



# White Paper

## Helios Next Generation Door Entry System



## Overview

In today's fast paced world, with the anonymity of urban living, weakening of social networks, and rising crimes rates, Communication and Security have emerged as two basic necessities for dwellers of the modern era.

In the Indian market Doorphones have become synonymous with security. Anybody who thinks of electronic security invariably thinks of the Doorphone first. Somehow the idea that one can talk to and even see the visitor before allowing him inside the house by opening the electric lock remotely is very appealing to the consumer. As a result, Doorphones (both audio and video) are increasingly finding acceptance in the modern Indian society.



## Market Potential

### *Reasons for Growth*

Increase in crime against senior citizens, the emergence of nuclear families and security of children who have working parents are the main reasons that are pushing up demand for Doorphones in India. There has also been a steady increase in urban disposable income with most middle class households moving up the income ladder, over the last decade. The building industry too has shown a robust growth over this period. As a result, hundreds and thousands of homes have been built, thereby expanding the potential market and demand for Doorphones.



Another reason for the demand for Doorphones in India is that visitors that visit an Indian home in a day are far more than those that visit an average western home. We have grocery and food delivery boys, maids, courier agents, clothes ironing man, gardener, car washing guy, junk dealer, garbage collector, milk delivery man, vegetable seller etc. etc. It's inconvenient for the lady of the house to attend to so many people. Many have servants who attend to this, but with incidences of crimes involving servants, many households prefer keeping part-time help to do specific jobs rather than full time servants. Attending to ringing doorbells still remains the responsibility of the homeowners.

Therefore a Doorphone is a very convenient device to have in the house!

### Why doorphones?

**Doorphones are purchased for mainly two reasons – Security & Convenience.**

**Security; so that one can establish the identity the visitor before allowing him in and**

**Convenience; so that one can open the door without physically walking up to the door.**

*What is currently sold in the Indian Market?*

When one looks at the door entry solutions available in the Indian market one finds some local, Taiwanese, Korean and a host of Chinese brands doing the rounds. Almost all of these brands offer solutions that are 'closed' – in the sense that they require their own dedicated wiring and proprietary outdoor phone stations and indoor handsets and do not interface with other systems such as EPABX systems which limits their usefulness.

For example, for a villa type home, one would typically have an outdoor doorphone unit located at the main entrance. The indoor units would probably be placed in the lobby of ground floor, lobby of first

floor and master bedroom. All these units would need dedicated wiring.

This arrangement appears very convenient, but in fact, it is not. The convenience is reduced as one does have to get up and walk up to the nearest indoor unit (usually hung on a wall) in order to speak to the visitor at the entrance and subsequently open the door by pressing a button.

*Residential Types and Application*

There are mainly three types of urban dwelling units. Independent Villas/ Bungalows, Builder Floors, and High Rise Multi Apartments Units.

It is true that most villas/bungalow style houses are today installing EPABX systems to communicate within the house and also to the servant's room and to the security guard cabin. In multi-storeyed apartments the PBX system infrastructure is used to communicate from one apartment to another, as well as with the guards at the main security gate and the janitor for building services.

**What if security and convenience get enhanced? Will such a product sell in the above market?**

Obviously the answer is, Yes! The Intelligent customers will appreciate the various advantages that Helios offers over the conventional doorphones.

*But how do both, Security and Convenience get enhanced?*

The product that delivers enhanced security and convenience is called **Helios**.

**The Helios door communication system that is manufactures in the European Union** replaces a conventional Doorphone which would traditionally have to have a whole cabled distribution infrastructure behind it, thus saving on cabling costs.

The connectivity of the **Helios** unit is flexible - unit can connect to most PBX telephone system via either an analogue extension or trunk port. The Helios unit can also connect to any network provider's analogue telephone line. Now one can answer the main door from any telephone extension in the house, even from cordless phones! Thus, giving the user greater flexibility and convenience.



**Helios** is also easy to use – just press the desired call button and the **Helios** will automatically “dial“ the number pre-stored in the respective memory.

**Helios** also has a switch that controls the electric lock by using the PBX extension phone keypad (by tone-dialling the password). In addition to the dedicated buttons on the Helios unit's keypad, that can also be used as a code-lock. Using this keypad, you can operate the device as a telephone (if desired) and dial the required numbers directly or retrieve them from any of the 54 memories available, thus, enhancing the security.

**Helios** provides improved and feature rich options compared with standard Doorphone systems, this is because you can make use of functions such as call redirection to your mobile phone. Imagine, you're out for the evening and you have a visitor at your door, you can speak to him, without his knowing that you are not at home! It even has a day and night mode set up for automatic redirection of the call for instance after normal working hours.

The **Helios** door entry communication system is a single box solution (voice, video, keypad & access control). They are of two types, the **analogue type**, using the conventional telecom wiring infrastructure and the other working on the **internet protocol (IP)** mode of communications using the IT network infrastructure.

### Applications

*Independent Villas/ Bungalows, Builder Floors, and High Rise Multi Apartments Units:* In such cases Helios fits in seamlessly, saving thousands and maybe lakhs of rupees that would have been spent in the additional wiring infrastructure of conventional doorphones, while offering unmatched technological and functional advantages.

*Commercial – Corporate and High End Residential Application:* Helios can be installed on the existing analogue or the IP based communication infrastructure.