

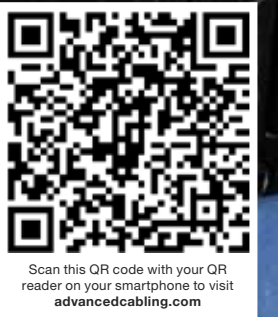


NORTH LITTLE ROCK / SPRINGDALE / TOLL FREE 877.814.8621

**ADVANCED**  
CABLING • FIRE • SECURITY



**Five  
Armed  
Forces  
Reserve Centers**  
in Arkansas Get "Advanced" p. 4



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# ADVANCED NEWS

## Advanced Participates in Hot Springs Technology Institute Conference

This past June, Advanced participated in the 17th annual Hot Springs Technology Institute Conference. This conference is a forum that allows all of the school districts in Arkansas to come together and share concerns and successes in implementing new educational technology solutions.

For the event, Advanced showcased a demo booth, which included a fire pull station, paging horn and flat screen television, as a way to illustrate our diverse portfolio of products and services. In the booth, Advanced showcased Cisco, Axis, and Bosch IP Cameras. Additionally, Advanced held a raffle for two Axis M1011W Wireless IP cameras.



## ACS Demonstrates Cisco Solution at "Technology in Motion" Event

Advanced demonstrated Cisco's video surveillance solution at Cisco's "Technology in Motion" event, held in the Jack Stephens Center at UALR this past June. The annual event helps introduce IT decision makers to new products that provide solutions to their ever-changing environment.

The Cisco video surveillance solution utilizes the existing campus IP network to help protect students, faculty and visitors on the UALR campus. The solution manager provides campus security



easy access to real-time video from any camera on the campus network, anytime.

Advanced was the only partner attending that is Cisco ATP certified. This certification enables Advanced to design and install the full suite of Cisco IP camera solutions in Arkansas. Additionally, Advanced is on the Arkansas Cisco state contract, making products and services available to qualified state entities without going to bid.



## Advanced Launches New Website

Advanced recently launched a new website. The new site is more interactive and intuitive, making it easier for visitors to navigate and see our large portfolio of services and the products we offer. Clients can now find helpful information and resources they need. The newly designed site includes a quote request form allowing our estimating department to quickly provide clients pricing on all types of projects.

Please visit the new site at [advancedcabling.com](http://advancedcabling.com), or scan this QR code with your QR reader on your smartphone. Give us your feedback on what you like and/or dislike and if there is information you'd like us to add.



# Coming Soon... APPLE!

A new Apple store will soon make its home in west Little Rock. The new store will be located in the Promenade at Chenal. Advanced was selected to install Cisco's CleanAir technology wireless access points. Since all Apple store products are connected with WiFi, the CleanAir technology helps in detecting radio frequency interference that other systems can't see, identifying the source and locating it on a floor plan, while providing automatic adjustments to optimize wireless coverage around the interference. CleanAir enables faster troubleshooting equating to lower downtimes, so customers can enjoy all the great products when in the store. Opening date is scheduled for August 20.



## ConAgra Plant in Russellville, Arkansas Gets Protected



Advanced was selected as the prime contractor for the renovation of the ConAgra Foods building, located in Russellville. Advanced replaced the old fire alarm system with a new Gamewell-FCI E3

Voice Evacuation System. The new emergency communication system includes detection notification for not only fire but severe weather and ammonia leaks. Advanced used Cooper Wheelock

SafePath notification devices as part of the mass notification system. Specifically colored strobes will be placed in the facility to notify employees of emergencies. As ConAgra Foods expands into the raw meat division, located in a new facility, these systems will be expanded and tied together. Donald Burch was the lead technician for this project. The plant is 775,000 square feet and sits on approximately 20 acres.

As a Fortune 500 company with 25,000 employees across the country and around the world, ConAgra Foods makes such products as Chef Boyardee, Healthy Choice, Marie Callender's and more.

## The University Museum Gets New Cabling

To add to our list of renovations, our northwest Arkansas team is installing data cabling to the University Museum (Men's Gymnasium) on the University of Arkansas, Fayetteville campus. The Museum, which is commonly known as the Fieldhouse, is 74 years young and on the National Register of Historic Places. After many unsuccessful fund-raising campaigns to build a gymnasium for intercollegiate and student recreational use, success was finally achieved in 1923, and a temporary frame gym was erected. Although crowded, uncomfortable, drafty and

cold, many have memories of watching Razorback basketball victories leading to Southwest Conference Championship titles. Originally constructed where the Fine Arts Building is now, the gym was dubbed "Schmidt's Barn", named after Coach Francis Schmidt who introduced basketball to the University.

In 1984, the Health, Physical Education and Recreation Building was completed, and the gym was given over to the University Museum.

## Fayetteville High School Students Now Safer

Advanced is partnering with Nabholz on the construction project of the new Fayetteville High School building. The project will be led by JC Mattingly out of our northwest Arkansas team. Advanced will be installing a fire alarm, cabling, audio-video, paging, card access and intercom systems.

Advanced will start the project in the fall of 2011. The project is being financed by the sale of \$45 million in Qualified School Construction Bonds. Construction of Phase I is scheduled to be completed in 2012.

# ADVANCED NEWS

## UALR & ACS – Making Education a Top Priority

Advanced Cabling began work on three new projects on the campus of UALR last October. The first project is for the Lot 9 parking area, where we worked with Hobby Electric to install new Code Blue CB 1-e emergency phones in the Lot 9 parking area to ensure the safety of students and guests. The CB 1-e is perfect for areas where a freestanding pedestal is required, such as parking lots and campus and commercial areas. Lot 9 is located next to the Ottenheimer Library on campus.

For the second project, UALR selected Advanced to provide the fire alarm system and cabling on the new five-story Nanotech building. For this project, we are installing a Gamewell-FCI alarm

system. The 7100 Series system is one of the most innovative in fire detection and notification.

Finally, we are working on the new Honors Dormitory. Advanced is working with Baldwin & Shell on this new multi-building seven-story facility. For this project, we are installing Cat 6A shielded data cabling, fiber optic cabling and an Aiphone system. The system will allow controlled access and monitoring of interior/exterior entrances, as well as common areas and hallways.

Learn more about Aiphone in our product spotlight below.

## Product Spotlight: Aiphone AX Series Audio and Video Security System

Today, more than half of all medium-to-large sized businesses limit access to their building. The Aiphone AX Series system is the best solution for these businesses in order to provide employees and visitors security when coming to your business. Every Aiphone system is the result of painstaking attention to detail made with the finest quality hardware and circuitry. Aiphone has become the most respected and reliable brand of communications systems in the world.

The AX Series gives you the ability to:

- Control and regulate access into your building
- Communicate while keeping your facility secure
- Confirm identity with audio and up-close video

This flexible system allows expansion of up to eight master stations and 120 door/sub/adaptor stations. You can monitor interior doorways by using the video door stations at interior locations. Exterior entrances, such as loading docks, service entries and front and rear doors, are secure with the video door stations. The system also allows you to reduce your risk in remote locations by adding door stations to attached parking garages, gates, etc.

The AX Series is easy to integrate into your existing security elements, including CCTV systems, electronic access control and telephone transfer. The AX Series is a great option for your business. It is an affordable system that is versatile, comprehensible and simple to use.

Sound interesting? Contact Josh Vinson at 501-568-9599 or [jvinson@advancedcabling.com](mailto:jvinson@advancedcabling.com) today to set up a demo!



# Five Armed Forces Reserve Centers in Arkansas Get “Advanced”

Advanced recently installed mass notification fire alarm systems, access control systems, network data cabling, and audio systems at five U.S. Armed Forces Reserve Centers in Arkansas. The locations around Arkansas include Jonesboro, Arkadelphia, El Dorado, Hot Springs and Camden. All buildings will be completed this August and will feature the latest in life safety, network communications cabling, and building security, all provided by Advanced.

The installation of Category 6 cabling will provide Gigabit connectivity throughout each facility, providing fast communications for all workstation and networked devices. The audio systems use lavalieres, enabling instructors to better communicate and interact with students enhancing the learning environment. The new audio systems will also benefit the weapons simulation rooms where larger PA systems are necessary due to other equipment noises.

The new buildings will include a 76,000 square-foot training facility, a 24,000 square-foot maintenance shop and a 3,500 square-foot storage facility. Specifics on each project are:

» **Camden** – installed E3 Series Expandable Emergency Evacuation System by Gamewell-FCI, category 6 structured data cabling, and a public address system.

» **Hot Springs** – installed category 6 structured data cabling, Lenel 2220 Access control systems for two gate access points and five internal doors and a public address system in the weapons simulator training room.

» **Arkadelphia / Jonesboro / El Dorado** – installed category 6 structured data cabling, a combination of Gamewell Fire and E3 MN panel, Lenel Access Control and a public address system.

Additionally, at all locations, the Advanced team installed a Honeywell MegaDot Indoor Display that works in conjunction with the mass notification E3 System. This system enables the client to display a custom message.

The project was designed and constructed to receive a Silver Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council. The facilities will include administrative, educational, assembly, library, learning center, vault, weapons simulator and physical fitness areas.



## Advanced Helps with Joplin Relief

American psychologist William James said, "Act as if what you do makes a difference. It does." This is something that we not only believe in our everyday work, but also when others need help.

After the devastating tornadoes in Joplin, Missouri, this past April, our northwest Arkansas Advanced team joined in helping with the relief efforts. A crew went to Joplin the weekend following the

horrible F5 tornado in hopes of making a difference to a community that was left with virtually nothing. Our team helped remove trees, debris and cars, enabling four families to return to their home to collect any salvageable items.

Thanks to all our employees and their families that helped in the relief efforts.



### Advanced Sponsors SoletoSoul5K

This past June, Advanced Cabling sponsored the SoletoSoul5K benefiting St. Andrew's Church Youth Missions. The proceeds from the race help create opportunities for students to help and serve others around the world.

## EMPLOYEE NEWS

### J.T. Young Promoted to Cabling Project Manager



J.T. Young has been promoted to Cabling Project Manager, structured cabling. Prior to his promotion, J.T. was Field Installation Technician and a crew leader.

Young holds the professional designation of BICSI certified technician. He was extremely instrumental as project manager with our recent completion of the USAbLe Dual Data Center Sites, in North Little Rock and Conway, by providing solutions for data cabling and fiber connectivity throughout both sites due to his years of experience in the industry.

J.T. rejoined the Advanced team in March of 2007 after living in North Carolina. Young resides in Benton, Arkansas, with his wife Jennifer and daughter Hailey. He enjoys watching football, NASCAR and going to the lake with his family.

## PRESIDENT'S LETTER



When we started our company 14 years ago, the advent of computer networking had just arrived. Traditional businesses were beginning to understand the importance of networking and the benefits to their daily operations. As a result, coax cabling was being replaced by Category 3 cabling for phones and the latest technology of "Category 5" for data networks. Our company was fortunate to help many of Arkansas's most progressive companies move into the digital age by installing structured data cabling for phones and computers to offices and cubicles throughout the state. Initially, as we installed this cabling for our clients, we would test the cabling and walk away, allowing their network or local exchange carrier to take over at that point.

Fast forward to today, not only is this Category 3 and Category 5 cabling obsolete, but it has been replaced by fiber to the desktop, voice over IP technology and "enhanced Category 6" copper technology. Today, more and more bandwidth is being required due to increased use of streaming video and applications on mobile devices. To put this in perspective, YouTube cites that over three billion videos are viewed a day through their site. The general public has become more and more dependent upon these new platforms of technology - not only to enhance their business, but to help it survive.

As a result of these changes over the past decade, Advanced has changed along with technology. No longer do we install a static cabling system and walk away. Most every device that one can imagine in an industrial or commercial application now rides on the network. From cameras to access control to HVAC devices to lightning appliances, each of these components are now just another device on the network, just like a phone or computer. These systems, once proprietary stand-alone separate systems, are now part of the network and ride on the cabling that we first founded our company upon, which is a structured cabling system.

When components are added to enhance a client's daily business, we now employ the expertise to install the cabling piece of the pie, along with the end device, like a camera or access controller or audio-video component. One team, many solutions.

**MICHAEL KENNEDY** President