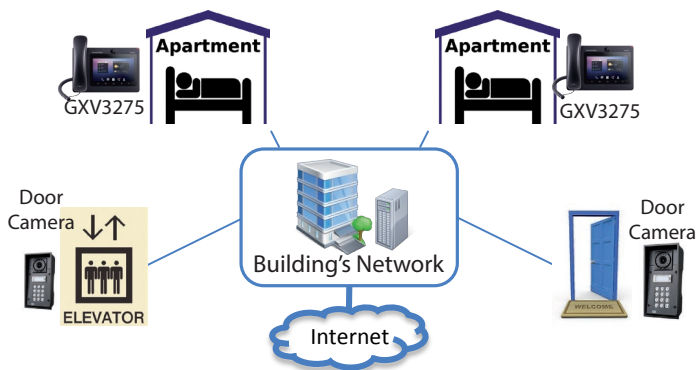




## The Upper West Side Apartments:

### Service Elements uses Grandstream's GXV IP Video Phones to Control Building Access



For over 20 years, Service Elements has been a leading provider of building management systems and network services to over 100,000 homes and businesses throughout Australia and New Zealand. Service Elements was keen to the fact that facility security has become an integral part of new residential projects worldwide, and saw an opportunity to bring to the market a state-of-the-art and incredibly easy to manage facility security solution. With new residential projects popping up all over Australia, these apartment complexes needed a way to monitor and control who is coming and going at all times to ensure the security of all tenants. Service Elements looked to take on this market by designing an easy-to-use and secure solution to monitor and control building access, and they selected Grandstream's SIP based GXV-series video phones to be the cornerstone of their facility security solution.

Located in the heart of Melbourne, the Upper West Side is an iconic student residential development with sprawling amenities that brings modern architecture design to a prime real-estate location in one of Australia's largest cities. With close proximity to some of the most prestigious universities in Australia, students make up a large percentage of the population in the area. As students are always coming and going, the Upper West Side needed a modern and easy way to monitor access to the building. Service Elements was appointed to provide the building network management system for the 2,500 unit Upper West Side student apartment complex. The goal of the project was to implement a solution featuring top notch security and automation systems to monitor and control access to the building from any apartment in the building - a solution that could also double as a telephony solution for each apartment.

Service Elements selected Grandstream's GXV-series of IP Video Phones to meet these security and telephony needs. A GXV3275, which features a 7" touch screen, runs on Android and fully supports video calls, is installed near the entry way to each apartment and is connected to a 2N Helios Door Access Camera located at each main entrance to the building. A GXV3240 could also be implemented for this type project to achieve the same results.

At the main entrance to the apartment complex and at each elevator, there is a 2N Helios door phone. From the 2N Helios, users are able to dial to the GXV3275's located in each apartment and establish a video call. Once the video call is established, the students in the apartments are able to unlock the main entrance door or enable the elevator lifts by entering a DTMF code to let visitors into the building. The GXV3275 in each apartment also serves as a phone for voice and video calls to other residents and outside lines. All devices are registered to an internal SIP server for simplified and centralized system management.

A variety of applications can also be utilized to add additional functionality to the solution.



### About Service Elements

Service Elements is an IT & T company providing a range of services to SMEs, blue chip companies and the design, build and management of FTTH networks. Service Elements has a proven track record in delivering mission critical systems and networks to our customers for over 20 years. Our networks expand throughout Australia and across to New Zealand, delivering Pay TV, Free to air TV, Phone, Internet, security and building management systems to over 100,000 homes and businesses.



### About Grandstream

Founded in 2002, Grandstream Networks is the leading manufacturer of IP voice/video telephony and video surveillance solutions. Grandstream serves the SMB and consumer markets with innovative products that lower communication costs, increase security protection and enhance productivity. Their open standard SIP-based products offer broad interoperability, unrivaled features, flexibility, and price-performance competitiveness.