

Armida secures funding for video-security product launch

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by Catherine Dominguez

After recently receiving more than half-a-million dollars in new funding, San Antonio-based Armida Technologies is now beta testing its reliable wireless video surveillance system and plans to market it to potential clients in 2007.

The company received \$550,000 from angel investors in San Antonio and Corpus Christi. The money, says Sloan Foster, chief marketing officer, will be used to bring Armida's product to the market.

The hardware and software combination product, called SecurityController with Videlity software, guarantees high-quality digital video. The system provides a complete security infrastructure that enables all types of cameras and other equipment to be controlled remotely and wirelessly.

The product is being tested at Holt Caterpillar located on W.W. White Road, where cameras were recently installed on the company's shipping dock. The cameras will transmit wirelessly to a location inside the business where the images can be viewed on a monitor 24 hours a day.

Foster adds that although the funding will get the SecurityController on the market, the company may seek an additional round of financing to further the marketing of the product.

"We may go out for another round of funding to make an even broader, faster move into the marketplace," she says.

Target market

Matt Reedy, chief technology officer for Armida, says the target customer for SecurityController will be large commercial customers and the government, both state and federal.

The reason for targeting large customers is that the product will sell for about \$1,800 and will support four cameras that are sold separately. Reedy says there are several benefits to the SecurityController that will make it a hot item in the surveillance industry.

"The primary function of our product is to deliver very reliable video for security and surveillance applications over wireless networks," Reedy explains. "What we are in the market to do is to overcome the bad rap that wireless has for (not delivering) high-quality surveillance video."

Reedy says there is a big demand for wireless transmission of video and Armida's SecurityController with Videlity will address that need.

"We are seeing a big increase in (the demand for) wireless," Reedy says.

Wireless systems, Reedy explains, are attractive because they allow a customer to put the system up anywhere without having to run wires from a building to a camera and they allow the customer to easily move a camera from one location to another.

"Our device can go out on a light pole in a parking lot, and you can attach two or three cameras to it and easily and wirelessly transmit those video images off to some remote location to monitor," he says.

Armida will market its product through dealers and system integrators. Reedy says doing that will help keep Armida's overhead down.

"Otherwise, we would have to build a large sales staff and try to sell," Reedy says. "That would take a lot of time and be very expensive."

The long road

Armida Technologies was founded by Foster, Reedy and Bill Lawrence in January 2004. Since that time, the partners have worked to develop their product. However, Reedy says the group is a little behind schedule.

"It has taken about nine months longer than we had anticipated to get to the commercialization stage," Reedy says. "We thought we would be on the market around March of 2006."

The reason for the delay, Reedy says, is that it took the group longer to get the hardware finished and there were a few hiccups in the software development. Despite the longer wait for the product, Reedy adds, SecurityController is on track to make the company profitable in 2007 with projected revenues set at \$2.5 million.

"This is a very exciting time for us," Reedy says.

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