

With Lindsay Page



Segway into Security

The journey from struggling musician to director and CEO of a successful surveillance products company

Fresh out of high school, an 18-year-old Greg Bier headed to Hollywood in hopes of becoming a rock star. Even with all the promise of the '80s, it didn't take long for Bier to decide he needed to find a job in order to support himself while trying to make it big. He



ended up working in a warehouse for Radio Equipment Distributors, an electronics distributor, in 1984. Though that company is now long gone, it is where Bier first started selling surveillance products and got his introduction to the market.

"In 1989, a client of ours (Alan Adler) started a new concept distribution company selling exclusively Video Surveillance products named Adler Video Systems," Bier said, discussing the early years of his career. "He recruited me along with my current business partner Vic Korhonian, and we built that business for 7 years until Vic and I started our own distribution company named Video Security Specialists in 1996."

In just a few years, VITEK was born, becoming incorporated in 1999. The goal of the company was to provide low cost but reliable video surveillance products to the Western US.

"At the time, the only companies offering entry level products were in New York and Colorado, and we saw the need offer a choice with less freight and wait time. Our primary offering was in CRT Monitors and later we began producing cameras and recorders," Bier said.

VITEK was quickly a success. Even with the 2009 Recession, the company managed to make a great turnaround and significantly increased sales by 2013.

"We have always been a lean and fiscally responsible company which makes us resilient through economic change and competitive movements," said Bier. "We also work tirelessly on product development in order to stay ahead of the curve in technology and value."

The security industry is full of competition, but VITEK provides competitive products and superior service, making them a top contender. And with a huge focus on customer service and technical support,



the company pulls ahead. They are all about the experience of the sale, striving to go above and beyond the expectations of the customer.

VITEK also works hard to keep introducing new products.

"VITEK was the pioneer of HD-SDI (digital HD video over coax utilizing SMPTE292 broadcast transmission technology) and released an advanced recording solution in this area in 2013 called the 'On Cue' Series," said Bier. We are now set to release our latest migration of this recorder called the "On Cue Bridge."

"It enables signals from any of 7 different transmission formats to be recorded and managed in any combination. This new recorder series supports IP, HD-SDI, EX-SDI, TVI, AHD, CVI and CVBS formats, and it will be available in December 2016. We're also adding to our "Transcendent" product line up with affordable IR Pan Tilt Zoom products

and Dual Voltage (12/24V) 4 in 1 cameras supporting TVI, AHD, CVI and CVBS."

The future is bright for VITEK. For 2017, the company is planning on increasing their marketing in the Eastern US and abroad. With their reach into vertical markets, VITEK will continue to provide cutting edge products and offer incredible customer service to their customers around the globe.

So, what happened to that struggling musician? He's still there, but without the struggle. He's been married for 23 years and has a 19-year-old son and a 16-year-old daughter. And the best part is he plays in a rock band for fun these days.

Though he didn't intend on working in the security industry, his journey has led to much success. 

Lindsay Page is the senior editor of Security Products magazine.