



## Case Study - Michael A. Pollack

We Protect and Connect™

*Established in 1973 in San Jose, Calif., Michael A. Pollack Real Estate Investments is a full-service real estate company specializing in asset management, leasing, development and redevelopment of its own property portfolio. Today, Michael A. Pollack Real Estate Investments and its affiliated entities are one of Arizona's largest independent shopping center owners and operators. The companies currently own or control nearly 60 shopping centers in metropolitan Phoenix alone. Its Arizona portfolio includes renovated retail centers in Phoenix, Tempe, Mesa, Chandler, Glendale, Peoria and Tucson, which industry sources value at more than \$300 million.*

Michael A. Pollack's headquarters were being monitored by an antiquated surveillance system when Pollack called upon Xenula Corporation to replace the system with a higher quality new system. Pollack's headquarters is a unique 31,000 square foot office space, featuring a full video arcade, a 1950's café modeled lunch room, and the world's largest private antique advertising memorabilia museum.

Xenula's engineers and technicians implemented a solution to revitalize the security of the entire complex. To cover all areas of the large parking lot surrounding Pollack's office building, Bosch auto tracking PTZ (Pan, Tilt, and Zoom) cameras were installed. Upon first glance, these cameras look no different than typical PTZ dome cameras, but these cameras have superior features including the ability to follow moving objects in all directions and zoom to fit the profile of the person or vehicle into the field of view...automatically. These features allow for capturing video footage of a person or vehicle from the time they enter the parking lot to the time they exit, while recording all events in between with optimal field of vision and clarity, regardless of the amount of darkness.

For the inside of the building, Xenula installed a multitude of high-resolution 540 TV line true day/night cameras. These cameras deliver a crystal clear image to new multi-terabyte redundant DVRs (Digital Video Recorders) during the daytime and nighttime. The installation and placement of these cameras, and the DVR that is accessible from anywhere in the world over the Internet, provides reliable 24x7 security for all individuals and assets inside and outside of Pollack's headquarters. Pollack's new robust surveillance system will provide a high return on his investment and will increase employee productivity and protect against losses and damages.

Xenula Corporation is a premier CCTV surveillance and broadband wireless system provider with headquarters in Mesa, Arizona. Xenula Corporation serves a number of different markets with a distinct ability to cost-effectively implement large-scale, robust systems in challenging environments. For more information about Xenula Corporation, please visit [www.xenula.com](http://www.xenula.com). For more information about Michael A. Pollack, visit [www.pollackinvestments.com](http://www.pollackinvestments.com).