

SOUND

IN CANNABIS SECURITY



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As the legal cannabis market continues its growth, the need to protect cultivation, transportation, and retail grows as well. In 2019 alone, California cannabis retail sales totalled nearly \$3 billion¹. But this industry is not without substantial risk. A 2019 hearing held by the Senate Committee on Banking, Housing, and Urban Affairs featured testimony that one in every two cannabis dispensaries had been robbed, with typical losses as high as \$50,000².

Finding cost effective ways to reduce this risk and lower potential losses is a priority for both the cannabis and security industries. A number of facilities have turned to sound to offer a solution. As California cultivator and distributor Michael Toth found, adding sound to his facility immediately strengthened its security. “The addition of the microphone to our security system gave us better information when an event happened.” Toth continued “we can better identify who is attempting an act of theft or fraud.”

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The simple addition of the SoundSecure SS-700 microphone was a low cost expense that led to substantial cost savings. “The microphone was compatible with the security equipment we already had,” remarked Toth. “All we had to do was plug it in to our existing video recorder.” The SS-700 microphone from SoundSecure is an easy addition to a dispensary security system. Compatible with both IP and analog systems, the microphone picks up sounds from 12 feet in all directions, and allows security operators to hear what their cameras see.

¹ [HTTPS://WWW.LATIMES.COM/CALIFORNIA/STORY/2019-08-14/CALIFORNIAS-BIGGEST-LEGAL-MARIJUANA-MARKET](https://www.latimes.com/california/story/2019-08-14/californias-biggest-legal-marijuana-market)

² [HTTPS://WWW.BANKING.SENATE.GOV/IMO/MEDIA/DOC/PROSS%20TESTIMONY%207-23-19.PDF](https://www.banking.senate.gov/imo/media/doc/pross%20testimony%207-23-19.pdf)