

# CONNECTIONS

The Newsletter of Electronic Engineering

Spring 2007

## Electronic Engineering Offers IP Based Security Solutions

Compact, high-resolution Ethernet video servers are changing the way businesses use closed circuit television systems (CCTV) to protect their assets. It's now possible to monitor everything that is going on in and around multiple buildings, from anywhere with Internet access.

The revolution of Internet Protocol (IP) based digital video networks allows organizations to bring together their IT network and their existing CCTV security system for the first time. Now it's easier for any organization to significantly enhance the security of their employees and buildings using their current analog or digital CCTV system.

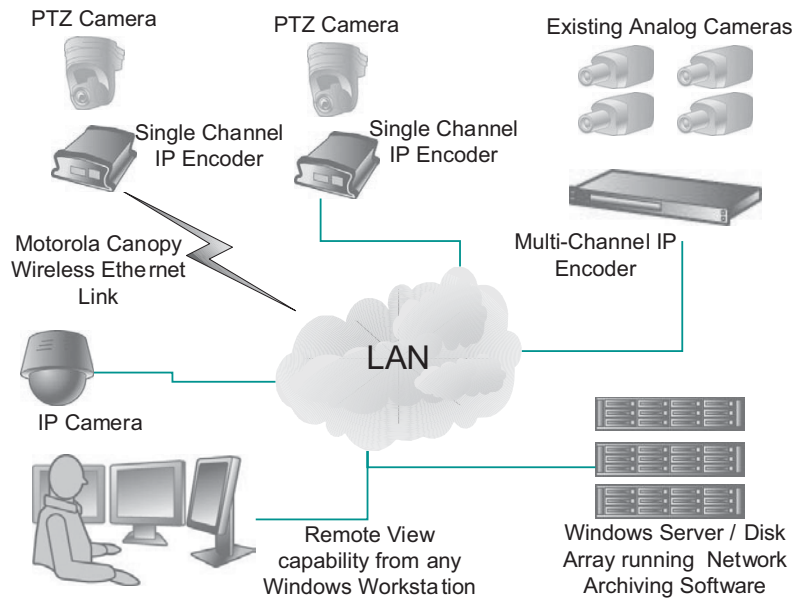
"This solution makes a lot of sense for any organization because IP based video networks utilize their existing infrastructure," said Jeremy Shindelar, IT Manager at Electronic Engineering. "Plus, we're able to eliminate the geographic limitations of earlier digital systems via wireless data networks like Motorola's Canopy."

At Electronic Engineering we've been offering this solution for our customers using the Nextiva™ S1950e Ethernet video server, which is a single-port, high-resolution encoder designed for digital video monitoring over IP networks.

Over the past year, our IT professionals have been installing Nextiva™ systems for companies throughout the state to provide video surveillance for banks, airports, businesses, parking garages, school districts and manufacturing plants.

"One of the most important features to our customers is that the technology is flexible and scalable to meet their future growth or technology enhancements," said Shindelar. "Add to it that it adapts to your needs because it is manageable, available, reliable and secure – just like any other IT asset."

The Nextiva™ solution is not only easy to install, but a cost-effective solution for many organizations because they can almost instantly have a state-of-the-art remote monitoring system without the expense of installing an entirely new security system. In fact, all you need is a standard PC with network access and an internet connection.



**This diagram shows what a typical network looks like when you migrate an existing analog CCTV security system to an IP based CCTV system.**

For more information or to schedule a demonstration, contact your Electronic Engineering sales representative.

2

Employee's Walk for a Cure

3

Introducing the Connecting "e"

4

Employee Profile

## Product Spotlight

### Motorola Bluetooth® Hands-Free Speaker T305

Stay connected to your family, friends and work while on the road with a Bluetooth hands-free speaker. It's wire-free, so you can keep focused on the road ahead.

#### Features:

- Works with any compatible Bluetooth enabled phone.
- Designed specifically for the road for the ultimate hands-free experience.
- Motorola noise reduction technology filters out background noise.



## A Letter From The President



Spring is here, we are all adjusting to the new daylight savings time – allowing us “extra hours” to get all of the things that we want or need to get done. Along with the longer days of sun, we see flowers beginning to emerge, the grass “greening up”, motorcycles taking to the streets, and the true sign of spring – the return of road construction!

While Electronic Engineering is not a seasonal business by any means, we do always seem to get busier as spring unfolds and the weather gets nicer. I believe that part of the reason is that, when our customers become more mobile, they still have the need to stay connected to business, family, and friends and we have products and services to help that need. In addition, the activities that they are participating in such as ball games, festivals, fairs, amusement parks, even marathons – all use communication products to provide for a more organized event. So I, along with the better weather, enjoy spring as a time to get reconnected with great customers and friends.

Last week, I was reflecting on various communication products and devices as to what was the cutting edge item that will be the next must-have product and came to a conclusion that while we market great devices that, will make a positive impact on your ability to stay connected with others, we do not always market the very cutting edge products as they are initially introduced. It surprised me as I always felt that we were a leader in product technology. After added thought, I recognized that there was an additional requirement that we generally look for before promoting many new products. We believe that every product should stand up to reasonable wear and tear, be generally easy to operate, and if it becomes defective – is easy to replace or repair.

While we still have a variety of neat, trendy, cutting edge products, we do not always market the “just developed” or

“just announced” product right away. Sometimes in a rush to get to market, those products have not been tested in the real world and will not hold up to customers expectations. What you will find in our products is reliability, that they will last, and have had a reasonable track record of prior performance so that you can utilize them to maximize your time and continue to enjoy all the benefits that this spring and additional hours of daylight are offering you.

Thanks for your business, and we’ll talk to you next quarter.

Mark Clark

## Employee’s Walk for a Cure

On Saturday, March 3, four employees from Electronic Engineering in Des Moines, took part in the JDRF Walk to Cure Diabetes. Charlene Cobb, Sarah Cochran, Dale Riedl and Gary Little walked over two miles through the downtown Des Moines skywalks to show their support for this worthwhile cause. In their first effort in this event, these four collected \$1,276.00 in pledges and donations for the Juvenile Diabetes Research Foundation.



## Electronic Engineering Locations

<b>Des Moines</b> (515) 283-1100	1100 Keo Way (800) 343-3998	<b>Marshalltown</b> (641) 752-0778	913 Iowa Avenue E. (800) 345-2540
<b>Ames</b> (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	<b>Mason City</b> (641) 423-6818	608 S. Delaware (800) 343-2688
<b>Cedar Rapids</b> (319) 364-1900	1900 6th Street S.W. (800) 762-0795	<b>Mt. Pleasant</b> (319) 385-7650	126 N. Main Street (800) 458-2355
<b>Davenport</b> (563) 322-0981	1354 W. 4th Street (800) 322-0981	<b>Omaha</b> (402) 346-5123	13704 P Street (800) 315-3579
<b>Fort Dodge</b> (515) 576-2411	2411 5th Avenue S. (800) 343-3405	<b>Sioux City</b> (712) 258-5234	500 W. 20th Street (800) 243-3756
<b>Fremont</b> (402) 727-5115	339 N. Broad Street (800) 427-2185	<b>Waterloo</b> (319) 235-5556	750 Ansborough (800) 365-9702

## Introducing The Connecting “e”

For more than two decades Electronic Engineering was known by a logo of a chicken or duck wearing a sweatshirt with the words “BEEP.” It symbolized our connection to the paging or “beeper” industry.

A few years ago, we retired the logo, along with our primary phrase of “The Beeper People” because we wanted to make sure that our customers and friends knew that we did much more than just beepers. In fact, we’ve been providing two-way radios and police, fire and EMS vehicular installations for over 30 years to Iowans.

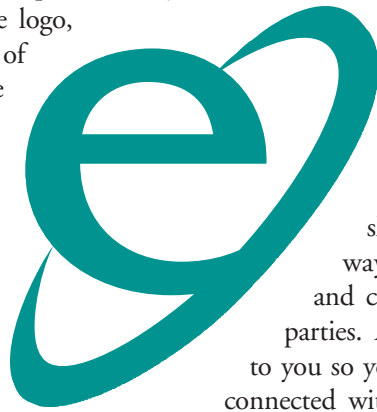
So we decided to highlight our original name “Electronic Engineering” in all of our advertising, printing, billing, and promotions, with our tagline – “Connections you can count on.”

Today, we would like to introduce our new

icon to you that compliments that tagline – the Connecting “e.”

It stands for several things, not just the simple connection of **E-lectronic E-gineering**, but its connecting ring symbolizes the connections you have with us, as well as your connections to the people that matter most to you. Its design of a complete loop and symmetry of size shows that it is a bi-directional (two-way) connection where information and connections flow equally between all parties. Also that we want to provide **E-nergy** to you so you have the power to make and stay connected with the people and contact that you want.

We hope you welcome our new icon, as we add it to our advertising, vehicles, billing, and promotions, with its commitment to continue to service you with “**Connections you can count on.**”



## TechTalk: The Differences in Rechargeable Batteries

There are three different types of batteries being used today in two-way radios and other electronic devices: Nickel Cadmium (NiCd), Nickel Metal Hydride (NiMH), and Lithium Ion (Li-ion). To get the most out of these batteries, you recharge each in a particular way. Though in all cases, if the two-way radio is attached to the battery while charging, the two-way radio should be turned off because voltages spikes could ruin the radio. Plus, the two-way radio draws more current when turned on than the battery charger delivers, in turn depleting the battery if the two-way radio is left on.

### NiCd (Nickel Cadmium):

The capacity of this battery is higher than alkaline which is used in many consumer electronics. Remember to charge the battery only when it is nearly depleted and charge the unit for two hours after the full indicator light comes on. This type of battery has more “cycles” than Lithium or NiMH batteries and can be charged and discharged many times.

Tip: Don't leave the battery in the charger for more than two days. After two days of charging the chemistry of the battery deteriorates.

### NiMH (Nickel Metal Hydride):

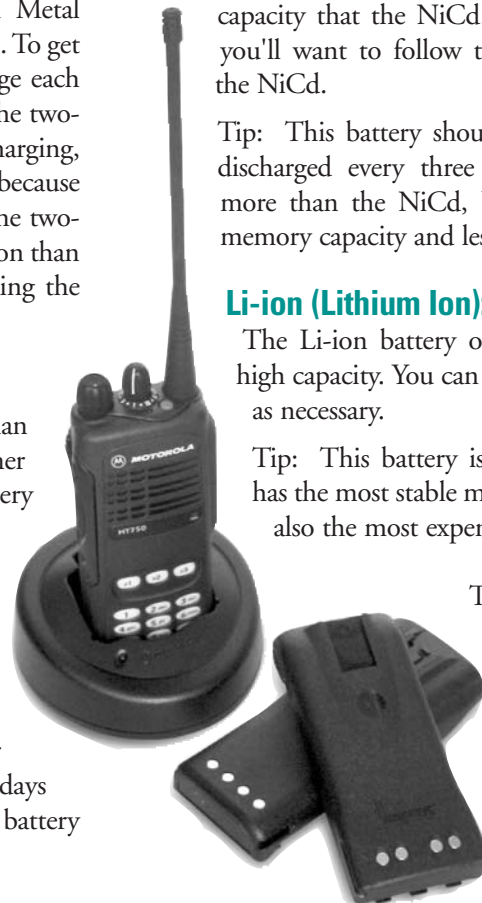
This battery operates at a 30% higher capacity than the NiCd. When charging you'll want to follow the same steps as the NiCd.

Tip: This battery should be completely discharged every three months. It cost more than the NiCd, but has a higher memory capacity and less memory effect.

### Li-ion (Lithium Ion):

The Li-ion battery operates at a very high capacity. You can charge it as often as necessary.

Tip: This battery is lightweight and has the most stable memory, making it also the most expensive.



To determine which battery best meets your two-way radio needs please contact Electronic Engineering.

# Electronic Engineering Employee Profile



**Name:** Daniel Peterson

**EE location:** Mt. Pleasant

**Job title:** Branch Manager

**Job history:** I started out working for my father in the farm implement business. I then worked for a computer company in Colorado building storage devices. Then I worked as a pilot and flight instructor in Muscatine, Iowa. During that time, I flew as a corporate

pilot for a company in Burlington. From there I went into the sales field for that company selling two-way radios. This led to Randy Nelson and I starting Advanced Communications, until we were later purchased by Electronic Engineering.

**My first "real" job:** Working for my dad in the farm implement business.

**Recent accomplishments:** I completed a two-year restoration of a Rumley Oil Pull Model Z antique tractor, of which there are only 20 currently in existence.

**The toughest part of my job:** Keeping everybody happy: my boss, my customers, my co-workers and myself. When all that happens things are good.

**Someone I admire:** My dad, looking back he did know a lot more than I thought he did when I was a teenager.

**About my family:** My wife Jaci and I have been married 24 years. We have one son Alex who is 12.

**Something else I'd like to accomplish:** I would like to get restored my 1926 Star Touring car.

**Something about me not everyone knows:** My hair

was not always gray.

**Outside interests:** When I'm not at work I enjoy restoring antique farm machinery, camping, back packing, fishing, hunting, photography and staying active in the Boy Scouts.

**Favorite vacation spot:** Yellowstone National Park.

**If I had a different job:** I would like to have been a wildlife photographer.

**Words you live by:** "Always keep your word." My dad taught me this many years ago. He said if you tell someone you are going to do something, then you do it.

## Can You Guess the Year?

- Roots begins its phenomenally successful run on TV?
- Fleetwood Mac's Grammy-winning album Rumours is released?
- The space shuttle Enterprise test vehicle goes on its maiden "flight"?

Think you know the year? Email your answer to [contest@connectingyou.com](mailto:contest@connectingyou.com). Every correct entry received by May 31st will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

**Last quarter's winner: Pamela West, Ames**

Pamela guessed correctly the year was 1969.

4



## Looking for short-term commitment?

(I'm available.)

Ask Electronic Engineering about two-way radio rentals.

Need two-way radios for an event or upcoming job, but don't want the long-term commitment of a purchase? Ask Electronic Engineering about Motorola two-way radio rental packages. They're a great way to get ultra-reliable, high quality communications without getting hitched.

Two-way radios are ideal for:

- Events
- Hotels
- Youth sports
- Security
- Golf courses
- Agriculture

Call Electronic Engineering today at (800) 343-3998.



**RADIUS**

**Electronic Engineering**

Connections you can count on.™

[www.connectingyou.com](http://www.connectingyou.com)

03/07

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.