



# STEPPING UP TO SECURITY

This

fall,

when 35,000-

plus football fans descend

on Bulldog Stadium to cheer the Fresno

State Bulldogs, a system of new Pelco Spectra III

cameras and a DX9000 digital video recorder will be working

behind the scenes. Charged with monitoring traffic flow and ensuring

campus safety, California State University Fresno's Department of Public Safety

decided to completely upgrade its aging video security system.

"We had a number of cameras that were no longer working and that were no longer being manufactured,"

said Gary Beddingfield, Parking Administrator for Fresno State. "Replacement parts were not even

available." Considerable planning preceded the actual start of the large-scale and complex installation.

Other requirements, such as replacing the existing broadband signal distribution system

with a new fiber optic cable system, added to the project's complexity. The university collaborated

with local dealer, Integrated Electronics, and Pelco Manufacturer's Sales Representative,

Warren Associates. Together, they devised an intricate system to meet all of the

university's current needs, provide for future expansion and yet remain within

given budget constraints.

# CALIFORNIA STATE



**FSU RANKED  
17TH NATIONALLY  
AFTER 3-0 START**

# **UNIVERSITY FRESNO**

“We designed the fiber optic backbone and set three potential points of control,” explained Bryan Quesinberry of Warren Associates. “Security operations can be based from either the campus police department or the football stadium, and the new event center might be used at some point in the future. They wanted high-quality video, and this set-up delivers that.”

“Our goal was to increase safety and security on campus,” Beddingfield said. “The video system gives the Department of Public Safety another set of eyes to monitor campus activities and has assisted in the detection of criminal activity.”

### SECURING A SMALL CITY

The 327-acre main campus is one of 23 California State University campuses. The university also has more than 1,000 surrounding acres

far as the parents are concerned, the value of what is being protected is priceless,” said John Fletcher, Head of Estimating for Integrated Electronics.

### SPECIAL EVENTS DRAW LARGE NUMBERS OF VISITORS TO CAMPUS

In addition to its high-profile football stadium, the university recently opened a special events center on the east edge of the campus. With a seating capacity close to 16,000, the Bulldog basketball team is now able to play before large crowds in its new on-campus venue, rather than 12 miles south of campus in downtown Fresno as it had for decades. The Save Mart Center at Fresno State is also the home of the area’s professional hockey team and has hosted several major concerts since its opening, ranging from opera star Andrea Bocelli to pop icon Britney Spears. These and other events bring



in agriculture production. Located in one of the busiest metropolitan areas within the City of Fresno, the southern and western edges of the campus are bordered by two of Fresno’s most highly traveled avenues. Campus population includes more than 21,000 students, nearly 2,500 faculty and staff, and numerous daily visitors.

In all, 26 new Pelco Spectra III Positioning Systems assist university police officers in monitoring parking areas, campus roadways, athletic venues, buildings and grounds for suspicious or illegal activities. The installation involved replacing 25 existing cameras, plus adding one additional location.

While protecting its multi-million dollar investment – in buildings, supplies and equipment – is of critical importance, Fresno State officials placed an even higher priority on ensuring the safety of everyone on its campus. Nationwide, campus security is an increasingly important campus-selection factor taken into consideration by prospective students and parents alike. “As

thousands of additional cars and visitors to the campus as well as added security concerns.

“We designed the system primarily to monitor the campus parking areas,” Beddingfield said. “However, we found it also gave us a view of the campus roadways. This helps us monitor all types of campus traffic and has been a great asset, especially during special events or other peak traffic times.”

Placed at key building locations throughout the campus, cameras are set up to view the parking areas. Additional cameras positioned at athletic venues assist in security and surveillance during special events. The football stadium’s roof is designated as an alternate viewing station. It can serve as both an independent control location on game days and as a backup facility in the event of a campus emergency.

## MAKING THE MOST OF AVAILABLE RESOURCES

The system's principal matrix switch, a Pelco System 9760, and the DX9000 DVR are in the main telecomm building, while the primary location for viewing all live and recorded video is in another building across campus. All camera signals are transmitted to the telecomm building over a combination of copper and fiber optic cable. The signals are then retransmitted to the Department of Public Safety for viewing and control.

"Due to the limited availability of fiber optic cable, we are viewing and controlling up to eight cameras over one cable," Fletcher said.

## PELCO'S COMMITMENT ELEVATES IT TO "MORE THAN A VENDOR"

The project's dealer and installer, Integrated Electronics, has long

With Pelco, the friendships that develop are as important as their services or products."

## PELCO'S PROBLEM-SOLVING REPUTATION PROVES TRUE

As his company has grown, Noble has found Pelco's commitment to customer service to be unwavering. "If there's a problem, and talking to them on the phone isn't solving it, they immediately come out in person."

Integrated Electronics Senior Technician, Tim Peloquin, experienced this when he was repairing the maintenance file on the DX9000 DVR. "Danny Laubly in Pelco's Product Support Department came out to the Fresno State job site and spent about three hours helping me," Peloquin said.



had a positive working relationship with Pelco. The 24-person, low voltage electronics contractor provides clients with expertise in fire alarm, video security, sound and security systems, as well as telephone and data distribution. Integrated Electronics does both design-build and hard bid contracting. Company founder Mike Noble's relationship with Pelco founder, President and CEO David L. McDonald, dates to the mid-90s.

"After attending a seminar that Dave spoke at, I sent a follow-up letter telling him the information he shared was extremely helpful to me," Noble recalled. After receiving the letter, McDonald contacted Noble and the two soon forged a friendship. Later, McDonald spent half a workday at Noble's company to gain a better understanding of the firm and what Noble wanted to accomplish.

"Because of the interest Dave took in our company, he became more than a vendor. He became a mentor for our company.

Similarly, when he had questions about the DX9000 playback, Eric Gandolfo, a Digital Network Specialist also in Pelco's Product Support Department, spent eight hours over two days providing the telephone assistance Peloquin needed. "There are definitely some teething problems with a system as complex as this one," Fletcher explained, "but as the bugs are worked out, everyone has been very satisfied with the quality and performance of the new system."

As the installation nears the final stages of completion, Fresno State's Beddingfield advises anyone considering a video security installation to thoroughly research vendor claims. "There are many vendors claiming they can meet your needs, but when it comes down to the actual proposal they are not able to answer all your questions. Pelco stays on it until the questions are answered."