



***Making it easy and cost
effective to deploy
megapixel systems***



Presentation Objectives

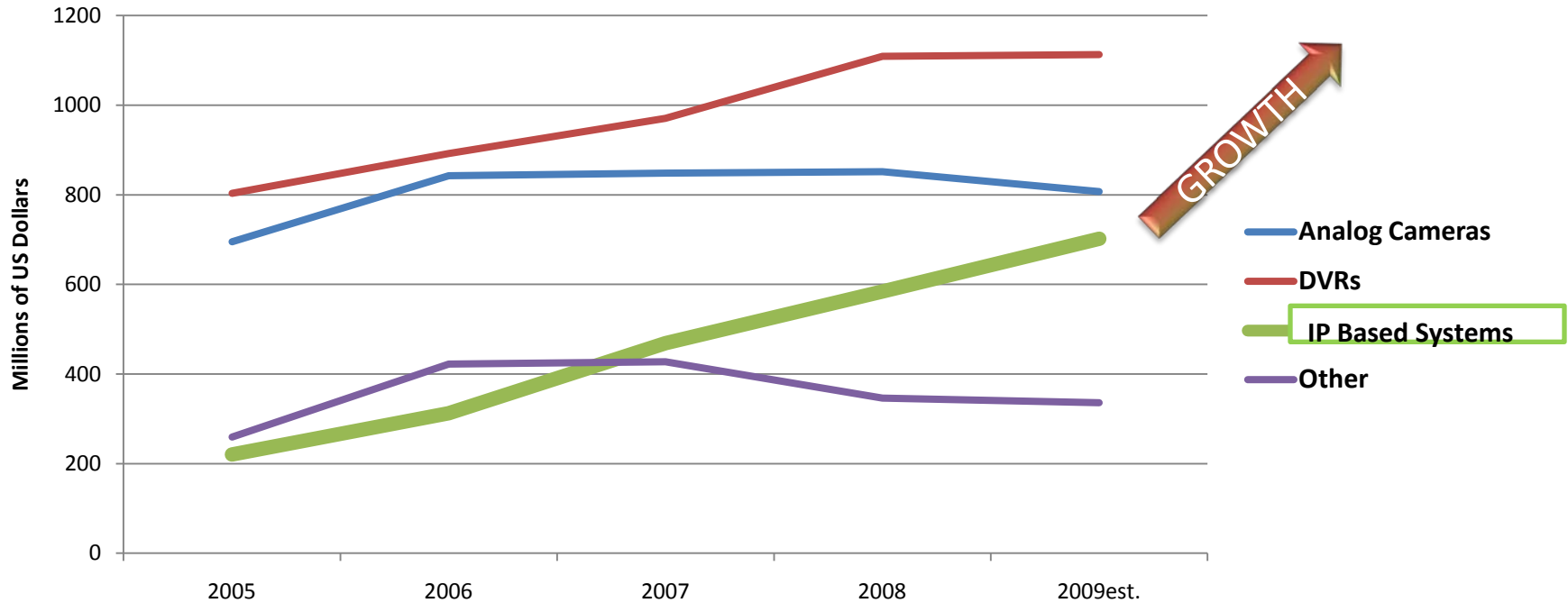
- Benefits of IP Video
- Identify Installation Roadblocks for IP Video
- Solutions for Enabling IP Video Systems



IP Video System Benefits



Americas Video Surveillance Market



IP Based Systems Growing Rapidly



Why is IP Video Growing So Fast?

- Greater System Flexibility
 - The 17th Camera
- Future Proof Your Investment
 - Enabling Edge Devices & Analytics
- Higher Resolution Video
 - Megapixel Video

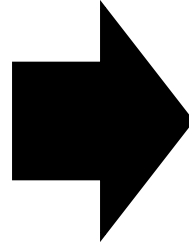


The Impact of Megapixel Video

- It's the Resolution!
- Greater Field of View
- Digital Zoom Capability
- It's the Resolution!



Analog System Limitations



- Limited Zoom
- Clarity Concerns
- Limited Field of View

Field of View



DI (720x480)

1.3 Megapixel
(1280x960)



Digital Zoom



Megapixel and High Definition Video



Increased Clarity



**Analog
Resolution**



Increased Clarity



**Megapixel
Resolution**



Do the benefits outweigh the costs?

The advantages are clear but what about the added costs?



Lets take a look...

Take a Look at the Savings

- 4 analog cameras connected to a DVR recording at CIF (352 x 240)
- 4 lenses
- 4 housings (with heater) and mount
- 4 separate cable runs for power and video
- 4 separate recordings to view



Megapixel Installation Challenges



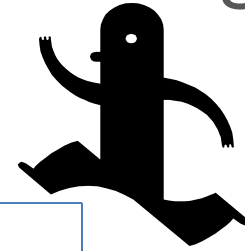
Top IP Video Objections

- IP systems show no real benefit over analog.
- IP systems cost more than analog solutions
- IP systems are more complex than analog systems.

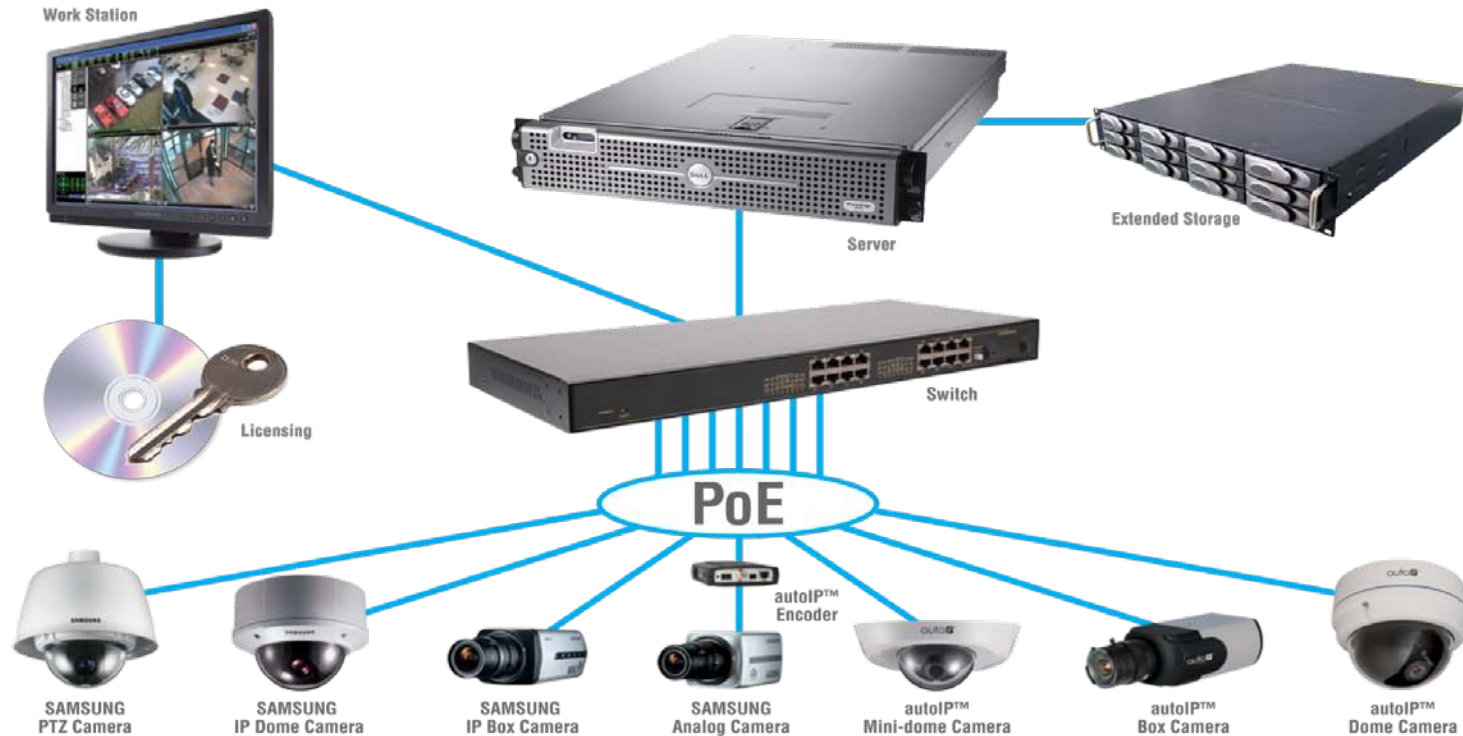
Unnecessary

Expensive

Complex



Installation of Typical Megapixel System



System Complexity Requires Investment in Resources and Training

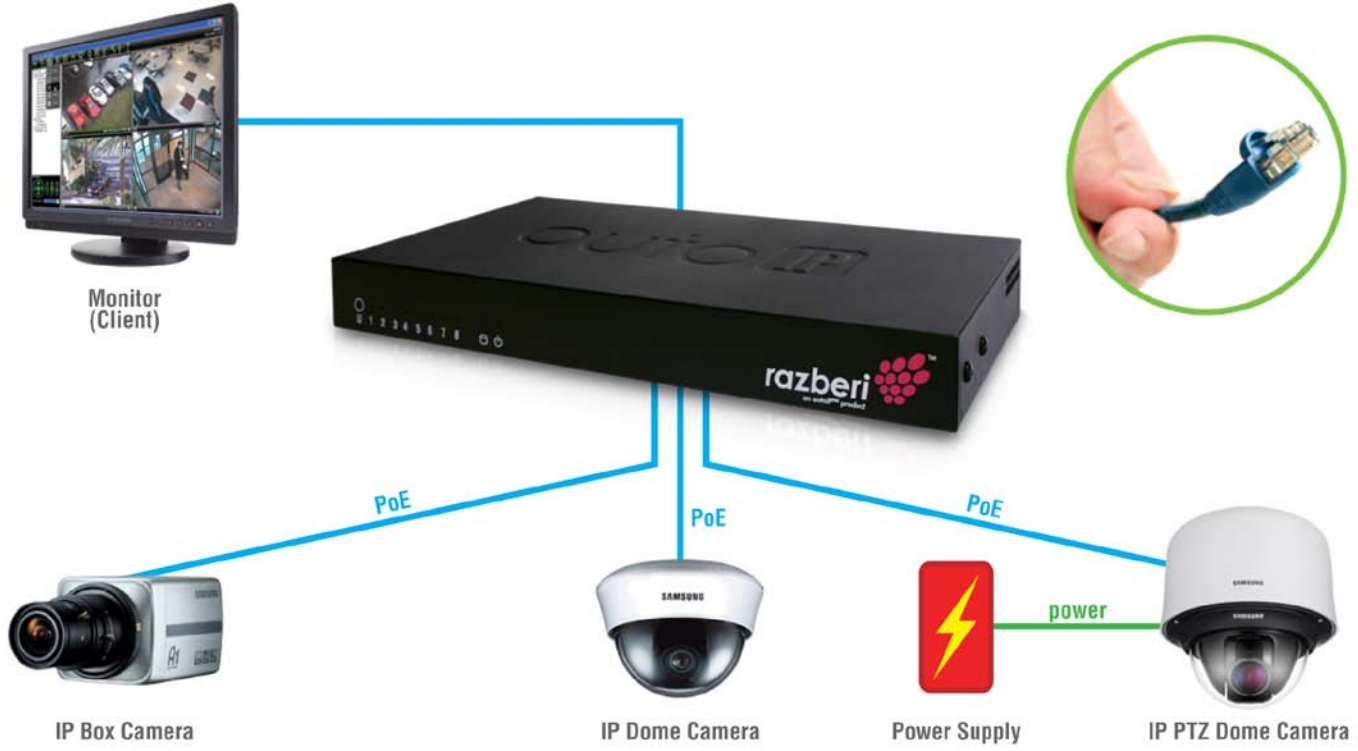


Compare this to analog systems

- Easy to Install
- Easy to Operate
- No Software Fees
- Open Selection of Cameras
- Outdated!



Today's DVR Set-Up



In order to make the megapixel transition...

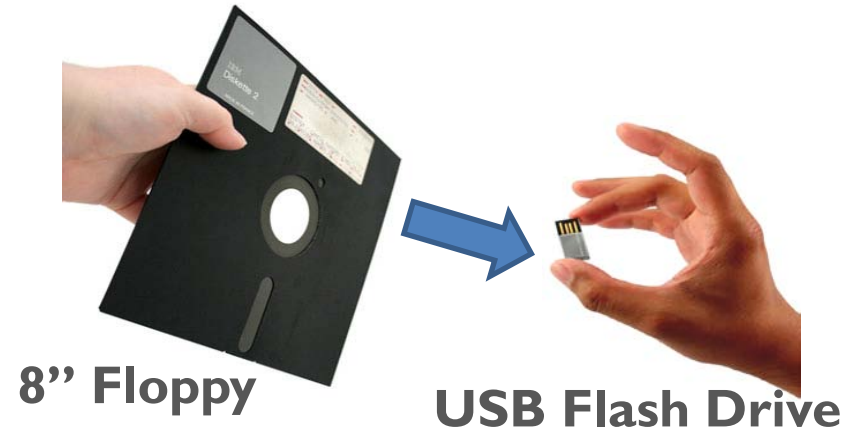
- Needs to operate like a DVR
- Needs to install like a DVR
- No Software fees
- Open....customer selects the cameras
- Provide real technology benefits



Industry Changes – we've seen this before!



Don't let technology leave you behind. Utilize technology to maximize your investments.



***razberi™ simpler than a
DVR installation!***



razberi™ = Server + Switch + Storage + Software

Server
+
Switch
+
Storage
+
Software

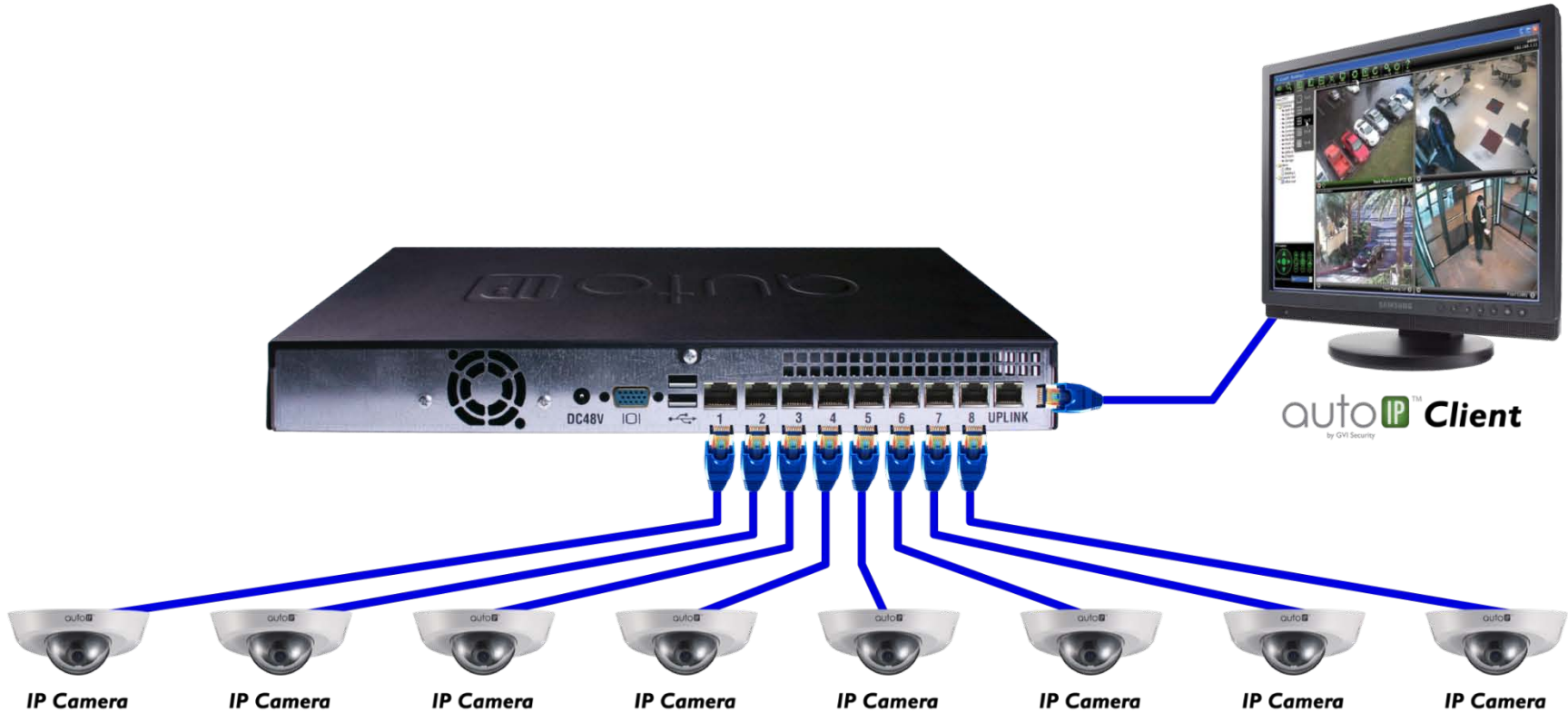


Sweet.



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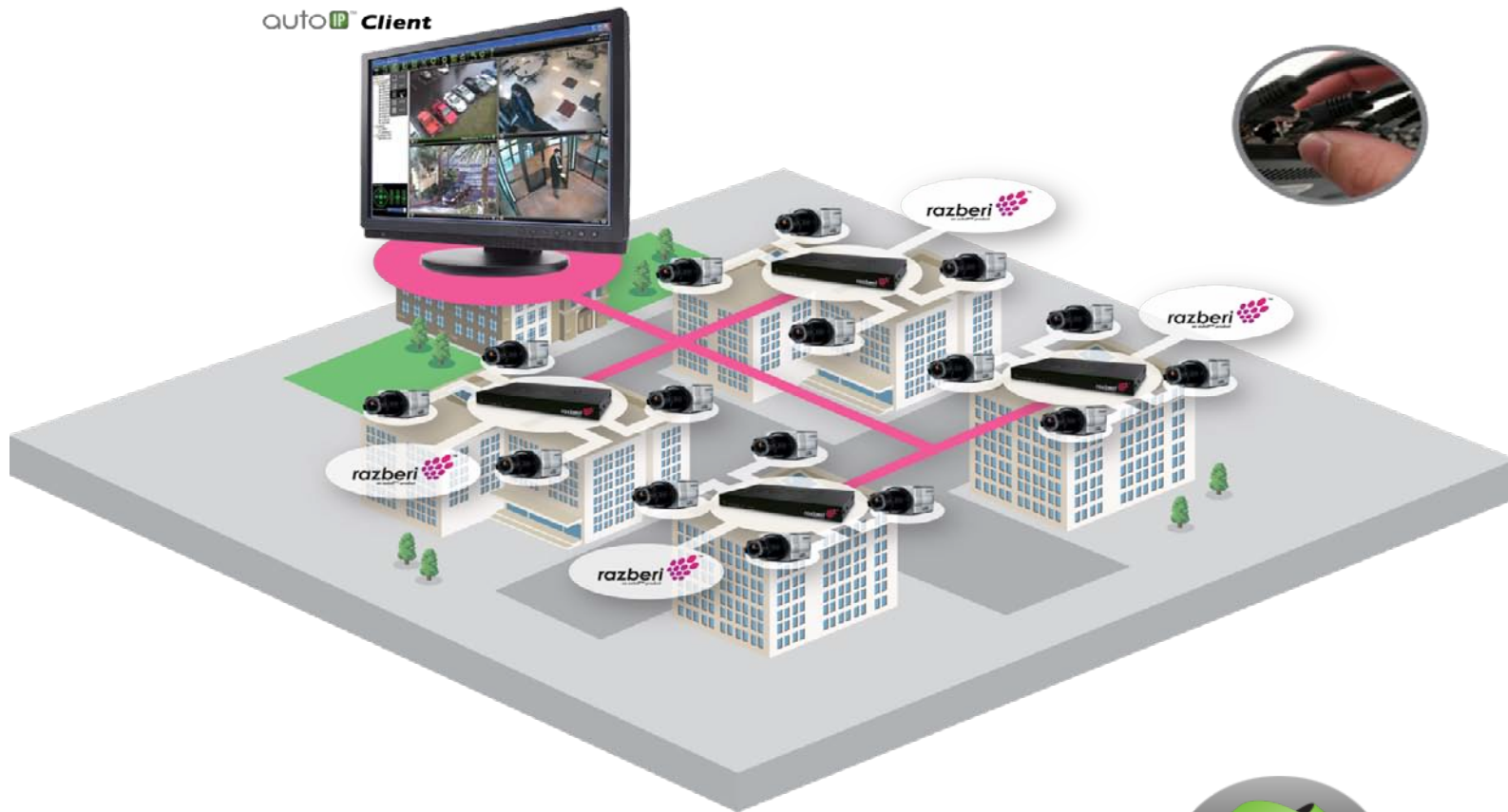
autoIP™ System with razberi™



razberi™ System



autoIP™ Client



IP Video Made Simple



auto IP

by GVI Security

- Open VMS Platform
 - Samsung
 - Axis
 - Sony
 - ONVIF
- Simplifies Installation
 - Auto Configuration
 - Auto Recording
- Easy to Use
 - Reduces Training Time



The Bottom Line

- Megapixel video technology provides real benefits to end users and a means for security contractors to differentiate from their competition
- Technology now provides the means to install megapixel systems while reducing the installation and operation risks associated with earlier IP video systems
- If the costs or complexity of megapixel video systems had created a concern in the past, it's time to review how new technology introduced into the IP video market eliminates those concerns



Questions???

