

Overview

Bill Kolb Jr. Subaru
New York, New York

Solution components

AOP-SP-PB

Integrator

S.O.G. Security, Inc.

"For certain companies, having audio and video is important to ensure security. But for our type of business, it's mandatory,"

*James McVoy , I.T. Manager
Bill Kolb Jr. Subaru, Orangeburg N.Y*



**LOUROE
ELECTRONICS®**

World Leader in Audio Monitoring Technology Since 1979

Bill Kolb Jr. Subaru

Audio and Video Solution Deters Crime and False Alarms

NEED

New York car dealership Bill Kolb Jr. Subaru is the largest Subaru dealership on the East Coast. At any given time, the dealership has 400-500 cars on their lot. Over the last 16 years, Bill Kolb Jr. Subaru has experienced exponential growth. Business has gone from selling two cars per month to more than 250. There was just one challenge that plagued their bottom line: auto theft. Cars were stolen off the lot multiple times. The dealership's current surveillance solution was ineffective, delivering low quality images that were useless to the police.

SOLUTION

The Bill Kolb Jr. Subaru team decided they needed an improved, cost-effective security system and turned to S.O.G. Security, Inc for a recommendation. The New York-based integrator suggested the dealership install IP cameras from VideoIQ (today known as Avigilon), and microphones from Louroe Electronics. By adding audio, the end user would have a complete surveillance solution and central station guards would be able to see, listen and speak to anyone who walked onto the car lot.

RESULTS

In the summer of 2012, S.O.G. Security installed seven VideoIQ ICVR HD cameras and three Louroe Electronics AOP-SP-PB speakerphones in the car dealership's parking lots. The audio-video system has played a critical role in protecting property, discouraging trespassers, identifying security threats, verifying alarms alerting unauthorized individuals that they are being monitored and deterring suspects from committing any further offenses. Since the installation of the new technology, there have been no major crime occurrences.

Bill Kolb Jr. Subaru is the largest Subaru dealership on the East Coast, housing 400-500 cars on their lot at any given time. Over the last 16 years, Bill Kolb Jr. has experienced great success, but auto theft has continued to plague its bottom line.

“From 2010-2011, I personally saw 3-4 cars being stolen off the lot,” said James McVoy, I.T. Manager at Bill Kolb Jr. Subaru.

The dealership did have an analog video surveillance system inside their facility. However, the system was expensive and the images that the cameras captured were of low quality.

McVoy did a lot of research on the best security integrator companies and eventually found Alex Torres, who is the president and owner of S.O.G. Security, Inc. based in New York. Torres suggested that Bill Kolb Jr. Subaru install IP cameras from VideoIQ (today known as Avigilon). He also advocated using audio with the cameras to create a complete surveillance solution.

Based on a recommendation from his distributor eDIST, Torres suggested Louroe Electronics’ listen-talkback speakerphones for the project. The audio solutions are known for their unparalleled microphone quality and durability. In fact, Torres now refers to the intercoms as “the best speakers out there.”

In the summer of 2012, S.O.G. Security installed seven VideoIQ ICVR HD cameras and three Louroe Electronics AOP-SP-PB speakerphones in the car dealership’s parking lots. Each two-way audio speakerphone was placed below a camera—two were in the primary lot near the front and rear entrances. The other speakerphone was placed in the back lot near the entrance. The strategic location of the cameras and speakerphones allowed security staff to see everyone who entered and left the premises.

The audio-video system has worked well and has helped decrease crime.

“There were times when people were walking around the car lot and it was obvious they were up to no good,” said Torres. “The cameras picked up on the individuals and alerted central station. The guard was able to talk down to them and they pretty much left the property immediately.”

The audio component of the security solution has also played a critical role in verifying and identifying false alarms.

“The luxury of having the Louroe speakers is that we can actually talk down to customers to find out if the person is trespassing, browsing the lot, or dropping off their car for service,” said McVoy.

McVoy went on to say, “For certain companies, having audio and video is important to ensure security. But for our type of business, it’s mandatory.”



AOP-SP-PB

About Louroe Electronics

Located in Van Nuys, California, Louroe Electronics® has been the world leader in audio monitoring technology since its inception in 1979. Recognized globally, Louroe Electronics’ products are used in 50 countries and are utilized by both the private sector and government. The company’s Verifact® line of microphones, complementing base stations, and communication accessories, provide line level output to interface with various digital electronics. For over three decades, Louroe Electronics has maintained rigorous standards to ensure their products provide reliability, durability, and excellent performance for their customers’ needs.

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