



INTEGRATION BEYOND EXPECTATION®

ESCC 4th QUARTER 2017 NEWSLETTER

ESCC is proud to highlight our recent involvement in the following NYC projects...

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The House at Cornell Tech



Cornell Tech has entrusted ESCC to secure their ultra high-tech student housing tower named “The House” at their newly opened, 2-billion-dollar computer, information and engineering-sciences campus on Roosevelt Island in New York City.

The 26-story, 352-unit student housing center designed by Handel Architects is the largest in the country - and indeed, the world - to be developed using LEED, Net Zero and Passive House principles. Situated on nearly 2.5 Acres of outdoor green space, the building stands out in its energy efficiency with a near hermetically-sealed living environment that keeps the building cool in the summer and warm in the winter while using minimal additional energy to keep temperatures comfortable for its residents.

Says Robert Horowitz, President of ESCC, “The House at Cornell Tech implemented some of the most cutting-edge building standards in the world for maximizing power efficiency and reducing energy consumption. This translates to not just a better living environment for the residents but also lessens the carbon footprint of the building which is good for everyone. It was ESCC’s honor to provide the building with a security and communications system that is worthy of such a technologically advanced establishment.”

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The House at Cornell Tech

Advanced Security Solutions for an Advanced Building Design

ESCC outfitted The House at Cornell Tech with several different types of security, communications and tele-data systems including: Access Control Systems, IP-Based CCTV Systems, Apartment Entry Systems, Back-of-House (BOH) Telecommunications Systems as well as an A/V network in the common area of the building.

Says Horowitz, "One of the many challenges of student housing of this size and scale is having the most up-to-date technology to deal with the high volume of student and faculty move-ins that happen on an almost ongoing basis. Student housing is not lease-based, so the lengths of stay and the building occupancy can change dramatically depending on Cornell Tech's academic calendar. The House needed an access control system among other advanced systems that could provide an exacting level of detail and reliability for the building management and employees."

High-Tech Meets Streamlined Security

Indeed, access control was not ESCC's only challenge on this project. Because the very nature of student housing is different than that of a condominium or luxury apartment building the security and communications needs for The House are unique.

Amongst these is the high-volume of entry/exits to and from the building resulting in a higher demand for Apartment Entry systems to provide both easy access as well as reliable security for the residents and their guests.

Says Horowitz, "Even with the latest technologies available we at ESCC realize that there is a very human factor in effectively implementing these systems. Lockouts, missing identification and unannounced guests are just some of the many day-to-day issues that the facility will deal with on a larger basis than conventional residential buildings. By integrating our systems to work in unison with one another ESCC can help streamline the administrative process to resolve these issues as efficiently as possible."

Future-Proofing the Future of Student Housing

As graduate students and faculty fill the building at The House, many won't realize that their security and communications systems are constantly evolving as technology and the campus itself progresses.

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The House at Cornell Tech

“As The House is a new development the lack of legacy systems in the building make ‘future-proofing’ our systems not just a goal but a reality” says Horowitz. “As security and communications systems progress and as the campus plans to grow over the next several decades, we have the ability to advance with the building as technologies change over time.”

As the Cornell Tech campus itself is projected continue to develop on Roosevelt Island until 2037, this sort of forward-looking thinking could go a long way to securing Cornell Tech, its students and its faculty in the years to come.

21 East 12th Street



ESCC has been tapped by William Macklowe Company (WMC) to help secure the future residents of 21 East 12th Street, NYC - the company's latest development located in the heart of the Greenwich Village section of Manhattan.

The 22-story, 52-unit luxury condominium complex (currently under construction) was designed by Selldorf Architects who were also the architects on other critically acclaimed residential projects such as 200 Eleventh Avenue, 10 Bond Street and 42 Crosby Street.

For Effective Security and Communications Systems, Discretion is Key

William Macklowe Company's Founder and CEO Billy Macklowe worked extensively over the last several years to secure the rights to develop the former Bowlmor Lanes site and has entrusted ESCC to deliver a comprehensive security and communications platform that is both sophisticated in its technology but also discrete enough so as not to interfere with the building's architectural design – or resident's peace-of-mind.

Says Mr. Macklowe, "Luxury condominium towers such as 21 East 12th Street attract residents whose expectations are uncompromising when it comes to their security. At the same time, it is imperative that the security systems of the building do not impair the quality of life for the residents. Discretion in the implementation of the technology involved is a key component to achieving this goal."

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21 East 12th Street

Continues Macklowe, "With 21 East 12 th Street, ESCC has taken on a truly remarkable project not only in its technical demands but also in providing the building and its residents a sense of safety that comes with knowing that an expertly integrated network is overseeing their residences with the least possible interference in their day-to-day lives."

Top-to-Bottom Service: Supply and Install

Specifically, ESCC has been tasked to supply and install the luxury tower's low-voltage security and communications infrastructure. These systems include Access Control Systems, IP-based CCTV, Back-of-House Communications Systems, as well as providing the low-voltage cabling network that will keep the building's systems fully-integrated and online 24/7/365.

Says Robert Horowitz, President of ESCC, "21 East 12 th Street is an excellent example of a build-out that is 100% in keeping with our history of providing leading-edge security and communications solutions to some of New York City's most prominent condominium and luxury-apartment developments."

Growing with an Ever-Changing Skyline

While Manhattan and the surrounding area continues its current pace in new luxury construction, ESCC seems positioned to grow with the increasingly complex challenges that luxury housing such as 21 East 12 th Street demand.

Says Horowitz, "This site is truly characteristic of the changing security and communications demands of properties at this level. With projects such as this coming online on a near regular basis, ESCC looks forward to meeting the new security and communications challenges that will inevitably come with this remarkable growth in New York City and across the country. We very much look forward to securing these types of developments in the months years to come."

261 Hudson



Leading the way in new residential development patterns westward from the heart of SoHo's Broadway shopping district, 261 Hudson is an emblematic representation of classic-meets-contemporary architecture in the rapidly growing West SoHo neighborhood of NYC.

The Robert A.M Stern designed luxury residential building keeps the historic aesthetic of the neighborhood alive by espousing pre-war architectural elements with a sleek, luxurious style that keeps pace with the increasingly sophisticated character of the area.

Says Robert Horowitz, President of ESCC, "261 Hudson is characteristic of the new kind of luxury housing that is modernizing downtown. With this increase in development and as more residents move to the area, there is a need to ensure their security and safety with discrete yet sophisticated security and communications systems. In the case of 261 Hudson, ESCC accomplished exactly that."

Classic Architecture meets Cutting-Edge Security and Communications

ESCC designed and installed several different types of security and communications systems in 261 Hudson including Access Control, IP-Based CCTV, Door-Entry Technology, an Intercom System as well as installed cabling to help integrate these systems throughout the building. Because of the nature of the building as a rental property, access control and IP-based CCTV were essential to the build-out.

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261 Hudson

Says Horowitz “As luxury rental apartments have relatively higher move-ins and move-outs than a standard condominium building it is important that a seamless access control system was in place to ensure smooth entry and ensure safety for new and current residents alike.”

He continues “An IP-based CCTV system also helps secure the interior and perimeter of the building to help prevent unauthorized access and monitor the area in real-time reducing the response time needed to respond to emergency situations.”

Security-as-an-Amenity for Luxury Apartment Buildings

As more developments attract residents who have safety on their minds, security and communications systems become a marketable component for management companies looking to draw new renters.

Indeed, attracting tenants to luxury apartment buildings such as 261 Hudson means not only having fitness centers, sun lounges and technology centers but also that every unit and common area is discretely secured with an online network that monitors the building 24/7/365.

Says Horowitz, “We are finding that more developments such as 261 Hudson are not satisfied with using merely basic security and communications systems in their property. As leading-edge, state-of-the-art networks are becoming the gold standard for residential luxury apartment buildings they are also a non-negotiable demand for renters in the market as well. For property managers, knowing that their systems are designed and installed by ESCC can be an attractive selling point in their marketing efforts.”

Continues Horowitz, “As the high-end security and communications systems ESCC provides to luxury buildings becomes a draw for renters and management companies alike, we look forward to meeting and exceeding their expectations in the systems that we provide.”