



Core77 Design Awards - Support Document

Entry Title:

Access Architecture

Category:

Visual Communications

Description:

Access Architecture is a four fold printed brochure and multimedia link. It's a visual communication piece designed for PCSC, an electronics manufacturer of security products. The brochure illustrates and describes the services and solutions offered by the company. The "Global" panel links to an iPhone App and displays an augmented reality video superimposed over the brochure's panel.

The challenge: An existing product literature set was missing a key element, a general brochure that provided an overview of the solutions offered by the company. This brochure solved that problem by becoming a "keystone" among the company's product collateral set and brand. It was an arduous task to match or rather pair the mundane look and feel of the existing literature set, while providing an exciting visual experience on the inside of the brochure for this lackluster product and subject matter. The cover needed to be intriguing, simple, elegant and briefly hint of the topic inside with minimal words on the outside. PCSC is an electronics manufacturer of security products. These products are highly important to everyday life safety and are often overlooked because they operate "behind the scenes". Bare in mind, the product is not glitzy consumer electronics or photogenic sports cars, rather they are circuit boards, software and small black boxes placed near doors, known as proximity readers. The brochure is targeted toward the manufacturer's customer, in this case it is a business-to-business audience.

Understanding the manufacturer (PCSC) and their customer's is key to producing an effective marketing strategy with this particular brochure. In addition to squeezing in 700

words and over 40 photos, the brochure also required a multimedia experience to further engage the audience. This was solved by creating an iPhone App that when pointed at the brochure's "Global" panel would produce an augmented reality experience for the viewer, in this case, it's a video that plays on the iPhone, superimposed over the brochure. This created an additional means of visual communication within this printed piece. It also meant that the App could be updated at anytime, to something newer, extending the shelf life of the printed document in terms of its relevance as a connecting piece. Unlike other documents, it contains a virtual linking image, a gimmick to keep the viewer engaged and returning to the brochure for this reason alone.

As a global security products provider, PCSC's solutions are in use around the world. These products help to secure and protect buildings and people. This meant that the brochure, while in English must also communicate visually through its use of images for those who may be less fluent. A sense of technology, security, global reach and humanity must be felt. Holding and unfolding the four large square 9 x 9 inch panels of the document would need to engage the viewer. The unfolded brochure when held with both hands creates a horizontal spread, shedding a feeling of vastness for the manufacturer's understanding of the industry and the products they offer.

This project earns its keep in the world by effectively communicating the manufacturer's place in the world and the life safety and access control products it designs and develops. The brochure has an extended shelf life in terms of its ability to contain a multimedia link to an iPhone App. In turn, we hope the brochure is less frequently tossed in the office wastebasket. Should it end up in the trash, the brochure's paper stock is FSC Certified (Forest Service Conservation), meaning it was cut from a farm, acid free, archival quality, and elemental chlorine free. The brochure was printed in a facility that takes pride in being an environmentally responsible "green" printer.

[Click Here to visit the Supporting Website](#)



This image contains a visual communication feature: An augmented reality video is superimposed on top of this panel. Download the App to experience this feature. Search for "PCSC"





PCSC

Access Architecture



Support

A manufacturer's end-of-life or legacy support policy is a top concern for consultants, dealers and end-users looking for new or updated security systems. Hardware and software must be designed to remain flexible in light of today's standard for rapid technological advancement. It's important to know if the latest versions of a solution or technology will remain compatible with existing systems and what upgrade paths will be available in the future.

Product raining and certification of installation and setup procedures is essential to properly functioning system installation and product lifespan, not to mention reliability. When the need arises we provide first class technical support to keep you up and running. Our focus is to help companies achieve their goals by offering services and products that allow them to focus on their strengths.

We understand and provide the necessary, technical support, and training for our business partners, which assists them in achieving success.

- Legacy support with upgrade paths
- Flexible system design for today's needs
- Expert product training and certification
- Friendly, professional support department
- Intuitive product design and interfaces
- Management consulting to assist with system designs

PCSC



Security

Today, security is associated with an evolving threat and the risk of being liable. Technology lends us a means for control, prevention, real-time insight and event history. Security is essential; from tracking an employee's access behavior, or securing every door and level of a modern high-rise building to subterranean perimeter detection of an intruder. Complacency is not an option, life safety is paramount and limiting liability is achievable.

Physical access control is a matter of who, where, and when. An access control system determines who is allowed to enter or exit, where they are allowed to exit or enter, and when they are allowed to enter or exit.

Obtaining the best Physical Security Information Management (PSIM) system is key to a reliable infrastructure. Knowledge is control, and technology provides the upper hand. Inadequate system design is no excuse for disaster or failure.

Emerging IT and physical security departments demand integrated platforms. While portable, wireless, cloud and remote access to data and hosted access control continues to grow.

“Distrust and caution are the parents of security.”

—Benjamin Franklin





Solutions

Our integrated hardware and customizable software are exclusive to the industry. For instance, the patented Fault Tolerant Architecture, which boasts the world's highest level of reliability with an automated process of system recovery for access control, alarm monitoring and output control systems. Our product lineup includes building controls hardware, information software, visitor & photo identification badging systems, door entry systems, biometric access readers, door locking hardware, elevator controls, video event recording and perimeter detection systems, allowing for complete security system integration. We provide our clients with the ability to fulfill all aspects of their access control project requirements.

We differentiate ourselves by listening to the needs of our partners and their customers before developing any new solutions. We understand that it's more important to make what you need than to make what is not.

- Integrated hardware and software access control solutions
- Unique feature sets, capabilities, capacities and performance
- Highest quality competitive products for today's environments
- Leading edge technology with over 30 years of experience
- Long product lifespan for reliability and scalability
- Multi-technology readers and accessories
- 5-state monitoring and flexible communications
- 100% distributed intelligence controllers

The majority of PCSC's core products, both hardware and software are designed and developed in California, USA.





Markets

We take pride in developing unique products for diverse markets. Every project is unique, from securing the delicate environment of an elementary school campus to laying the underwater detection systems of a nuclear facilities waterway cooling system. Each application has an adaptable product solution that is expandable as future technologies emerge, yet functional and reliable to meet or exceed today's needs.

Common among most markets is the need for strong physical and logical access control, including strict authentication and credential management. Secure environments provide peace of mind. Balancing true security solutions with the latest security trends is often a critical task.

Talented and creative individuals, and innovative business practices help us reach our goals, as well as yours. We provide solutions for the following vertical markets among others:

- Airports, Sea Ports, Rail and Transportation
- Government, Military and Prisons
- Schools, Colleges and University Campuses, Arenas and Sports Centers
- Healthcare, Medical, Pharmaceutical & Biotech Facilities
- Lodging and Multi-tenant Buildings
- Banks and Financial Institutions
- Agriculture and Mining
- Manufacturing, Energy & Utilities
- Entertainment and Commercial



The image shows two men in business attire (shirts and ties) looking intently at a whiteboard. The whiteboard is covered in technical diagrams and text, including "Door #18", "Single Door Module", "LAN", "FTC #3", and "Video". The man on the left has a focused expression, while the man on the right is holding a pink string. The background is a blue-tinted whiteboard with various hand-drawn diagrams and text.

Innovative

Adaptive



Global

PCSCsecurity.com



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