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CELEBRITY STATUS

OFFERING A SECURE HAVEN TO THE STARS

HOLLYWOOD

Moore Protection brings its Hollywood Approach Nationwide



By Karen Duane Johnson

It is not uncommon in Los Angeles to see bus loads of people taking tours of stars' homes in the hopes of gawking, even for just a moment, at a celebrity. Unfortunately the rise to fame also brings a great deal of potential danger to people in the spotlight. As their star rises, so too do the threats lodged against them.

Moore Protection, a division of Los Angeles, CA-based Stronghold Industries, specializes in keeping celebrities safe, and not just the ones appearing on the silver screen but political icons as well. Moore Protection,

which opened in 2003, is experiencing tremendous growth by designing systems that integrate the latest technology.

In this area of the world, the name of the game is privacy. But all too often these celebrities are sold out by their trusted household help as well as delivery people. They are all too eager to pass along private information to media outlets or strangers. Don Moore, CPP, president of Moore Protection

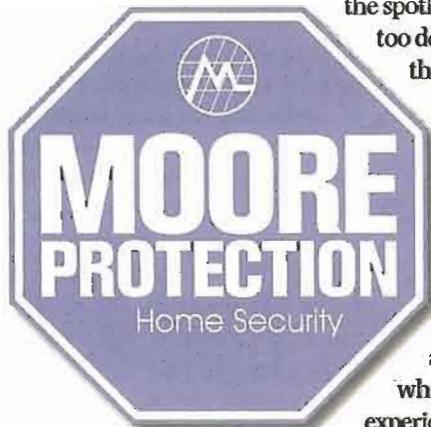
and a director at the parent company, Stronghold Industries, places a huge value on guarding the privacy of the clients with whom he works.

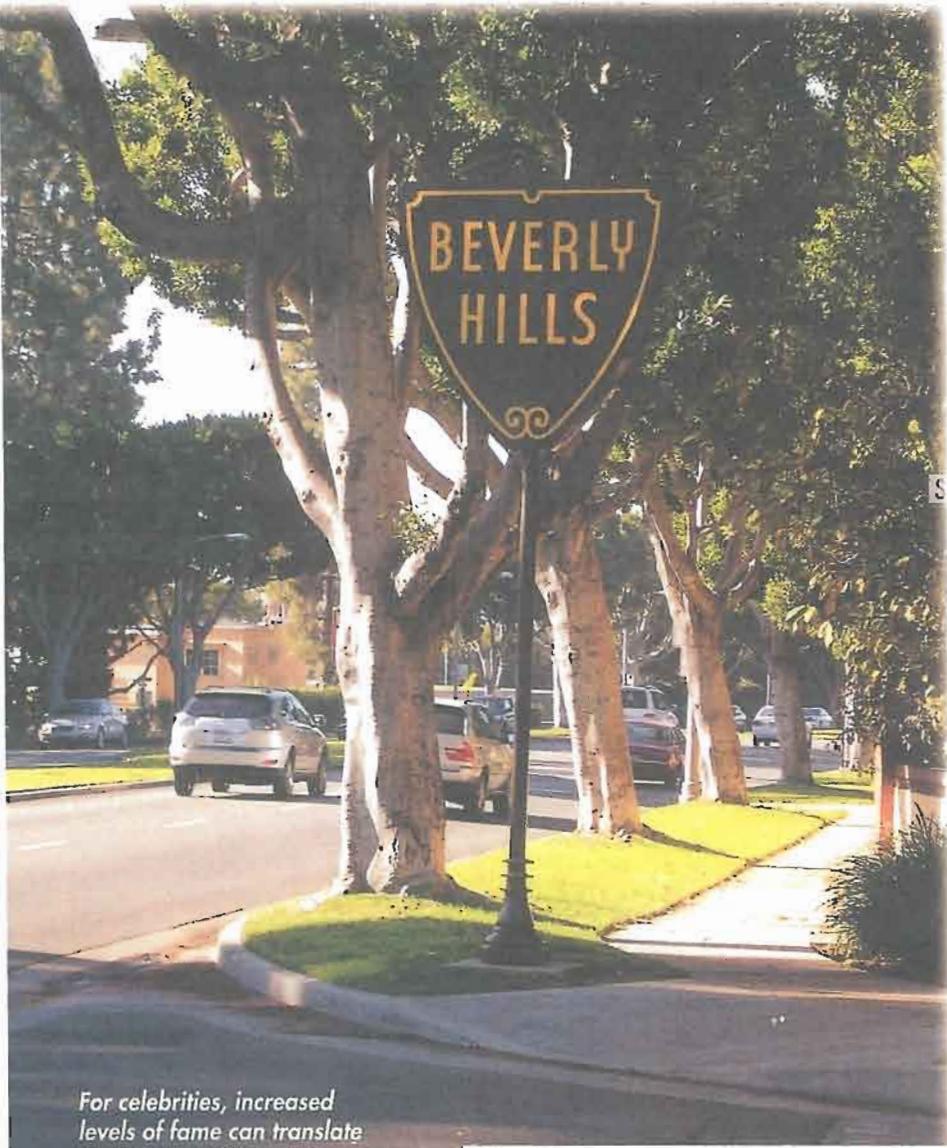
ALL BUSINESS

The list is long but don't expect any names, none will be printed here. "When I walk into a client's home I tell them I am not going to just walk around the house and count the doors and windows, anyone can do that. I am here to discuss their celebrity status and how that translates into a security concern," explains Moore.

For a company that hasn't been around that long, it certainly has gained access to some of the more popular addresses on the house tour. "We have a lot of good working relationships with managers and studio executives. We are very professional and we do not discuss any clients, ever. We only discuss their optimal security needs with them. They are our primary concern," he says.

Though Moore Protection is a relatively young company, Moore has been working in the celebrity security business since the 1980s. His reputation, he says, has been built around his ability to keep client's interests and whereabouts concealed. The division is so successful that plans are commencing to operate in other





For celebrities, increased levels of fame can translate into increased threats to their security.

locations around the U.S. with similar market potential to L.A.

THREAT LEVELS ARE ELEVATED

Moore Protection is quite serious about the market it serves. In fact, they won't just sell to anyone. There is a certain profile of clients they serve—the extremely high end customer with threat levels that are very real.

“Our goal is to provide our clients with the ability to have the best security technology available along with other home services such as home theater, structured wiring, telephone,

intercom and many other low-voltage products. The service level is very high in this market segment; so too is the customer's expectations,” he says.

High net worth individuals, according to Moore, have elevated threat levels just because of who they are and not so much because of where they are located. Other markets being researched throughout the country are showing great potential because these clients are not being serviced for who they are, explains Moore.

For example, he says politicians have the potential to be under served at this time and are possibly being overlooked due to the frequency, like movie stars, that they are rising to fame.

While there are a lot of high net worth people in the U.S., the threat levels are different once name recognition and media coverage comes into play. “Stars, either political or in the movies or TV, are subject to all forms of aggressive behavior.” Moore points out.

Part of the interview process with clients is to determine what their prior experience with crime has been, according to Moore. “Some may have had incidents, others may not,” he continues. “I need to prepare them for what can happen in the future when that next part or movie premiere not only makes them a huge success, but also increases their threat level.”

EXPANSION THROUGH ACQUISITION

According to Moore, Stronghold Industries' business model is setting its sights on expansion through the acquisition of other security companies around the U.S. as well as home trade companies designed to complement the other companies. Recently,

the parent company has been meeting with interested potential clients and business investors to discuss the importance of educating customers about increased

crime levels and new ways of thinking about safety.

Security integration, the company says, is one of the best first steps in addressing comprehensive security. The first and thus far very successful venture has been Moore Protection, who will take its high-end security service to new locations around the U.S. in the very near future.

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STRONGHOLD