



## **MAXXESS Extends Physical Security to Individuals with Intelligent Mobile Devices**

*Innovative next generation security service unveiled at ISC West.*

**April 7, 2011**

Today Maxxess Systems, Inc. announced that it has taken a first step in the process of evolving physical security to meet the needs of 21<sup>st</sup> century organizations. Maxxess is offering an extension of its powerful eFusion suite of security management systems which it calls *eMobile*.

*eMobile* will, for the first time, enable the extension of sophisticated security management capabilities to a wide family of intelligent mobile devices including smartphones, tablets and other devices connected to the mobile Internet.

*"eMobile* is the first step into an area that we call ISPM, Individualized Security Profile Management, which will, over time, shift the core of physical security management from facilities and assets to individuals." said Joel Slutzky, Chairman of Maxxess.

*"In many ways, the individual is the natural focus of physical security management,"* continued Slutzky *"but we are just beginning to see the potential of architectures that take significant advantage of new technologies that offer ubiquitous connectivity and computational capability. This goes way beyond remote monitoring and supervision - useful as these functions are - to secure messaging, geo-location, intelligent credentialing, situational awareness and individual event reporting.*



**ISPM can have immediate applications for organizations with mobile workforces and will, ultimately, lead to more robust, responsive and scalable physical security solutions.**

**Maxxess unveiled a critical messaging service utilizing intelligent mobile devices, which has been integrated into the Maxxess eFusion security management platform. It is designed to enhance an organization's existing communication infrastructure by providing rapid connectivity to that organization's entire mobile workforce. Emergency information, crisis management instructions, and important operational information can all be efficiently communicated to the mobile workforce through branded smartphone apps that can be specified and designed by the organization.**

**"We call this new capability Ambit. Ambit will integrate to our eFusion security system through a new module we call eMobile." said Kevin Daly, CEO of Maxxess Systems Inc. "We believe this new capability is more than just another enhancement to the eFusion system, it promises to be a sea change for the entire security industry".**

**"Today, security systems are facility-centric. In essence, most systems try to put a protective bubble around the facility, protecting points of entry and egress". Daly continued, "We intend to change that philosophy. Metaphorically we will place protective bubbles around each member of the workforce"**

**Daly added "Our next generation systems will extend security in both the temporal and the spatial dimensions. Credentialing will change. Mobile devices will be smart cards on steroids. These devices provide us with computing power, geo-location and messaging capabilities. In contrast with today, where decisions need to be made at the portal, these security systems will be able to anticipate the need to make those decisions. They will be faster, more flexible and more secure than current offerings".**



Daly concluded. "To paraphrase Lincoln, today's security systems either do something to the people or for the people. Now we will be able to offer security systems that are by the people. The workers will be able to provide intelligence to the organization conveniently and intelligently. They can also provide us with important information regarding their status"

The addition of the eMobile service into the eFusion platform gives an organization the ability to respond effectively to mission critical events. Initially, Maxxess will offer two types of messaging services: priority messaging and duress messaging

Priority Messaging empowers an organization to communicate important information simultaneously to its entire mobile workforce. It also provides the means for individual mobile workers to directly connect to a specific department to request support.

Duress Messaging provides peace of mind for lone workers who can activate the *eMobile Duress* features if they feel threatened or if they encounter a problem as they work. When the *Monitor Me* feature is activated, eMobile provides geo-locating GPS information at regular intervals to the organization. If attacked or injured, workers can activate the *eMobile Help* feature to summon immediate assistance.

The system will allow the workforce to quickly provide direct feedback to the organization in support of increasingly common "...see it, say it..." programs. It will also provide the ability for organizations to conduct surveys and analyze the results in real time. For example, an organization can instantly determine who is available for overtime-work or who is safe after a major event.

Nancy Islas, President of Maxxess stated, "This will allow us to shift from a video-centric data gathering and dissemination mentality to one of collecting and disseminating real-time individual intelligence"



**“The technical drivers for this new system were mobile devices and the wireless Internet infrastructure. Never has such an enormous amount of mobile computing power been as affordable and usable as today. The magazine, the Economist, has reported that 90% of the world’s population have wireless connectivity and that mobile devices will equal the world’s population by 2015. The shipment of smartphones grew 74% last year alone!”**

**Islas added, “Unlike previous extensions of security where the technology started in industrial environments and migrated to the consumer, mobile devices have, to date, been developed in the consumer environment. While they offer tremendous potential, they require a *wrapper* of professional features to meet the rigors of a security product. Ambit provides these features in a messaging environment that is as secure and private as a VPN”.**

**Islas continued, “Our mobile apps can be easily and securely deployed to large audiences. They communicate on a mature and reliable infrastructure so can use them to prioritize and display alerts and private messages. And we can provide them to the individual at the point they need it and in real-time.’**

**“Our mobile apps are Enterprise ready and will be excellent tools for risk management. This includes reporting, notification, human asset protection, personnel management, event management and system monitoring. We are very excited about the growth prospects of our new system”**

**Islas concluded, “With ISPM, we will be offering each worker an individualized security profile that will provide both the organization and the worker the tools they require for hassle free, on-demand security that meets today’s new and evolving challenges.”**



## **About Maxxess**

Maxxess adaptive solutions provide customers with operational continuity and investment protection. Our Adaptive Security Architecture allows us to both integrate existing customer security infrastructure and to accommodate future technologies and counter future threats. Maxxess solutions are event-driven, IP-based and Smartphone-based. They integrate most safety, security and emergency management functions.

The company has been a leader in traditional access control for over ten years and has enjoyed particular success over the last five years with its ISPM and PISM systems. The Modular Event Management Software integrates a variety of hardware and software solutions to provide business and government with the very highest-level of security management. Maxxess Systems are installed worldwide and range from small two-door systems to large campuses with multi-buildings or multi-sites managing hundreds of doors and tens of thousands of badges.

Maxxess Systems is a privately held company with its main headquarters in Anaheim, California. Maxxess Systems Europe, Ltd operates in the U.K. and services Europe, Middle East and Africa.

***We put the "You" in security ©***

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