

# THE ENGINEERING OF A CUSTOM-DESIGNED COMPREHENSIVE SECURITY SYSTEM



## HEARST TOWER NEW YORK CITY

The Hearst Corporation relied on the custom design and installation of a dedicated security network including access control, video alarm monitoring, a new control center and several additional specialized technologies that would secure the high-profile structure and complement the LEED certified architecture and construction of its world headquarters in the new high-visibility Hearst Tower in Manhattan.

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Diebold engineered a dedicated custom-designed comprehensive security system, including access control with 300 card readers and seven optical turnstiles with barrier arms, video monitoring with an intercom system of more than 1,000 programmed alarm contact points that interacted with nearly 300 high resolution cameras, recording capabilities via 18 DVRs, badging stations, a newly constructed control room and redundant servers to secure the LEED Gold certified headquarters of one of the world's highest profile communications organizations.

The architecturally complex new Hearst Tower in Manhattan houses the world headquarters of the famed Hearst Corporation, which is the world's largest publisher of monthly magazines. Hearst publishes the likes of Esquire, Good Housekeeping, Harper's BAZAAR, The Oprah Magazine, Cosmopolitan, Town & Country and many more.

The celebrated 46-story glass and steel structure is the first occupied office building in New York City to achieve a LEED Gold certification under the U.S. Green Building Council's Leadership in Energy and Environmental Design program, which recognizes excellence in environmentally sustainable design and construction. But Hearst Tower was designed and constructed with much more than architectural grace and environmental sensitivity in mind.

As world headquarters for some of the highest visibility publications in the world, the Hearst Tower is commonly visited by celebrities and high-profile figures from around the world and its lower lobby is open to the general public.



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Moreover, as a thriving U.S. media, communications and cultural center, the tower is considered not only a landmark symbol in Midtown, but a high security location, requiring a system comprising the highest-level security technology available and providing comprehensive round-the-clock protection.

To ensure state-of-the-art top-level security, the Hearst Corp. turned to Diebold Security for a custom-designed and installed dedicated security network, including advanced portal security and access control, video monitoring and recording, a fire alarm system and a new command center, that would tightly secure the structure, its visitors and its employees and while maintaining the Hearst Corp.'s high-level corporate image.

"Hearst assembled a project team of the best design and construction professions available to ensure the highest quality standards would be achieved," said Lou Nowikas, Hearst Corporation. "We knew we could rely on Diebold to develop a tailored system to meet our requirement to best safeguard not only the Hearst Tower, but also protect our greatest asset; our employees."

Diebold technicians worked closely with the construction team and architect to develop a technologically advanced security system that blended well with the building's award-winning design. To satisfy the technical challenges of the project's access control requirements, Diebold engineered a custom portal control system that featured access cards, optical turnstiles with barrier arms and with barcode readers, which secured the tower's entrances.

The access control system incorporated 335 flex readers, which can deliver cost and time savings by allowing users to simply flash new card protocols or formats directly to the reader. Adding further layers of security to entrances around the tower, Diebold integrated x-ray capabilities, a visitor management system with badging stations and intercoms for effective station-to-station communications.

For the highest-available level of security, Diebold's video alarm monitoring system was developed to include a CCTV system with 300 strategically positioned high-resolution cameras programmed to operate in tandem with more than 1,000 alarm contact points, and 18 DVRs recording tower activities in the background. The video and alarm monitoring system was designed with redundant server back-up to deliver uninterrupted information that culminated in a single control center for enhanced monitoring efficiencies.

The Hearst Corp. depended on Diebold Security's long history of security industry innovation and technical expertise to design and install a custom-designed solution to safeguard the famed Hearst Tower, supporting the Hearst Corp.'s corporate image and securing one of the world's most influential communications organizations. Applying industry standard-setting knowledge, Diebold Security developed and installed a comprehensive system that could satisfy the security requirements of the Hearst Corp., while preserving the unique construction and architectural integrity of its world class headquarters.

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