

COMPETITION REPORT

- **STUDY AREAS:**

1. MARKETING SEGMENTATION.
2. COMPONENTS COMPARATIVE.
3. MANAGEMENT COMPARATIVE.
4. INSTALLATION COMPARATIVE.
5. ENVIRONMENTS COMPARATIVE.
6. SECURITY COMPARITIVE.
7. PRICES COMPARATIVE.

BASIC CONCEPTS TO THE STUDY.

ACCESS CONTROL DEFINITION:

A System which applied to an access guarantees the identification of the user and authorize or not his access by means of a programmed information.

KINDS OF ACCESS CONTROL according connectivity.

- Off-line.
- On-line.

KINDS OF ACCESS CONTROL according supply.

- With autonomous supply (batteries)
- Online (connected to the electrical grid)
- Without supply (key supply)

KINDS OF ACCESS CONTROL ACCORDING read type.

- Insertion (mechanical or mecatronical key)
- Contact (magnetic stripe ,chip –contact or proximity-)
- Distance (controls, phones)

KINDS OF ACCESS CONTROL ACCORDING THE SECURITY.

- Level I (something you have got example : A key)
- Level II (something you have got + something you know example : a key and a pin)
- Level III (something you have got + something you know + something you only own example : a key, a pin and a biometric feature)

TO CONCENTRATE THE STUDY AREA :

Syon is an offline access control, online, kind of contact and distance, mixed and autonomous of level I, II O III.

1. MARKETING SEGMENTATION.

The segmentation to the "SYON" product marketing with its two first versions finds in :

- Single-families housing.
- Apartments.
- Community garages.
- Offices.
- Transformation centers.
- Industrial plants.
- Security companies.

SYON can be marketed in every country of the World where the telephone line exists.

2. COMPONENTS COMPARATIVE.

The analyzed competition products have a components generic coincidence.

Basically they need a hardware which identifies and manages the accesses, peripheral readers, identification environments (electronics keys, controls, identification systems), PC programming software, autonomous programmers (to transfer the information) or other systems.

SYON proposes a components economy in that just only exists:

SYON100 model to control a device:

- HARDWARE.Electronics board.
- “Virtual keys”.
- Compatible mobile phone (Nokia).

SYON200 model to control four devices as maximum:

- Hardware. Electronics board
- Virtual keys and chips.
- Reader.
- Compatible mobile phone (Nokia).

3. MANAGEMENT COMPARATIVE.

The analyzed product require:

- Qualified technical personnel.
- Specialized training.
- Informatic knowledge.

The Syon product does not require any specific training.

The user is the one who manages the system in an easy and intuitive way.

Requirements :

- To know how to use a Nokia mobile phone.

NOKIA owns the 50% of the market share in mobile phones at Spain.

4. INSTALLATION COMPARATIVE.

The minimum requirements to install every accesses control system go to specific training in locksmith, electronics.....

Professional profile to SYON : an "Electrician".

5. ENVIRONMENTS COMPARATIVE.

The identification environments of the most of the access controls are physical environments which have to be programmed over the system and they have an expensive distribution system and copy system; some of them need supply (batteries) too and a limited life.

The prices fluctuate from 10€ to 150€, of the most evolved systems.

The "SYON virtual key" is generated automatically in a server to every user, to every installation and to every access.

The useful life of the key is unlimited.

It is distributed by SMS.

It identifies a user without any chance of phishing or supplanting.

Identifica unívocamente a un usuario sin posibilidad de suplantación.

6. SECURITY COMPARATIVE.

The security of the most of the systems offer :

- Level I –Something you have- mechanical key+electronics key. Electronics key(controls, transponder, Bluetooth chip, ...)
- Level II –Something you have + something you know- Mechanical key+pin –Electronics key+pin
- Level III –Something you have+something you know+something you own- - Key+pin+biometric feature –Only biometric feature

COMBINATIONS OF THE DESCRIBED SYSTEMS ARE USED TOO.

The SYON system uses, according with the kind of access, the three security levels used for free by the user.

The user identification is unique.

7. PRICES COMPARATIVE.

The access controls, according with the security level, they have a price between 150€ for every access until 3000€.

These prices depend:

- **Product functions.**
- **Elements which compose the system.**
- **Identification environments.**
- **Installation requirements.**
- **Technical support.**
- **Management.**
- **Security level.**

Syon by concept, is a technological product which join together:

- **The highest funcionality.**
- **Components simplicity.**
- **Environments economy.**
- **Ease of use.**
- **Minimum requirements to your installation.**
- **Internationalisation.**

It makes that economically, the product is a product with the last technology with the most affordable price of the market.

