



Established in 1985, Conlin Supply is the first and last stop for many of the farmers and agricultural businessmen of California's Central Valley. Nestled in the rich farmland of Oakdale, California, approximately 90 minutes east of San Francisco, Conlin Supply is a modern retail establishment facing traditional security challenges.

AGRICULTURE SECURITY

# A Growing Business

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With over a million dollars worth of inventory, ranging from cowboy boots and spurs, to safes, saddles, farm equipment, pharmaceutical inventory and more, Conlin recently installed a 16-camera video security solution. Along with the Pelco DX4500 digital video recorder, Conlin Supply is taking advantage of an assortment of fixed and positioning cameras, including Spectra Mini and Camclosure integrated systems.

Albert Conlin, president, his wife Elizabeth and employees at Conlin Supply use the system in support of their daily operations. "It has been a great tool for a number of purposes," explains Conlin. "From a purely management standpoint, it has enabled us to increase the efficiency of our operations, whether it's ensuring that all our employees are making the most of their time, to watching those areas of the store that are more vulnerable to security threats."

For many at Conlin, this was their first experience with video security and they could not be more pleased with the results. As Larry Matos of Conlin pointed out, "I'm very impressed with the video quality. The glare from the windows at the front of the store is not a problem nor is the rugged, exterior environment of our warehouse and shipping area. The system is incredibly intuitive and finding recorded video on the DX4500 is very straightforward."

### A Needle in the Digital Haystack

And on more than one occasion, the ability to quickly search and find recorded events on the DX4500 has been an invaluable asset

in addressing customer issues. In one such instance, Conlin Supply sent a shipment of gates to a property at the top of Del Porto Canyon, a day's drive away. When the customer called to say that he received the wrong gates, a quick video search of the shipment being loaded from the warehouse onto the delivery truck verified that the right inventory was delivered.

"Without the video, a successful resolution would not have been as easy. We did not have to return to the delivery site simply to verify what was loaded onto the truck. We were able to see for ourselves that the proper products were shipped. The video gave us more credibility and assurance in discussions with our customer. And the customer was reassured knowing that we had the video."

As it turned out, the gates that Conlin delivered were, in fact, missing its handles. But again, video solved the problem. "We called our supplier, who then checked their video and saw that they sent the wrong merchandise to us. Without video, this situation could have lasted days – or even longer."



Conlin Supply is taking advantage of the DX4500 Series Digital Video Recorder as part of its video security solution. And recently, Pelco announced additional features as part of the DX4500/4600 Version 1.3 Series Recorders, including:

- Coaxitron & KBD300A Support
- Exported Video Preview at Server and Client
- Multi-Event Recording on DX4600 ("bump on alarm")
- Save JPEG at Client

For a busy commercial enterprise like Conlin's, the value of video security is immeasurable. Whether it's the simple deterrent effect that dissuades a potential thief, resolving in-store customer service issues or investigating fraud, the Pelco system has delivered the intended results. "My only complaint, Conlin joked, "is that I only have 16 cameras. I'm already looking to expand to 32."

### AG Security: A Growing Business

The consequences and financial impact can be devastating. Farms and agricultural operations across the U.S. are dealing with the very real effects of theft and vandalism. From the siphoning of fuel tanks to the stripping of metal and wiring to the outright theft of machinery and even livestock, today's farmers are consulting more than a trusted almanac; they are turning to companies like Pelco to deliver a comprehensive and targeted security solution.

Because of this growing need, integrators like Security Products, Inc. out of Coarsegold, California, are developing solutions to help mitigate the damage to the farmers' operations. "In many instances, farmers are alone, out on their property, far from local police enforcement," explained Robert E. Barr, Vice President of Security Products. "The use of video security, and especially the advanced technologies available from Pelco, add an extra layer of protection to their operations."

And Conlin Supply sees the same opportunity. In addition to using their system for their own purposes, it's also a showcase of sorts to the local farming community, providing them with a better understanding of video security and the vital role it can play.

"In just the short time that we have had the system up and running, I've had a number of customers very interested in it and asking how the use of cameras can be incorporated into their facilities," noted Albert Conlin. "For example, the operations manager at the Heinz tomato/Premiere Brands plant is interested in monitoring the productivity and safety of his employees, perimeter security and the protection of his tanks."

While other customers to Conlin may not face the broader issues of a national plant like Heinz, they too see video security as an important tool. Barr continued, "Even the small ranches are taking a look at what video can do for them. They need to protect their property just like any other business and video is proving to be an effective tool."