

Breaking News

iDter Wins 2022 Most Valuable Product Award at ISC West

Niō Guardian and protector technology tops the Intrusion Detection category

Las Vegas, Nevada, March 23, 2022 – iDter has been honored with a Most Valuable Product ([MVP](#)) Award, an annual accolade bestowed by Security Sales & Integration magazine during the show.

New to the security market and a first-time exhibitor at ISC West, iDter was recognized for the product's design and technological innovation in the [Intrusion Detection](#) category.

The MVP Awards are judged based on the product's ability to deliver a unique solution to the marketplace and value to the security dealer. iDter, which stands for intelligent and immediate deterrence of crime, is an automated and complete security package proven to foil 98% of intrusions without the delays of human intervention. The company, based in San Bruno, Calif., launched its product at the end of 2021 and continues to recruit security dealers with an exceptional solution and the ability to earn recurring monthly revenue (RMR).

"We are honored and humbled to have received this recognition amongst such a strong field of entrants," said Greg Ayres, Vice President Marketing and Business Development. "I believe the deterrence results we bring to the security industry and their clients is best summarized by one of our dealers."

"The reason we chose iDter was to allow us to have a solution for our clients that needed active deterrence versus. traditional 'next day' response with video cameras only. iDter provides us with an all-in-one solution that was previously unavailable to a small company like ours. Our clients, using iDter, have seen almost all trespassing and prowler activity disappear. Additionally, being a reseller for iDter allows us to have another source of RMR for our business. Definitely a win-win scenario."

– Jason Herrington, Vice President, Rinkor Technology Solutions, Santa Rosa, Calif.

iDter consists of exclusive Niō Guardians nodes and protector technology featuring artificial intelligence (AI) deep-learning, cloud video storage and video verified monitoring with dispatch to PSAP. Niō nodes are positioned around the protected premises to **detect** intrusion with a powerful 4K HD resolution camera with wide-angle lens, multiple motion detectors, omni-directional microphone and quad-core intelligence. Niō nodes also **deter** with a rich set of immediate deterrent responses, such as the instantaneous illumination of 10,000 lumens of multi-directional LED floodlights, blinding strobes of red and blue LEDs, piercing sirens, situation-appropriate voice-down warning messages and intimidating sound effects.

Scott Goldfine, Editor-in-Chief/Associate Publisher at SSI, said the industry's finest product manufacturers participated in the MVPs, now in its eighth year. "All of the entrants should be extremely proud of the achievement, and dealers and integrators should pay very close attention at the opportunity to integrate these exceptional offerings into their portfolios."

iDter products are fully NDAA compliant, ETL listed, FCC certified and carry an IP-65 environmental rating. The solution can be used as a standalone security system or to augment guard services with integrated technology at the protected premises.

Learn how iDter works [here](#). For more information contact [iDter](#) today at (214) 729-0908.

About iDter

Time matters! Property can be stolen or damaged in seconds. iDter (intelligent and immediate deterrence of crime) is an automated, end-to-end security solution for commercial clients looking to put an end to criminal activity at their facilities. iDter is proven to foil 98% of intrusions automatically without the delays of human intervention.

The iDter solution is offered through a qualified network of commercial security integrators, structured/data cabling companies and licensed



electrical contractors focused on delivering documented security results for their clients and growing their recurring monthly revenue (RMR).

iDter is engineered with exclusive Niō node guardian and protector technology featuring artificial intelligence (AI) deep-learning; Amazon Web Services (AWS) cloud video storage; and video-verified monitoring with UL 827 dispatch to PSAP. Niō nodes protect properties with 10,000 lumens of multidirectional LED lighting, 4K digital camera and multiple motion detectors. Immediate deterrence responses include floodlight illumination, blinding strobes of red and blue LEDs, piercing sirens and situation-appropriate voice-down warning messages. Intrusions detected by Niō are verified and alerts with event recordings sent to iPhone, iPad or Android devices for easy mobile management.

iDter products are fully NDAA compliant, ETL listed and FCC certified. iDter holds some 35 U.S. patents (issued and pending) through parent company Kuna Systems Corporation covering the novel relationship between integrated camera-lighting-audio design, software functionality and deep learning technology to automate security performance.

Learn how you can generate monthly revenue and serve the customer with valuable deterrent protection by visiting iDter online.

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