

Greater Alarm Lives Up to Its Name



RESIDENTIAL WINNER

AT A GLANCE

Company Name: Greater Alarm

Owners: George and Jim De Marco

Locations: Irvine, Calif. (plus five other California branches)

Years in Business: 23

Number of Employees: 157

Number of Accounts: N/A

Market Breakdown: burglary (18 percent); fire (31 percent); access control (21 percent); CCTV (10 percent); home automation (13 percent); other (7 percent)

Greater Alarm, which was founded in 1981 by brothers Jim and George De Marco, is one of California's largest and most respected providers of electronic security, fire and integrated systems. The company is adept and experienced in designing cutting-edge home systems — so much so that it has won two of the three *SSI* Best Integrated Residential Installation of the Year Awards.

That's why homeowner David Wojtaszek contracted with Greater Alarm for a six-figure audio/video/security system to be installed in his upscale residence in Southern California's Coto De Caza gated community. The nearly 6,000-square-foot home turned out to be the largest contract ever realized by the company.

When it was all said and done, Greater Alarm had integrated the six-bedroom, seven-bath abode with home theater, audio, intrusion, home network, landscaping audio and camera surveillance systems tied together with an Elan VIA home controller.

Customer Jumps at Additional Offerings Besides Security

When Wojtaszek originally met with Greater Alarm System Consultant Filomena Fagundes, he had his mind set on a basic security system. However, once he discovered the integrator also installed high-end home theater and audio systems, he began requesting capabilities and features that led to the project's scope growing far beyond security.

"Once I mentioned to him we also did high-end audio systems, he was



1. A Greater Alarm technician sorts through cables while preparing to retrofit an Elan rack system in the craft room, located upstairs within the home.



2. Next, the Elan rack system is installed inside the craft room's closet.



3. A Channel Plus camera mounted outside the front door allows the homeowner to see visitors from the comfort of one of the residence's many monitors.



4. An Elan VIA touch panel is located in the kitchen area to permit the homeowner to control the whole-house system from a central location.



5. This is one of three Intellicontrol remote controls for TVs found in the family, game and teen rooms.

open to the various suggestions," details Fagundes. "He was very interested in cutting-edge technology, but also wanted it to be friendly to use."

In addition to Fagundes, other key Greater Alarm personnel involved in the project included Purchasing Manager Karen Noehren, Project Manager Tim Bryant and Installers Tom Wood, Chris Allan and Hans Van Der Veer.

The team began work on the installation on May 27, 2003 and wrapped the project up in time for the holidays by Dec. 12.

Video System Includes 20 Plasma, LCD TVs

The bulk of the project centered around the home theater/audio system. The homeowner certainly did not scrimp as it includes more than

20 plasma or LCD televisions — mostly Panasonic or Sharp — located throughout the house.

These TVs are located in the family room, game room and game room retreat, teen room, master bedroom and master bedroom retreat, kitchen, office, four upstairs bedrooms, downstairs guest bedroom, exercise room, and two more as part of the outdoor audio system.

In the game room and its retreat, Greater Alarm installed two high definition televisions (HDTVs), each with the ability to view different programming at the same time. One remote control manages these TVs with one touch to activate each audio component.

High-end Yamaha receivers were used throughout the residence, with

Klipsch audio speakers and subwoofers. Sonance in-wall subwoofers were used in the master bedroom and game room retreat area. For more on this equipment, see the complete list on pages 50 and 52.

Security Side Includes 40 Contacts, Camera

The Wojtaszek home is fitted with extensive security devices from Bosch Security Systems, including three alphanumeric display keypads, three motion detectors and 40 perimeter door and window contacts.

"The entire project began with security, then progressed to an Elan system, which opened the door to home theater systems in every bedroom and then an outdoor audio system that interfaces with Elan VIA touch panels



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6. Point-of-view shot from a treadmill in the home gym, showing one of the premises' nearly two dozen LCD and plasma TVs.



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7. A Sharp LCD TV graces the daughter of the homeowner's room, with DVD, VCD and receivers hidden away in the closet.

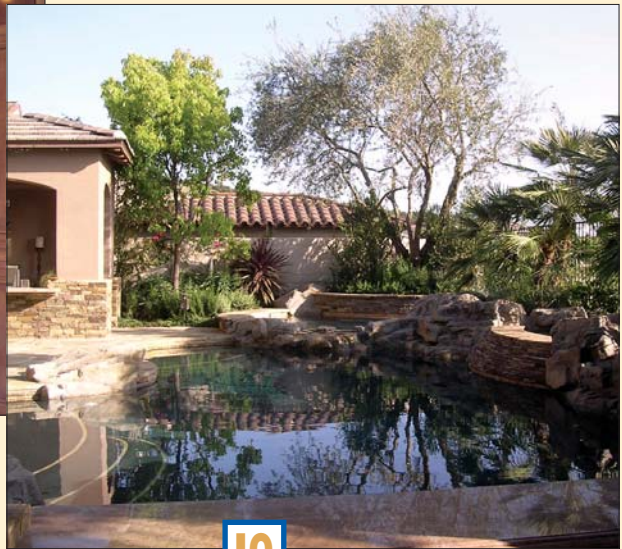
8. A VIA Valet controller from Elan allows the end user to control the home's entire system from the privacy of the master bedroom.

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9. Home theater is one of the hallmarks of this installation, with large-screen TVs, such as this 37-inch Panasonic plasma set, adorning the teen room. The family room features a 50-inch, high-definition TV.



10. The outdoor audio system consists of Elan amplifiers with stereo speakers and two LCD HDTVs. Simulated rock speakers are located throughout the courtyard and can be controlled separately.



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throughout the home and backyard," elaborates Fagundes.

The fully monitored fire alarm system, which allows Greater Alarm to dispatch the fire department whether the customer is home or away, includes three smoke detectors and a water-flow switch for sprinklers.

To view visitors as they arrive, an in-wall Channel Vision camera surveillance system was placed discreetly in the front door area. It features an auto-iris 2mm lens.

Automation Controls Audio, Lighting and Pool

The Elan home control system allows the family to communicate throughout the house with any standard phone by using its paging and intercom features.

High fidelity music speakers are installed throughout the house.

Whenever the paging feature is activated — via doorbell or phone ringing — any music that is playing is automatically muted.

Fagundes adds, "Elan was selected for its ability to integrate with a whole-house system, while Sharp LCD TVs were chosen for their quality. Pioneer plasma TVs were used due to their superior appearance and picture."

Two Elan touch screens are located outside: one in the kitchen/barbecue area and the other in a bar/patio area. Two more are located inside: one in the kitchen and the other upstairs in the master bedroom. These touch-screen panels control the lighting, Jacuzzi and pool temperature. Similar

panels are also found upstairs in all the bedrooms.

Elan's VIAdj! digital music server, which is installed in the family room home theater niche, allows family members in each area of the house to listen to different music from the same source. The VIAdj! is a digital recorder that can provide thousands of hours of recording.

The outdoor audio system consists of Elan amplifiers with stereo speakers and two LCD HDTVs. Simulated rock speakers are located throughout the courtyard and can be controlled separately.

Ecstatic Client Eyes 2 Other Home Projects


Greater Alarm also set up a computer network throughout the house. This helps the children with their

Coto De Caza, Calif., Residence Equipment List

Quantity	Manufacturer	Description	Quantity	Manufacturer	Description
AUDIO/VIDEO SYSTEM			MASTER BEDROOM RETREAT		
2	Elan	Distribution amplifiers	1	Panasonic	22-inch LCD TV
1	Elan	Communication controller	1	Elan	Single speaker
2	Elan	Preamplifier	1	Elan	Electronic volume control
2	Elan	Zfan	OFFICE		
1	Elan	VIAdj	1	Elan	Pair of stereo speakers
1	Elan	VIA 4-zone wall plate	1	Elan	Intelligent keypad
1	Elan	Doorbell station	DINING ROOM		
2	Elan	Video controllers	1	Elan	Pair of stereo speakers
2	Elan	Z power controllers	1	Elan	Electronic volume control
HOMETHEATER — FAMILY ROOM			LIVING ROOM		
1	Panasonic	50-inch HDTV plasma television	1	Elan	Pair of stereo speakers
3	Klipsch	Pairs of stereo speakers	1	Elan	Electronic volume control
1	Klipsch	Subwoofer	KITCHEN/NOOK		
1	Yamaha	Digital home theater receiver	1	Sharp	LCD 10-inch Aquos TV
1	Niles	IR repeater system	1	Elan	Pair of stereo speakers
1	Intellicontrol	Remote control	1	Elan	Electronic volume control
1	RCA	High definition receiver	1	Elan	In-wall touch screen
1	Yamaha	DVD player	UPSTAIRS BEDROOM 1		
1	Mitsubishi	VCR	1	Sharp	LCD 22-inch Aquos TV
1	Niles	Home theater override module	1	Elan	Single speaker
GAME ROOM WITH RETREAT			1	Elan	Electronic volume control
1	Panasonic	37-inch plasma TV	1	Elan	Intelligent keypad
1	RCA	High definition receiver	UPSTAIRS BEDROOMS 2-4, DOWNSTAIRS BEDROOM 5		
2	Yamaha	Natural sound home theater receivers	4	Sharp	LCD 22-inch Aquos TVs
1	Niles	IR router	4	Elan	Single speakers
2	Elan	Pairs of stereo speakers	4	Elan	Electronic volume controls
2	Sonance	Subwoofers in wall	EXERCISE ROOM		
1	Intellicontrol	Remote control	1	Panasonic	22-inch LCD TV
3	RCA	Standard satellite receivers	1	Elan	Pair of stereo speakers
3	Sharp	LCD 20-inch Aquos TV	1	Elan	Intelligent keypad
3	Omini	Wall mountbrackets	1	Niles	Home theater override module
1	Niles	IR repeater system	MASTER BEDROOM BATH		
1	Niles	Home theater override module	1	Elan	Pair of stereo speakers
TEEN ROOM			1	Elan	Electronic volume control
1	Panasonic	37-inch plasma TV	LAUNDRY ROOM		
1	Mitsubishi	VCR	1	Elan	Single speaker
1	Yamaha	DVD player	1	Elan	Electronic volume control
1	Sonance	Subwoofer	OUTSIDE		
1	Niles	IR repeater system	1	Elan	2-channel amplifier
2	Elan	Pair of stereo speakers	2	Sharp	37-inch HDTV LCDs
1	Elan	Center channel speaker	5	Omni Mount	Flush-mount brackets
1	Intellicontrol	Remote control	1	Elan	4-port system controller
1	RCA	High definition receiver	1	Elan	Pair of stereo speakers
1	Yamaha	Natural sound home theater receiver	4	Elan	Stereo volume controls with override
1	Niles	Home theater override module	4	Xantech	IR receiver kits
MASTER BEDROOM			2	RCA	Satellite receivers
1	Elan	VIA — valet	2	Elan	Zone relay controllers
1	Fujitsu	42-inch plasma TV	1	Elan	6-channel amplifier
1	Omni	42-inch articulating swivel wall mount	2	Elan	VIA in-wall touchpanels
1	RCA	High definition receiver	2	OWI	Twin Peaks rock speakers
1	Yamaha	Natural sound home theater receiver	2	OWI	Baby rock speakers
1	Elan	Pair of stereo speakers	2	Sharp	22-inch LCD TV
1	Elan	Center channel speaker	1	Panasonic	37-inch plasma TV
1	Mitsubishi	VCR			
1	Yamaha	DVD player			
1	Niles	Home theater override module			
2	Sonance	Subwoofers in wall			

2004 RESIDENTIAL INSTALLATION OF THE YEAR

Coto De Caza, Calif., Residence Equipment List

Quantity	Manufacturer	Description	Quantity	Manufacturer	Description
SECURITY SYSTEM					
1	Bosch Security	Master control panel	1	Channel Plus	Camera for front door
3	Bosch Security	Alpha keypads	1	Elan	Modulator
1	Bosch Security	Phone jack for communication link	COMPUTER NETWORKING		
1	EST	30W interior audible for local annunciation	1	Linksys	EtherFast® cable/DSL router
4	Bosch Security	Zone expanders	1	SBC	DSL modem
3	Bosch Security	Motion detectors			
3	Bosch Security	Smoke detectors			
1	Potter	Water-flow switch for sprinkler monitoring			
40	Bosch Security	Perimeter door and window contacts			

homework by being able to get online from almost any room. It also allows the parents to get online without having to fight for computer time.

Wotjaszek is extremely pleased with his integrators' work, so much so that, according to Fagundes, he intends to hire the company for additional work.

He's planning to build two similar homes in the near future and expects to have Greater Alarm perform at the same level of excellence down the road.

Meanwhile, Greater Alarm is tickled pink about adding another installation award to its trophy case.

"It's a wonderful experience to be

part of the SAMMYs program and to be recognized among our peers in the industry," Fagundes says. "The SAMMY Awards are a great testimonial to our company's accomplishments and teamwork. Showing off the trophy and copies of the article to visitors in the office is a big bonus, too!"

Runner-Ups Also Worthy of High Praise



(from top to bottom) Digatron (Denver-headquartered credit union), Greater Alarm (San Diego Credit Union), Imperial Security Systems (Albany, N.Y., home) and Security Specialists (Greenwich, Conn., residence) received special honorary notice in *Security Sales & Integration's* 2004 Integrated Installation of the Year Awards.

They say people only remember who wins, but in the case of *Security Sales and Integration's* Best Integrated Commercial/Industrial and Residential Installations of the Year, the runner-ups are nearly as unforgettable.

Greater Alarm of Irvine, Calif., which won the 2004 residential award, almost pulled off a sweep as it was also a finalist in the commercial/industrial category. The integrator impressed judges with a project for the San Diego Credit Union' administrative headquarters that included access control, intrusion, CCTV, intercom and biometrics systems.

The job involved the fine work of Operations Supervisor and Project Manager Robert Reichert, Installation Manager Paul Dennis, Integrated Systems Engineer Peter Delroy, Lead Installer Shad Stoltz and Installer Justin Vining.

Submitted by Sales Manager Joe Lanini, Denver-based Digatron was the other commercial/industrial installation finalist, earning respect for outfitting a major local financial institution with biometrics, CCTV, intrusion, wireless and emergency call systems. The project also called for centralized remote video and incident management for 13 branch locations.

On the residential side, Greenwich, Conn.'s Security Specialists made the cut for installing intrusion, CCTV, fire alarm, life-safety, data services and remote access systems in a 1930s-style colonial residence located in Rye Town, N.Y. The system, which was entered by President Dan Budinoff, provided the homeowners with Internet access to check system status as well as monitor two outdoor cameras.

Burglary, fire, life-safety, intercom, home theater, multi-room audio, central vacuum and access control systems were all included in Watervliet, N.Y.'s Imperial Security Systems' residential finalist installation in Albany, N.Y. Company President Lou Foro designed the system, while Dan Prout and Thom Strock handled the installation.

Congratulations to all the finalists for outstanding achievement in integrated installations!

