

## TX3-Touch Screen Telephone Entry System Case Study

Project: **LUXE Laurier Student Residence, 2011**

Address: **333 King St., Waterloo, Ontario**

Electrical Contractor: **MJ Electric (Thorndale, Ontario)**

Installation Overview:



LUXE is a high end, student residence in Waterloo Ontario targeting students and the surrounding area. Located less than 1km from the university, LUXE is attractive to the diverse student population not only because of its proximity to the campus, but also because of the numerous amenities provided by the developer including:

- 2000 square foot fitness facility
- Underground parking garage
- Common area lounges
- Surround sound media rooms and movie theatres
- 2400 square foot suites

In addition to the standard amenities listed above, the developer was also quick to adopt an innovative new offering from The Mircom Group of Companies, the TX3-Touch Screen Telephone Entry System. Mircom has been known for years as a manufacturer of high quality fire detection and notification equipment, in addition to a full complement of telephone entry equipment. The LUXE installation involved two TX3-touch units networked together, a kiosk at the front entrance, and a flush mount unit at the rear entrance to the building



With the introduction of the TX3 Touch screen entry system, Mircom has added digital advertising and building bulletin services to the door security entry system. The advertising module allows multiple businesses to promote products and services on the kiosk, in three hour segments throughout a week on a schedule. Building residents and visitors can be informed regarding special events and promotions in their local area. Typical advertisers for targeted advertising include restaurants, local theatres and entertainment venues, local professionals like dentists and lawyers, and additionally national service companies such as telecom and internet service providers. The digital bulletin board system allows property managers to use the system to advertise building events such as special maintenance bulletins, safety bulletins, or other community announcements.

The TX3-Touch combined door security and advertising system is a refreshing new technology that both improves the building's attractiveness to potential leases and suite owners, and brings recurring monthly advertising revenue to offset maintenance fees both in the short and long term.

For additional information, please contact [info@mircomgroup.com](mailto:info@mircomgroup.com)

### About The Mircom Group of Companies

The Mircom Group of Companies (MGC™) is North America's largest independent designer, manufacturer and distributor of advanced Fire Detection & Alarm, Voice Evacuation & Communication Systems, and Controlled Access & Security Solutions, serving the global marketplace for over 20 years.

MGC owns the Mircom™, Secutron™, and Summit™ branded line of products. With corporate headquarters located in Toronto (Vaughan), Ontario, Canada and Niagara Falls, New York, U.S.A., MGC operates a dedicated network of sales and service branch offices throughout North America and abroad, under its Mircom Engineered Systems™ brand (Mircom ES™).

MGC Systems International Limited supports the sales and installation of MGC systems in more than 50 countries worldwide, with regional offices located in Mexico City, Mexico; Buenos Aires, Argentina; Bangalore, India; Dubai, UAE; and Singapore. Under its United Export Corporation (U.E.C.™) division, MGC distributes a broad range of exceptional fire protection equipment to more than 70 international markets.

The Mircom Group of Companies is ISO 9001:2008 certified.