



Security Technologies Wows ASIS Show with Game-Changing Technologies

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Fifty years from now a little boy picks up a small metal object with curved lines and a hole at a flea market. "It's a key," his mom says. "We used them a long time ago to open doors."

Not so farfetched, Raj Venkat would say, thanks to NFC technology picking up momentum. This technology will, among other things, allow phones to open doors. "I think it is going to be a game changer," said Raj, vice president marketing for Security Technologies. "It's not a question of 'whether,' it's a question of 'when.'"

A demonstration of NFC was the star of our booth at the recent ASIS International 57th Annual Seminar and Exhibits, one of the industry's most important trade shows. The demo was part of a simple, streamlined booth that highlighted emerging technologies, with a minimum of messages, and drew twice as many visitors as last year's show.

NFC (near field communication) is a technology that allows wireless connections between two NFC-enabled devices that are near each other, such as a phone and a lock; or a phone and a credit card terminal. It works via a chip in the phone that connects with a reader in the lock or credit card terminal. Google recently debuted an application, Google Wallet, which lets people use their phone to make purchases.

Using NFC technology, Security Technologies' aptiQ mobile keys would allow people to use their phones in place of a key or other door-opening technology, such as a smart card. College students are a major target for this technology because research has shown that 91 percent of them keep their cell phones within three feet at all times.

Security Technologies is now working with phone service providers, cell phone makers, and select accessories suppliers to embed our application, Raj said. Schlage's **AD-Series** electronic locks and XceedID multi-tech readers already are NFC-enabled, while our competitors' existing readers would need to be replaced. Another advantage we have is that our products work on an open, rather than proprietary, architecture, which allows customers to use the credential or key for other applications more easily.

At the show we demonstrated our aptiQ mobile application, which allows an administrator to instantaneously access aptiQ credential management service via cloud computing, enabling an iPhone 4 to be used as a smart card. Trials are planned in a few months with colleges and universities, Raj said. "This is a huge opportunity for Ingersoll Rand to use the phone as a key not just for access, but eventually for other applications."

A Farewell to Wires

A huge ball of wire, billed tongue-in-cheek as the "world's largest," drew attention to another emerging technology we highlighted at the show – the AD series electronic locks. Its advantage over traditional or wired access control is that it eliminates the need to run wire to each opening, which greatly expands applications to historic buildings as well as remote doors, parking gates, and elevators. Here again, the open architecture of the AD series is a significant advantage for our channel partners and customers.

The wireless demonstration at the show tied in to a marketing campaign that was launched the same

month, said Karen Keating, portfolio marketing manager. "The ball of wire was a great way to get people's attention. It made them stop into the booth to ask questions, which resulted in good leads."

Other techniques used to encourage potential customers to check out our booth included a hostess who greeted attendees in the aisle, inviting them to enter the various contests inside the booth, said Jay Phillips, event marketing manager. The drawings were held late in the day and, since all winners had to be present, this created a lively buzz in our booth. We also used Twitter and Facebook to encourage people to come to our booth. We took advantage of this traffic by scanning attendees' badges to capture their contact information. Booth staffers would talk to the attendees to identify potential hot prospects – customers with an immediate need. We accumulated over 900 prospects – about twice as many as last year – and our lead generation team followed up with them within 48 hours after the show closed.

ASIS (American Society for Industrial Security) International 57th Annual Seminar and Exhibits was held in Orlando, Fla., from Sept. 19-22 and drew an estimated 20,000 security professionals from across the industry and around the world. Ingersoll Rand participates every year.

"This is a strategic show for Ingersoll Rand," said Cindy English, director of marketing services. "Wireless and NFC were the new products/emerging technologies we highlighted and they were well received. This was again a great show for us."



Security Technologies booth at 2011 ASIS International Show in Orlando, Florida.