

EXTRA!



Deer: Caught on Tape!

Columbia, S.C.-based Carolina Wiring Service is no stranger to installing security cameras. Deer cameras, though — well, that's something relatively new to the company. (Image is representative; photo of actual installation not available at press time).

Troy Stone doesn't write for "Late Night with Conan O'Brien," but his latest integration concept would play well on the show. A long-running bit has O'Brien surfing for "lesser-known" cable channels and stumbling on the likes of "Debate a Dog Channel" on which President Bush debates a barking dog.

An equally outlandish — but more profitable — TV channel was concocted by Columbia, S.C.-based Carolina Wiring Service LLC (CWS). Stone, the general manager, calls it "Deer TV," and it allows a client to tune in and watch live deer.

The idea arose while CWS was doing a whole-house installation in a "neo-traditional home" on a 46-acre lot amid "rolling fields, creeks and a five-acre pond," Stone explains. The "outdoorsman paradise," he adds, includes an area in which deer congregate by a feeder.

It was the client's idea to have a camera monitor the deer and dedicate a channel to viewing them from the comfort of his great room.

CWS is no stranger to security camera installations. "We have probably installed and serviced

around 300 camera systems and over 3,000 cameras," Stone says. The challenge, in this case, was that the feeder is over 1,500 feet from the home.

After designing the system, CWS went about getting it wired. "It took days of trenching and installing direct-burial cable and conduit," Stone says. CWS assigned the trenching to a landscaper, but ultimately had to finish the job because it was not dug correctly. "We laid our own wire."

When attempting to install the deer camera, the weather didn't cooperate. "We were unable to even get down to the rain-soaked muddy field without the customer's four-wheel," Stone says. So, CWS opted to first install the indoor equipment — the DVR, the modulator, etc. When the sun finally emerged, it was able to mount the day/night camera with 50-mm lens and an IR range of 100 feet. "Then, we installed the video baluns and presto: 'Deer TV,'" Stone says.

CWS expected "Deer TV" to be a one-of-a-kind install. Not so, apparently. Stone's client invited guests to see the feature. Now, Stone says, "we're in negotiations to do a similar system." —Tom LeBlanc