

WG SECURITY PRODUCTS



Sentinel—The Future of EAS Today

By John Werner, Director of Technical Services

While there remains a need for EAS in the retail world, it is a sad fact that many EAS technologies in the market today remain stagnant and sadly out-of-date to cope with the menace of shoplifting in the new millennium. The fact is that shoplifters are becoming more organized and more technologically savvy in their approaches to theft, leaving most retailers scratching their heads when faced with increasing shrinkage numbers. Most EAS has evolved at a snail's pace in comparison.

In my twenty-five years in the EAS world, I have witnessed first-hand the apathy of many in the industry in terms of technological improvement to EAS products. As long as companies keep making money selling equipment that is easily defeated, there really is no motivation to improve performance. Because of this, many stores use equipment that is so outdated they may as well not have any security of any kind.

After spending fifteen years at industry giant Sensormatic, I became director of technical services at WG Security Products in San Jose, California. When I made the move, I witnessed a company that made technological innovation a priority, and I couldn't be more excited to be a part of it. WG transformed EAS tagging with their 58KHz ferrite technology, which has since become an industry standard. We developed the world's first 4-alarm smart hard tags. Our pedestals feature not only robust performance, but aesthetics that can't be matched. And now comes a pinnacle in theft prevention—Sentinel.

Revolutionary Technology

Sentinel is a revolutionary technology that represents the next step in EAS technology. This unique technology is designed to contain merchandise within a designated area, without the use of cables or lock-up. Sentinel is comprised of a series of readers, called RADs (Radiate and Detect) installed on walls near the ceiling throughout the store, thus eliminating the eyesore of pedestals for your customers. These readers communicate with specially designed tags via radio frequencies to ensure that tagged items stay within the designated area. If a tag leaves the range of the RADs, the system will alarm at the point of exit of the store. If a Sentinel tag is tampered with in any way, this disrupts the radio signal and causes the Sentinel tag itself to



alarm. A Sentinel tag cannot be removed without the signal being deactivated first and that can only be achieved with a specific Sentinel detacher (called a Sales RAD) located at the point of sale. If a tag is removed without proper signal deactivation, the tag will alarm. Sentinel can also be catered to work with wireless headsets, so alarms can be silent in the store, but fed into the ears of your employees directly.

The beauty of Sentinel is its simplicity. Since there are no pedestals to worry about, no floor cutting or drilling is required. It takes very little time to set up, which makes its installation a breeze for both us and for our customers. Sentinel is extremely efficient at power consumption compared to legacy EAS systems. There are also minimum service requirements with Sentinel—no false alarms or phasing issues that are common with legacy pedestals. Once installed, the system is programmable from the floor. No climbing ladders and no annoyance to shopping customers if service is needed. The design of Sentinel readers is sleek and compact and with its location being above the merchandise, it can be considered an invisible system.

Retail and Beyond

While the retail applications are obvious to any retailer with an eye for high-end security and invisibility, Sentinel is also a terrific monitoring system. Hospitals, warehouses, correctional and government facilities, or any environment where items, or even people, need to be tracked and secured, Sentinel is an answer. Sentinel software is customizable for every tracking need.

Sentinel has been installed at several airports in Europe to amazing results, and it is primed to make a splash here in the U.S. Along with Sentinel, WG is perfecting RFID plus EAS technology. We have introduced the Protection with Class collection, a series of elegantly designed tags that combine aesthetics with performance. Our service department will release later this year mobile applications for remote tuning of pedestals.

When it comes to technological innovation, no company can match WG Security Products. Many companies look forward to the future. The future of EAS is already here in the present at WG—The Innovators in EAS-RFID-CCTV.

For more information about Sentinel and other state-of-the-art products, contact WG at info@wgspi.com or visit www.wgspi.com. Follow WG on Twitter: @wgspi. ■