

## Q&A WITH SCOTT PEARSON, FARPOINTE DATA'S INDEPENDENT SALES DIRECTOR REPRESENTING EUROPE, THE MIDDLE EAST AND AFRICA

*From Farnborough to Farpointe, an acknowledged industry expert discusses product and offers a compelling question for the future.*

As an industry veteran, Scott Pearson—Independent Director of Sales for both Farpointe Data and RCI based in the UK—accesses his impressive 20-plus years of professional experience and technological background to clearly illustrate each of Farpointe's radio frequency identification-based access control technologies.

**Q: Scott, you have been in this business for nearly 25 years! How did you get your start?**

A: UK born and raised, I successfully completed my apprenticeship in Electronic Engineering at the Royal Aerospace Establishment in Farnborough. Subsequently, I earned a technical position with Control Systems International (which is now a part of [Schneider Electric](#), who today is a Farpointe partner!). Initially I focused on building management and control systems. However requests soon began to roll in from the sales team, asking me to deliver customer presentations on our technology. While the sales team handled issues such as pricing, support and supply, I delivered specifics on technology, its integration and implementation. Success led to advancement and a promotion into sales management.

**Q: What brought you to Farpointe?**

A: Back in the late 90s, I worked for Motorola as a European Sales Manager—in their smartcard division—and Scott Lindley was my North American counterpart. Scott and I kept in touch. Soon after starting Farpointe, Scott reached out to me with a special opportunity to use my skills to help grow the company.

**Q: What is your current role at Farpointe?**

A: Building partner relationships. I've worked globally with access control system manufacturers, customers at the core of Farpointe's partnerships. Additionally, when needed, I'm pleased to support their major customers in the implementation of Farpointe's electronic security solutions. Today, my efforts are focused on markets within Europe, Scandinavia and the Middle East. I work to unlock the tremendous value—revenue growth and profitability—offered our partners by integrating with our three core product lines.

**Q: Without displaying too much of your engineering prowess, can you explain to our readers those three product lines to which you referred?**

A: Certainly! Farpointe manufactures radio frequency identification (RFID) product lines for use in a variety of access control applications. These lines—Pyramid, Delta, Ranger—operate across the radio spectrum taking advantage of three globally harmonized frequencies—125-kHz, 13.56-MHz and 433-MHz—each providing a unique set of benefits to access control professionals.

The low-frequency 125-kHz *Pyramid Series Proximity*<sup>®</sup> line provides the perfect combination of read range, speed and install-ability. Proximity technology gives building managers the benefit of an excellent alternative to traditional key-based systems. 125-kHz carries energy further, equating to longer ranges. Credentials typically contain less data, making reads faster. And 125-kHz is less affected by metal, such as door frames and wall boxes, simplifying installation. End-users appreciate the convenience of proximity solutions what with their fast, efficient contactless entry. Integrators, on the other hand, find that the *Pyramid Series Proximity* line offers a straightforward and price effective method of controlling access.



Delta<sup>®</sup> is our 13.56-MHz line of contactless smartcard solutions. Smartcard readers and credentials are used in very much the same manner as proximity, but are designed with additional security enhancements. Key here is encryption. Encryption makes smartcards much more difficult to clone or hack. Contactless smartcards are ideal for security-sensitive applications such as government and medical installations. Smartcards are also ideal for those applications that may involve cash, such as public transit (Think London Underground's [Oyster Card!](#)). Delta is based upon the world standard MIFARE<sup>®</sup> technology, with literally billions of IC's produced. Delta takes smartcard security a step higher with Valid ID<sup>™</sup>. Valid ID offers an added layer of protection and helps alert system managers if the access control data loaded on a contactless smartcard is counterfeited or cloned.

This all leads me to an exciting piece of news about the secure evolution of the Delta line: we will soon be launching a full implementation of MIFARE DESFire<sup>™</sup> EV1 technology. Today, I consider EV1 to be the ultimate level of security. It exploits the power of 128-bit AES encryption. AES is the same type of security used to assure the integrity of online banking. EV1 is not yet known to have been hacked or cloned. It is considered amongst the most secure RFID platforms.

This may seem like a side-note, but an additional advantage of smartcards is that they can store large data sets supporting a multitude of applications. This means an end user can present a single credential for door access, vending, time and attendance, cafeteria and more. That's real savings for end-users, while representing greater revenue and profit opportunities for integrators.

The Ranger<sup>®</sup> line operates at 433-MHz and is quite bluntly a pioneering access solution for applications calling for longer range. Comprised of receivers and transmitters, I believe it to be the first long range solution to carry the ETL symbol, proof the product was tested independently and meets the UL 294 standard. Key Ranger applications may include parking facilities, gated communities and marinas. Ranger provides security comparable to DESFire, but delivers read ranges of up to 200 feet (61 m)! It is an active solution, requiring a button press to activate, and the transmitters can be dual encoded with a passive proximity or smartcard insert. To illustrate the benefits of this, take the example of an employee arriving to work. The employee can push a button on a transmitter to access a secure parking area, then present the same transmitter to the smartcard reader at the front door to access their business.

We've found our partners, access control system manufacturers, prefer Ranger because it supports a wide range of communication protocols, including custom and standard Wiegand protocols. Integrators like the fact that it is quick and easy to install, much like a Farpointe proximity reader. And end users should look to demand Ranger, because as we've heard, "If it absolutely must work, use Ranger."



Ranger parking garage installation at Schneider Electric in Espoo, Finland

**Q: That is a great summary, thank you. So what is next for Farpointe?**

A: Farpointe has always sold its RFID products globally. However, through our relationship with our corporate parent DORMA, and now with the newly merged entity Dorma+Kaba, we're excited by the potential to grow our global partnerships aggressively. Adding to this, Kaba is the global hospitality leader in Bluetooth Low Energy (BLE)-enabled locksets (See this [press release](#)). Could Farpointe leverage its new Kaba relationship, and be the first to deliver a viable 2.4 GHz BLE access control reader solution to its partners?

**Q: What are you doing when you're not managing sales for Farpointe?**

A: This time of year, you'll probably find me at an Arsenal game—London's premier football team (soccer team, as the beautiful game is called in the U.S.). However, I am a big fan of American football as well, and have really enjoyed seeing some of the games that have come to Wembley Stadium here in London the past several years.

