

CONNECTIONS

The Newsletter of Electronic Engineering

www.connectingyou.com

Winter 2009

Vehicle Video Provides Security and Information

Every day, more than 1,300 Iowans rely on the Southwest Iowa Transit Agency (SWITA) to get them across town or across the eight-county region served by the agency. And the agency relies on digital video technology from Electronic Engineering to protect the passengers, the drivers and the agency.

“We have many vehicles on the road every day and the video cameras capture evidence of what happens on many of those buses,” says Jeff Beckner, CCTM, transit director. “If the buses or vans get involved in an accident, someone claims we kicked up a rock that broke a window, or there’s a discipline issue with a passenger, the video provides valuable evidence.”

The system consists of a digital video recorder and four video cameras installed on 37 buses and three minivans. One camera points out the front of the vehicle, showing the driver’s perspective, and another one points out the back. A third camera is focused on the passengers and a fourth on the loading area, including wheelchair ramps.

The agency, a service of the Southwest Iowa Planning Council (SWIPCO), offers taxi service in larger communities; scheduled routes to local trade centers; contract services for schools, disabled workshops, mental health agencies and other organizations; and special trips for nonprofit agencies

“It provides a higher level of security for the passengers and the agency itself,” Beckner says.

The first system was installed in 2006, and has delivered valuable evidence seven or eight times since. In one incident, video footage showed who started a fight between passengers. At least three different accidents were caught on tape, proving that the SWIPCO driver was not at fault.

“And a couple times, in parking lot accidents, video evidence showed that my drivers were wrong,” admits Beckner. “Overall, it’s proven to be a good tool, especially for those contractors who hire us to transport disabled passengers, for instance, because it shows everything that happens on that bus.”

Beckner says it hasn’t been easy to integrate the system into each new bus that comes online, but the customer service provided by Electronic Engineering’s Bob Carr has been the difference.

“Bob Carr is the reason I’ve stayed with Electronic Engineering,” Beckner says. “We had problems with the



Mini dome installed inside buses.

Mobile DVR used to record what happens inside and outside the buses.

settings and configuration, and he worked very hard with the manufacturer and me to get the problems resolved.”

“Without the dedication Electronic Engineering has shown in helping get this going, I probably would have gone with another manufacturer,” he adds.



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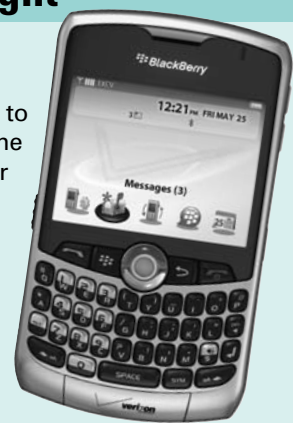
Product Spotlight

BlackBerry Curve

The Curve connects you to everything, giving you the freedom to manage your life while you are busy living it.

Features:

- 2.0 megapixel camera with flash and video capture
- microSD™ flash memory expansion slot
- Digital media player
- Bluetooth® capability



A Letter From The President



The Economy! Can we avoid hearing about it? It is always the top national news story on the TV every night. In fact it is the top 3-4 news stories every night. It is the headline of the daily newspaper, on the cover of many magazines and a topic at many social gatherings.

Everywhere we turn, it is the buzz, and pretty gloomy buzz at that. Are we that bad off? Or, as I was once told, you get what you think and concentrate about.

I remember a story about a child who was learning to ride a bike, and ahead of them was a rock in the middle of the sidewalk. The child intently stared at it, worrying about hitting it and falling off the bike. As he got closer to the rock, it became larger and larger – and he worried more and more about hitting it. What happened? As the child focused so intently on the rock (and not hitting it) he hit it, and he did fall off the bike. If he kept his head up, looking in the distance, he well might have been able to easily steer around that rock, but by focusing on it, it was hit.

I think the analogy plays out well with the current economy. Yes there are many things wrong, but I think that it is being intensified because we are focusing so much on every aspect of it. If we step back, ignore some of the media talking about the gloom and doom, focus on how each of our products and services can help others – there are still good reasons to consume.

Many of the business owners that I am talking with agree that, while we are experiencing softness, the constant talk and media attention about all the economic woes is causing part of our problems.

I think as we enter this next stretch, avoid the

economic gloom and doom stories in the media, don't buy into the "sky is falling" stories. Go about your business as you have in the past and see if things do not feel better. Simply don't look at that rock in the road. Keep your eyesight high, and we might avoid the rock.

Thanks for listening and we will talk to you next quarter.

Mark Clark

Electronic Engineering Earns Gamber-Johnson Certification

Recently, installation technicians from various Electronic Engineering locations completed a full day of training at the Gamber-Johnson Install Center, and were certified by Gamber-Johnson to install all of its in-car computer mounts. We are the only firm in Iowa to earn this certification, which means our installers can add Gamber-Johnson mounts in practically any vehicle on the road today.

Electronic Engineering also sells the entire line of products from Gamber-Johnson, the preeminent provider of rugged computer mounting systems and vehicle mount components.

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Davenport (February 2009) (563) 322-0981	5107 B Tremont (800) 322-0981	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702
Marshalltown (641) 752-0778	913 Iowa Avenue E. (800) 345-2540		

EMS+One's Crown Vic Pulls Over Law Enforcement

Electronic Engineering parked its 2008 Crown Victoria demonstration car right in the middle of hundreds of law enforcement officers at the 2008 Iowa State Sheriffs and Deputies Association (ISSDA) Winter School at the West Des Moines Marriott on December 8-10.

The Crown Vic Interceptor is loaded with all the latest products from Federal Signal and others, including:

- ROK® interior lighting system
- Viper EXT perimeter lighting system
- Rumbler™ low-frequency siren
- Maximizer trunk organizer
- Closed-circuit TV
- Paging systems
- Two-way radios

“This is just a good opportunity to get in front of 300 to 400 sheriffs, deputies and other law enforcement decision makers at one time,” says Doug Videgar, Electronic Engineering’s EMS+One product line coordinator. “Our car is definitely the star of the show for us. It highlights the latest and greatest products we have available and all the custom applications we’ve been able to employ in the car.”

As an additional highlight, Electronic Engineering also hosted Miss Iowa USA 2009 Chelsea Gauger in its booth on Monday afternoon, where she signed autographs and had her picture taken with visitors.



Carroll Co. Sheriff Doug Bass and Miss Iowa USA 2009 Chelsea Gauger pose at the ISSDA Winter School.

FCC Mandates Radio User Licensing Changes



Most current radio users and systems use 25 kHz-wide channels. The Federal Communications Commission (FCC) has mandated that all licensees using 25 kHz radio systems migrate to narrowband 12.5 kHz channels by January 1, 2013.

This mandate is designed to allow for twice as many radio frequencies. **Failure to make this change will result in the loss**

of your FCC license.

This change will need to be accomplished sometime over the next four years. Waiting until Dec 2012, is not in anyone’s best interest. **Electronic Engineering will help with license modifications, reprogramming, and migration paths that make the transition relatively easy.**

Virtually all of the radios Electronic Engineering sold to its customers over the last ten years are capable of being reprogrammed to accommodate this 12.5 kHz mandate.

Watch for future information in this newsletter regarding your options and information regarding this federal mandate.

Electronic Engineering Employee Profile



Name: Beth Assadipour

EE location: Fort Dodge

Job title: Inside Sales

Job history: I have worked for EE for more than 10 years. Previously, I worked for an insurance company and did bookkeeping for a restaurant and telemarketing publication.

My first "real" job: After college, my first real job was for American Republic Insurance in Des Moines. I was a supervisor

for the agent care line and did paralegal work with our legal team.

Recent accomplishments: My husband and I purchased a restaurant in 2005, where we spend a lot of our time together. I consider the success of my family and children one of my greatest accomplishments.

The toughest part of my job: Selling paging and cellular phone service to our continuous flow of customers and successfully completing the daily inner office functions and tasks is a rewarding challenge. With the nonstop surge of computer and electronic technology, your knowledge is tested and expanded every day, as well.

Someone I admire: I have always admired my late father, Wayne Conley. From him I learned many things, especially what it means to be honest and hardworking. I will always be thankful for the strong family values my father and mother instilled in me.

About my family: My husband, Monte, and I have been married for 28 years. We have three children. Elissa is 26 and a graduate of ISU. She is now studying to become a nurse practitioner. Alex is 22 and attends ISU, where he is studying in the kinesiology program. Our youngest, Zohara, is 7 and in the second grade at Saint Edmond Catholic Schools.

Something else I'd like to accomplish: I would like to one day travel to Europe with my family.

Something about me not everyone knows: I was first chair alto saxophone from elementary through high school and played in concert, jazz and wind ensemble. I performed in many community concerts as well.

Outside interests: Spending time with my family. Traveling, gardening and cooking are also active interests of mine.

Favorite vacation spot: Yellowstone National Park has always been my favorite area to vacation.

Words you live by: I have always admired the quote "When faced with a challenge, look for a way, not a way out" by David L. Weatherford.

Can You Guess the Year?

- The first wireless signal was sent across the English Channel
- Fred Astaire was born
- Congress approved the use of voting machines in federal elections

Do you know the year? E-mail your answer to contest@connectingyou.com. Every correct entry received by March 31 will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

Last quarter's winner:
John Muell, Blair, Nebraska

John correctly guessed the year 1971.

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50%-75%
off when you
buy 5 or more.
While supplies last.

Close-
Out
Sale

See more with a powerful LED Photon personal flashlight.

The Photon micro-light has proven to be one of the toughest, most reliable LED micro-lights available. Its size is perfect for any key chain. Whether you're having fun or working, you'll always have enough light to see.

Features

- Water-resistant case
- Unbreakable bulb (available in dozens of colors)
- Lithium battery



Electronic Engineering

Connections you can count on.™

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02/09

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.