

# THE READER

News for the Access Control Professional



## HOW TO PROTECT YOUR BUSINESS FROM AMAZON



By **Scott Lindley**  
General Manager

As seen on [SecurityToday](#)

If you think your dealership isn't conducive to outside pressures, ask the merchants of Smalltown, USA, about that new Walmart going up on the outskirts of the municipality. Walmart has been like the Grimm Reaper to local business whose names have been written over storefronts of Norman Rockwell appearing downtowns, in many cases, for several generations.

If you think Amazon is not having a similar affect, check any local shopping mall. Stop in at Circuit City or Borders Books. Death by Amazon, who is finishing off retail chain stores like Walmart glutted small businesses. Ask your friends who own a residential security businesses if they are seeing Amazon showing up in their markets. They are.

[READ MORE](#)

### Visit Farpointe Data at ISC East 2018

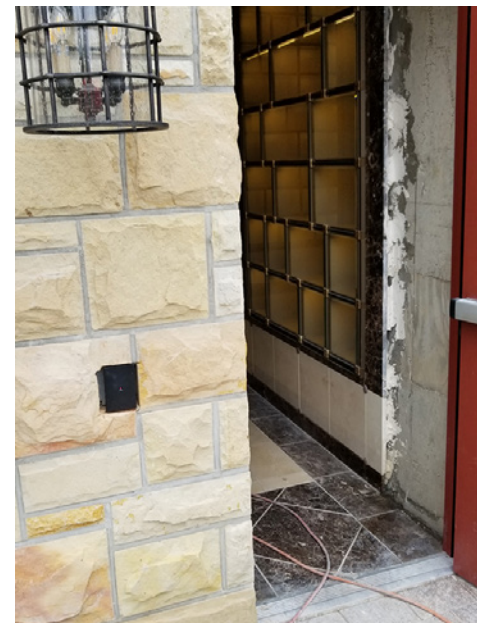
November 14 – 15  
Javits Center, NY

Booth #848

ISC East is the Northeast's largest physical security trade show. Stop by booth #848, where Farpointe Data will be exhibiting its best-in-class RFID readers and credentials for electronic access control.



[REGISTER FOR FREE](#)



## Farpointe Data Builds Upon LEGIC

By leveraging each other's technologies as companies sharing the dormakaba banner, LEGIC and Farpointe Data are in the forefront of the new expanding market for secure mobile credentials. LEGIC's 6000 series reader ICs and the mobile service LEGIC Connect are at the heart of Farpointe's new, award-winning CONEKT™ mobile smartphone access control solution.

[READ MORE](#)

## Product Spotlight: Guardian™ Vandal-Resistant Rugged Readers

Guardian vandal-resistant readers are machined from thick, polycarbonate material, feature epoxy potted electronics, and ship standard with tamper-proof screws. The result is a monolithic reader that can withstand much more than just the damaging effects of impacts.

Available in both 125-kHz proximity and 13.56-MHz contactless smartcard models.

[LEARN MORE](#)

## Spotted on the Street

**Mr. Jay Geller**, President, Mel Geller Electronic Security Systems, shared this photo of a P-500 reader his firm recently installed to control access to a brand new mausoleum located in Flushing, New York. Note the crypt, shown here under construction, is visible through the open door.

The P-500, a member of the *Pyramid Series Proximity*® line of 125-kHz proximity readers and credentials backed by Farpointe's lifetime warranty, is designed to be installed indoors or out. Mr. Geller reports the end user will deploy PSK-3 key fob credentials, and that the reader is tied to an electronic access control system from DSX Access Systems, Inc.

[MORE INFORMATION](#)



**Farpointe Data**  
Readers • Credentials

© 2018 Farpointe Data, Inc. All rights reserved. Farpointe Data®, Pyramid Series Proximity®, Delta®, and Ranger® are the registered U.S. trademarks of Farpointe Data, Inc. All other trademarks are the property of their respective owners. Farpointe Data reserves the right to change specifications without notice.

**Farpointe Data, Inc.**  
1376 Borregas Avenue  
Sunnyvale, CA 94089-1004 USA  
Office: +1-408-731-8700  
Fax: +1-408-731-7805  
support@farpointedata.com