith who is with FCM, Inc. the local Pelco Manufacturer’s Representative firm, was very helpful in reviewing the design documents to ensure that the design met Pelco’s high standards,” says Wicks. “Bryan Stephens (Pelco Business Development Manager) who is the local Pelco factory representative, has been very instrumental in bringing this deserving project into the limelight. Bryan is an excellent resource in keeping HDR updated on the latest Pelco products, and making sure that Pelco is represented in HDR design work.”

**“DURING THE INSTALLATION,” FARRELL ADDS, “PELCO TECH SUPPORT WAS FANTASTIC, AND PELCO WAS AWESOME IN GETTING US THE PARTS WE NEEDED. WE OFTEN ASK OURSELVES, ‘WHY CAN’T ALL OUR SUPPLIERS BE LIKE PELCO?’”**

Smooth installation is great, but the real-test comes when it’s time to start everything up. “Firing up the system couldn’t have gone more smoothly,” explains Farrell. “We turned on the Endura System Manager, and it came up. We turned on the Endura Workstation, got the key, and turned everything on, and everything came online. It was great.”

Summing up the experience, Sean Wicks notes, “SmartWatch could not express the ease of configuration and operation of the system. This project is a testament to the success of a sophisticated network based video surveillance system when the installation contractor takes the appropriate steps to become certified in the installation and service of the latest security technology.”

## About SmartWatch

SmartWatch is a security systems integrator working with Commercial & Government entities and also many Fortune 500 companies in retail, private business and manufacturing. Since 1999, SmartWatch Security & Sound has been developing innovative security solutions for its clients. SmartWatch is dedicated exclusively to offering high-technology security designs and has assembled a team of professionals, working in first class facilities, for delivering those designs.

## About HDR Engineering

HDR is a multinational Architectural, Engineering, and Consulting Firm, the corporate headquarters is located in Omaha Nebraska. With more than 150 offices, HDR is an expertise-driven international firm that delivers its services through a strong local presence. The design for the subject Endura system was developed from the HDR Security Operations office located in Orlando, Florida.

HDR is an employee-owned architectural, engineering and consulting firm that helps clients manage complex projects and make sound decisions. As an integrated firm, HDR provides a total spectrum of services for its clients. HDR staff professionals represent hundreds of disciplines and partner on blended teams throughout North America and abroad to provide solutions beyond the scope of traditional A/E/C firms.





# A Higher Definition of Security

## Pelco New Product Guide

Pelco unveiled a higher definition of security at ASIS International 2008. From our advanced digital video management systems, to our innovative electronic access control and so much more, Pelco is delivering the products, services and technical innovations that are redefining the security industry.

