



Eastern DataComm provides schools with end-to-end solutions for a range of voice communications and data networking needs.

We have **over 30 years of experience** designing, installing, and supporting safety and communications solutions for hundreds of schools. Our solutions are designed and implemented with one purpose:



**To keep students and staff safe and to enable teachers and administrators to communicate quickly and clearly.**

## OUR SOLUTIONS

EMERGENCY NOTIFICATION SYSTEMS • STRUCTURED CABLING/WIRING • ACCESS CONTROL • WIRED & WIFI DATA NETWORKS  
VOIP PHONE SYSTEMS (PREMISE, HOSTED, & HYBRID) • PAGING SYSTEMS • VIDEO SURVEILLANCE • BELL & CLOCK CONTROLLERS

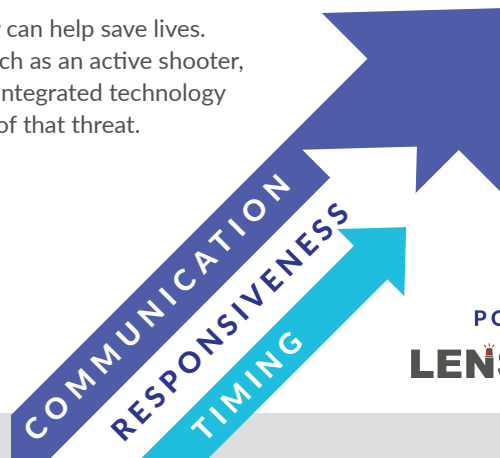
## WHEN IT COMES TO SCHOOL SAFETY, EVERY SECOND COUNTS

In an emergency, how quickly and effectively you communicate danger can help save lives. Today, many schools have procedures in place to respond to threats such as an active shooter, lockdown, or other emergency situations. However, most do not have integrated technology to notify everyone on school property, as well as the local authorities, of that threat.



Eastern DataComm brings you LENS (Lockdown & Emergency Notification System) + OPTICS as the solution to this challenge. At the press of a button, school districts can automatically activate a lockdown during an active threat or other emergency situation.

**SCHOOL  
SAFETY**



### LENS

The LENS Solution is a comprehensive notification platform that integrates with a school's phone and paging/intercom systems. Because emergency situations can be unpredictable, we've designed 3 user-friendly options to trigger the system. LENS can be activated through simply:

- Pressing a lockdown button
- Dialing a code on a phone
- Using an app on a smart device

Once activated, communication is rapid and automated, including pre-recorded announcements over the PA system, activation of LED beacons and signboards, calls to cell phones and desk phones, PC pop-ups, emails, text messages, and prerecorded calls to police.



To cover remote areas outside of buildings, in addition to their interiors, the use of wireless-enabled speakers and LED beacons ensure complete coverage over the entire school grounds.



Video surveillance can be incorporated with LENS, which can quickly help law enforcement pinpoint the location of the identified threat.

### OPTICS

To ensure that your LENS Solution is running optimally, OPTICS continuously monitors the components that ensure the successful functionality of your lockdown and emergency notification system so you can rest easy knowing that your school is best prepared to handle the worst.

## LENS + OPTICS DELIVERS:



**A State-of-the-Art Safeguard for Your School Community:** The LENS Solution enables school administrators to leverage this technology to ensure the safety of their schools in a time where active-shooter headlines dominate the news.

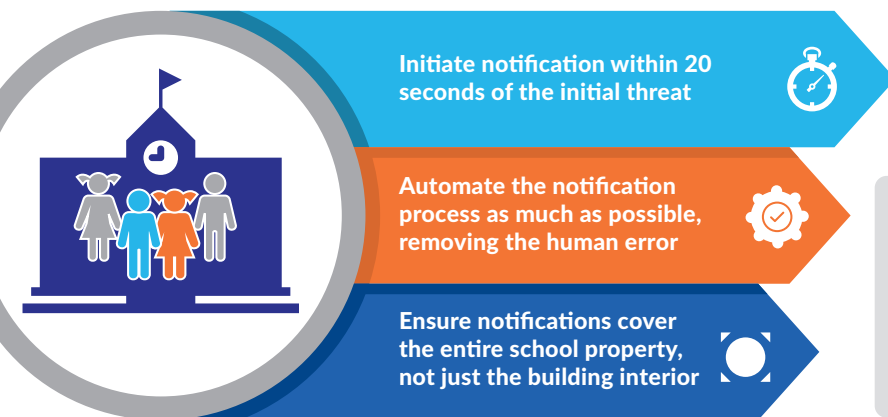


**An Ever-Vigilant School Safety Solution:** Up until now, schools found it difficult to monitor the health of components that directly impact their school safety technology. OPTICS removes the guesswork by continuously monitoring and testing LENS elements, providing your school community cutting-edge, essential, and continuous monitoring of your lockdown and emergency notification system.



**Peace of Mind for All:** Rest assured knowing that LENS+OPTICS offers a cutting-edge, rapidly responsive, and continuously monitored technological solution that keeps your school system empowered to swiftly handle lockdown and other emergency events.

### 3 Principles For School Safety Technology



Initiate notification within 20 seconds of the initial threat



Automate the notification process as much as possible, removing the human error



Ensure notifications cover the entire school property, not just the building interior



## THE THREE COMPONENTS OF SCHOOL SAFETY TECHNOLOGY



**Fast-Acting:** To have the greatest impact on mitigating damage and loss of life, it is imperative for a technological solution to issue rapid communications during lockdown or active shooter events.

Once triggered, the LENS system deploys emergency notifications within the first 20 seconds of the threat.



**Automated:** Human error can and should be avoided at all costs. Automation prevents the opportunity for mistakes and provides the ability for rapid communication when every second counts.

LENS is a fully-automated solution. Once the lockdown sequence is initiated, the potential for human error is removed from the equation.

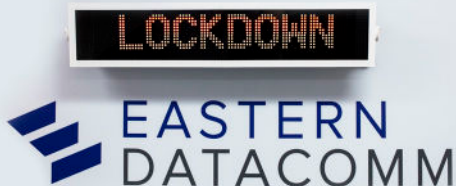


**Communication-Facilitating:** Auditory and visual emergency announcements need to cover the entire school grounds, both inside and outside the buildings.

No matter where someone might be on campus, they must be made aware of the emergency notification while it is communicated to law enforcement.



The team at Eastern DataComm is well aware that schools have Wall Street needs on Main Street budgets. When creating LENS, we kept our customers' safety and budgetary needs at the heart of this life-saving innovation, while delivering on all three of these School Safety principles.



## STAY SAFE WITH EASTERN DATACOMM

When it comes to school safety, we're all in this together. Rest assured that with LENS + OPTICS by Eastern DataComm, your technology and communications solutions are equipped to keep your campus ready to rapidly address emergency situations.

Schedule your complimentary School Safety Consultation with our Safety & Communications Advisors today by calling 888-902-4091 or emailing us at [inquiry@easterndatacomm.com](mailto:inquiry@easterndatacomm.com).



Eastern DataComm

44 Commerce Way, Hackensack, NJ 07601

P: 888-902-4091 | E: [inquiry@easterndatacomm.com](mailto:inquiry@easterndatacomm.com) | [www.easterndatacomm.com](http://www.easterndatacomm.com)