

# THE **READER**

News for the Access Control Professional

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## ACCESS CONTROL ENCRYPTION 101



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As seen in **SD&I**

Never before was cybersecurity so prevalent than at April's ISC West expo; and once that topic was introduced, the subject of encryption was not far behind. Protecting your customers from hackers is imperative, and anti-hacking encryption schemes should be a mandatory tool to thwart them.

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### Marketing in the Security Industry Do Your Customers Know Who You Are?

Farpointe's East Coast Sales Manager, Tom Piston, put together this brief guide for access control integrators on the importance of brand awareness, differentiation, communicating value and more.

[DOWNLOAD THE GUIDE](#)



## Frequently Asked Questions

In our role as Farpointe sales professionals, we love assisting customers—and potential customers—with their access RFID questions. We've asked our team to identify some of the most frequently asked questions that they receive, in an effort to assist systems manufacturers, integrators and consultants who may have similar questions.

[DOWNLOAD FAQ](#)

## Product Spotlight: Ranger® Long-Range Transmitters

Ranger is Farpointe's long-range RFID solution, offering exceptionally long read ranges of up to 200 feet (61 m). Available in 2-button and 4-button models, Ranger Transmitters are powerful identification credentials with tremendous flexibility.

While ideal for a host of long-range applications, such as parking facilities and gated communities, each Ranger Transmitter may also be used as a traditional, presentation-style access control credential—just like a standard access card.

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