

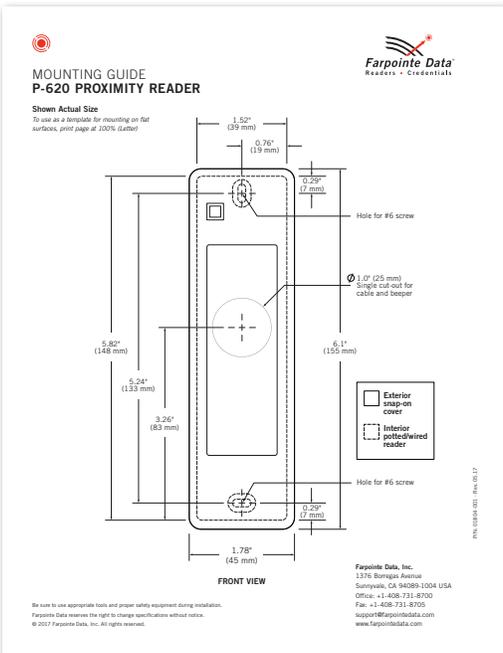


AN INTERVIEW WITH RUDY REGIDOR ON ENHANCEMENTS MADE TO THE FARPOINTE WEBSITE



The Reader recently sat down with Rudy Regidor, Customer Service Manager at Farpointe Data. The topic discussed was the wide-ranging enhancements and upgrades the company recently made to its website, www.FarpointeData.com.

At right: The Farpointe website features a responsive, mobile-friendly layout that automatically adjusts to the screen width of the device being used.



Mounting Guides, now part of Farpointe's expanded resource library, assist in making an installer's job easier.

Q: Recently Farpointe made a range of enhancements and upgrades to its website. Can you highlight these improvements?

A: Absolutely! Visitors will be pleased to find the Farpointe website now benefits from three key improvements:

1. **Mobile-Friendly Layout:** Today our site incorporates a responsive, mobile-friendly layout, which allows guests to easily access and view the site on any device—smart phone, tablet or computer.
2. **Simplified Navigation:** The site navigation has been improved to make finding the information they need more straight-forward, with quick links to the most popular pages found on the home page.
3. **Expanded Resources:** We've expanded our resource library with a demonstrated focus on installing technicians. Goal here is to provide practical information to make their jobs simpler and quicker.

Q: Can you illustrate how the resources on your website would make an installing technician's job easier?

A: Sure. One of the resources we've added to the website is a set of mounting guides for our readers, which help installing technicians mount a reader to a mullion, wall box or flat surface. Many of the reader illustrations are shown actual size, allowing them to be printed at 100% and used as guides for marking drill holes. While both the Pyramid Series Proximity® and Delta® readers are engineered for quick installation, we feel the mounting guides are a resource that makes an installer's job just that much easier!

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Q: You mentioned installers. Who else visits the Farpointe website?

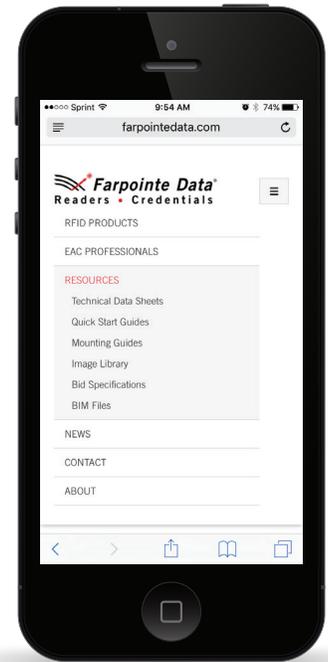
A: We see two broad categories of visitors to the website. The first are those that may not be familiar with Farpointe Data, and want to learn more about our RFID readers and credentials, as well as their use in electronic access control. The website is a great resource for them to learn about our 125-kHz proximity, 13.56-MHz contactless smartcard and 433-MHz long-range product offerings. The second group of visitors are those access control professionals that already use Farpointe products—consultants, installing integrators, access control system partners—and need something specific, such as a technical data sheet, installation guide or a product photo.

Q: That's interesting...why would someone need a product photo?

A: Today, we believe our partners are comprised of the best electronic access control system manufacturers in the business. Having our image library online, where it is easily and always available, allows them to maintain current images of the readers and credentials they offer to enhance the performance of their systems. Images of readers, cards, tags, transmitters and receivers are available in both high- and low-resolution, making them appropriate for use in a wide variety of print and web marketing communications.

Q: In addition to the installation community, is there any other market segment that can benefit from the website improvements you've made?

A: Certainly. From the architect and engineer community, specifying consultants specifically, we are enjoying a surge in awareness. In response to this surge, we've updated the bid specification documents for our three main product lines: (1) *Pyramid Series Proximity*[®], (2) *Delta*[®] Contactless Smart Card, and (3) *Ranger*[®] Long-Range Identification. Specifying consultants can also access BIM files—Building Information Models—for our readers, allowing them to easily load visual CAD representations of our readers directly into their building projects.



Farpointe's expanded resource library makes it quick and easy for partners, integrators and consultants to find everything they need: data sheets, product images, installation guides, bid specs and more!

"Farpointe offers great products backed by even better people."

Jay Geller, President

Mel Geller Electronic Security Systems Inc.

Q: Is there anything else you would like to highlight about the Farpointe website?

A: I'd like to highlight the "News" section of our website, where visitors can find press releases, company events, as well as links to relevant articles found in the security industry's leading periodicals. I'd also like to note that our monthly e-newsletter, *The Reader*, is also available in this section. Each issue of *The Reader* contains snippets of information that our access partners, integrators and consultants may find useful. I must say it's a wonderful feeling to hear the tremendously positive feedback *The Reader* generates from professionals located around the world and throughout the industry!

Lastly, I'd just like to say that we're dedicated to improving the website on a regular basis for the benefit of our valued partners. If there is comment, note we will always welcome constructive input.



Rudy Regidor

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