Arecont Vision

Improving Your Business with Arecont Vision Megapixel Technology

Customer Webinar

20 June 2012

Networked Megapixel Technology

Arecont Vision

The

BEST SURVEILLANCE SOLUTION

for

EVERY APPLICATION

in

EVERY VERTICAL MARKET.

Agenda

Arecont Vision

• Opening Remarks	Scott Schafer [Executive Vice President]
• New Products Update	Raul Calderon [Senior Vice President]
• New End User Project Win	Chris Sessa [Regional Sales Director]
• Technology Partner Introduction	Jason Schimpf [Director of Partner Relations]
• Guest Presenter: Dotworkz	Will Ferris [Dotworkz Product Engineer]
• Tech Tips	Ted Brahms [Director of Field Applications]
• Quality and Service	Darrel Tisdale [Director of Quality]
• Marketing Update	Mark Espenschied [Director of Marcom]
• Close & Q&A	Scott Schafer

Arecont Vision

Arecont Vision Update

Scott Schafer
Executive Vice President
June 2012

Company Profile

Arecont Vision

WORLD LEADER

- Founded April 2003
- High-definition, state-of-the-art, full motion, multi-megapixel video surveillance cameras for the security industry
- Design, development, manufacturing, assembly, service

LOS ANGELES HEADQUARTERS

- Engineering, production, quality assurance, sales, service and support are all located at our global headquarters

ENGINEERING and DESIGN

- Superior CMOS imaging and high-speed image processing
- Excellent image quality, frame rate and compression designs
- Leadership in multi-sensor architecture and H.264 compression

CUSTOMER SERVICE

- Global Sales and Support
- Technical support engineers and sales support for our customers

Security Industry Direction

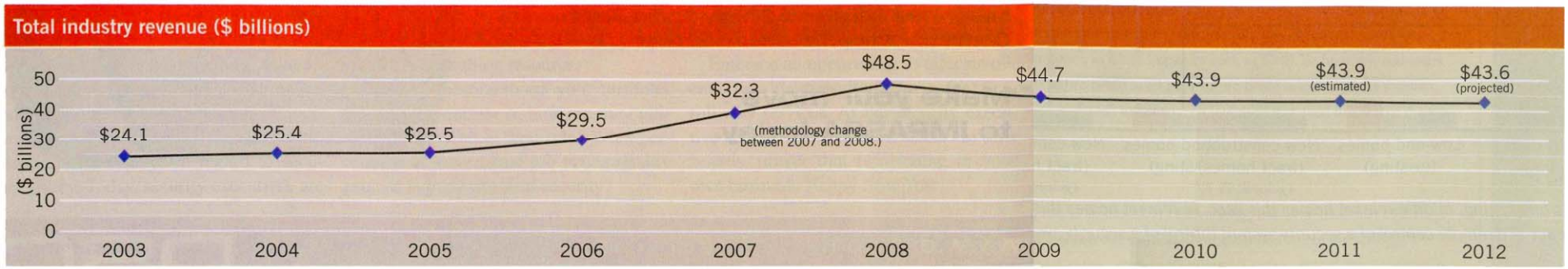
SDM 2012 Industry Forecast

Arecont Vision

SDM 2012 INDUSTRY FORECAST

2012 INDUSTRY REVENUE: Flat

Total industry revenue from the sale, lease, installation, service, and monitoring of security systems

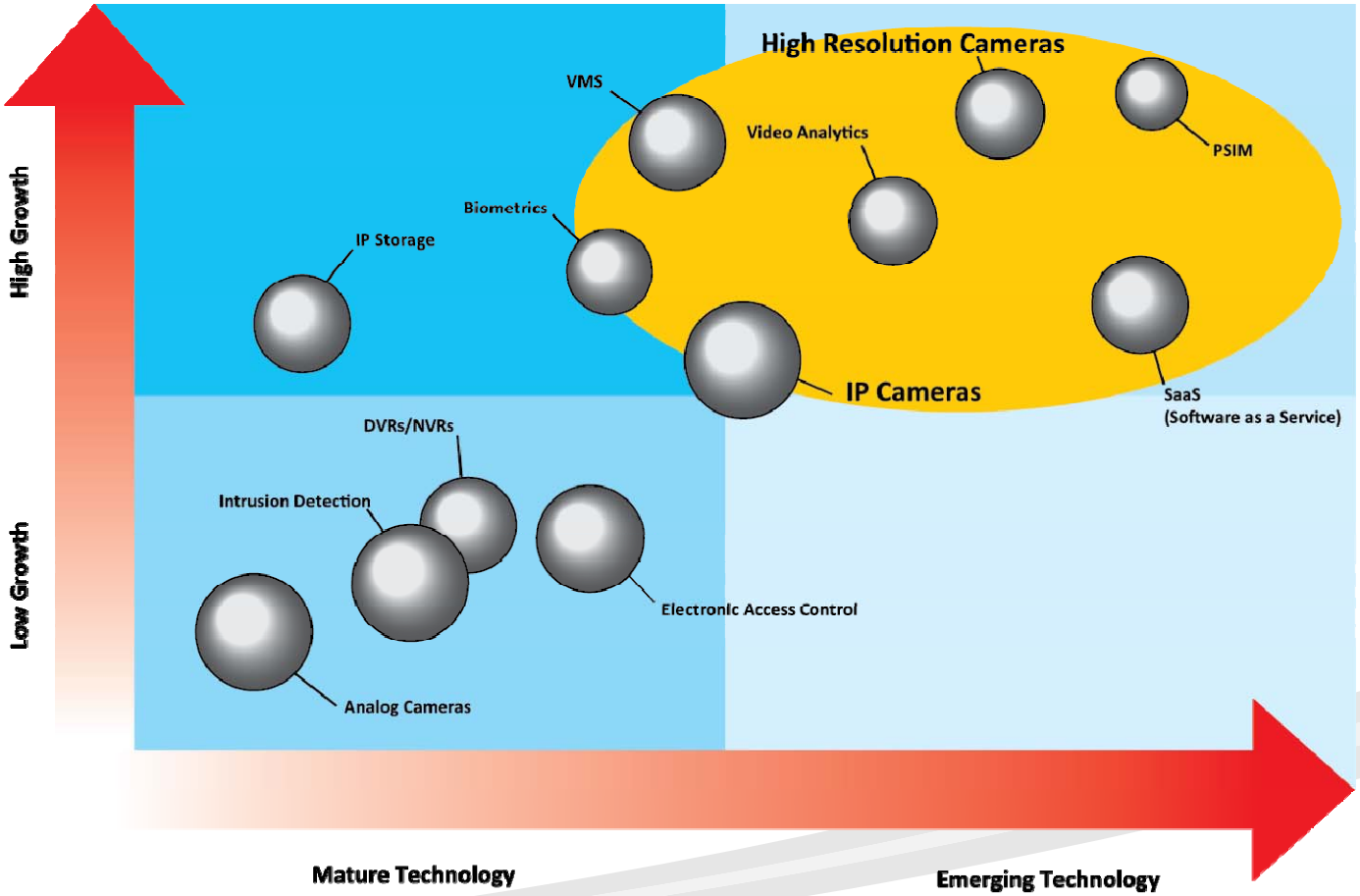


SDM

Arecont Vision Confidential

Emerging Technologies ▶ Future Growth

Arecont Vision



Source: Frost & Sullivan 2011
Physical Security Trends Dynamics

Arecont Vision Confidential

Arecont Vision Results and Direction

May 2012 Results

Arecont Vision

- Year-to-Date Performance is on plan
- Key Initiatives for 2H2012
  - Key New Product Releases
  - Improved Price Position in 1.3MP/1080 Product Lines
  - Increased Advertising and Promotion Activity
  - Company Expansion Internationally

Key Actions In Process

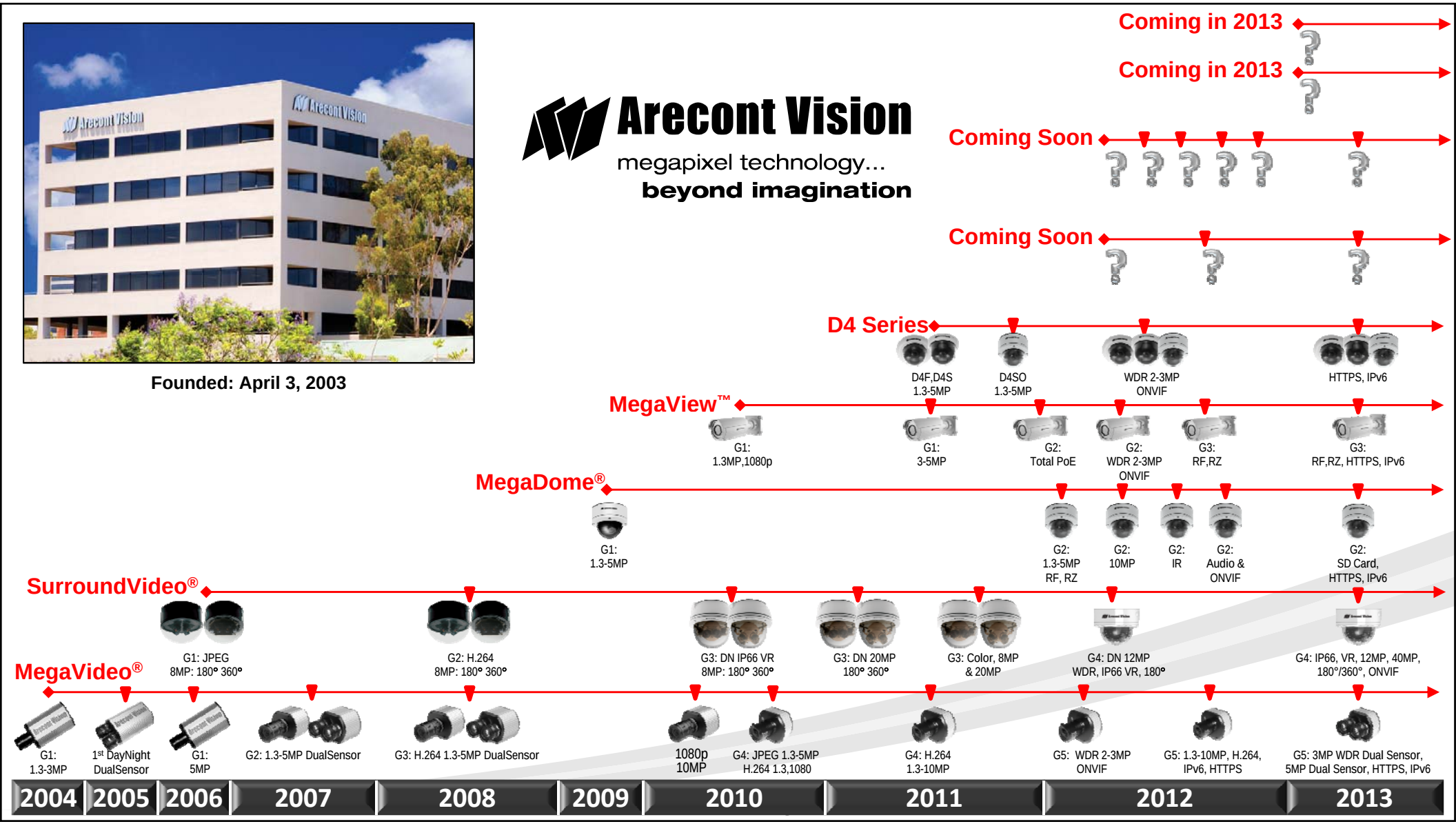
Arecont Vision

- Product
  - WDR demonstration units (FCA) 6/12
  - MegaDome2 Deliveries to Customers (GCA) 7/12
  - WDR Deliveries to Customers (GCA) 7/12
  - 3 Year Warranty USA & Canada 6/12
  - Quality Improvements
  - Technical Support Process Improvements and Impressive Results
  - RMA Process Improvements
    - Advance Replacements much more often and more liberal
    - Process improvements from Service incident to Product Receipt to Fix to Package to Shelf to Shipment

Founded: April 3, 2003

Arecont Vision

megapixel technology...
beyond imagination



Megapixel Provides Best Value

Arecont Vision

Class	Resolution	Pixels	Pixels/$1
VGA	640x480	300,000	1,536
HDTV 720p	1280x720	900,000	2,836
1.3MP	1280x1024	1,300,000	4,039
2MP	1600x1200	2,000,000	3,526
HDTV 1080p	1920x1080	2,000,000	5,891
3MP	2048x1536	3,000,000	7,149
5MP	2592x1944	5,000,000	10,179
8MP	6400x1200	8,000,000	6,239
10MP	3648x2752	10,000,000	18,438
20MP	7296x5502	20,000,000	26,085

HSG2 Key Features

Arecont Vision

- **Extended Operating Temperature**
  - 2 Fans solution
    - One fan is always on (Life time: 5 years)
    - The other fan is on at high temperature : 35^0C ± 5^0C
  - Operating temperature
    - -40°C to 60°C
- **PoE Total Power Solution**
  - PoE 802.3 af class 3 to support camera, heater and blower
- **Compact Design**
  - IP67 and Vandal Resistant
- **Common Accessories**
  - Same Foot Print as MD-WMT2 Sharing SV-JBA and SV-EBA, etc

HSG2

Product Available Now

MegaView v1 Improvement

Arecont Vision

- **PoE Total Power Solution**
  - PoE 802.3 af class 3 to support camera, fan and IR LED ring
  - Complete camera can also run using 24V AC or 12-48VDC auxiliary power
  - Solution is applicable to all current configurations
  - Model numbers remain the same with a v1 revision identification, e.g. AV2125IRv1

MegaView v1

Product Available Now

Upcoming Product Releases

Arecont Vision

- **All-in-one Design**
  - 1.3MP, 1080p, 3MP & 5MP Resolutions
  - Integrated 3-9mm or 3.6-9mm Remote Focus, Remote Zoom, Auto-iris Lens
  - Day/Night, IR and Audio Options
  - Adjustable 3-axis Gimbal
  - IP66 & IK10 Vandal Resistant Dome
- **Total PoE Solution**
  - PoE 802.3 af class 3 to Support Camera, Heater & IR LED ring
- **Casino Mode, Binned Mode, Privacy Masking**
- **PSIA & ONVIF Compliant**

MegaDome®2

Product Available
July End

e.g. 1080p MD2 Models
AV2255AM : Base
AV2255AM-H : w/Heater
AV2255AM-A : w/Audio
AV2255AMIR : IR LED

Upcoming Product Releases

Arecont Vision

- **True Wide Dynamic Range Camera**
- **Dynamic Range up to 100 dB**
- **1080p & 3MP Resolutions**
  - AV2116v1
  - AV2116DNv1
  - AV3116v1
  - AV3116DNv1
- **Color & Day/Night Models**
- **Fastest Frame Rates**
  - 21 fps @ 3MP
  - 32 fps @ 1080p
- **Casino Mode, Binned Mode, Privacy Masking**
- **PSIA & ONVIF Compliant**

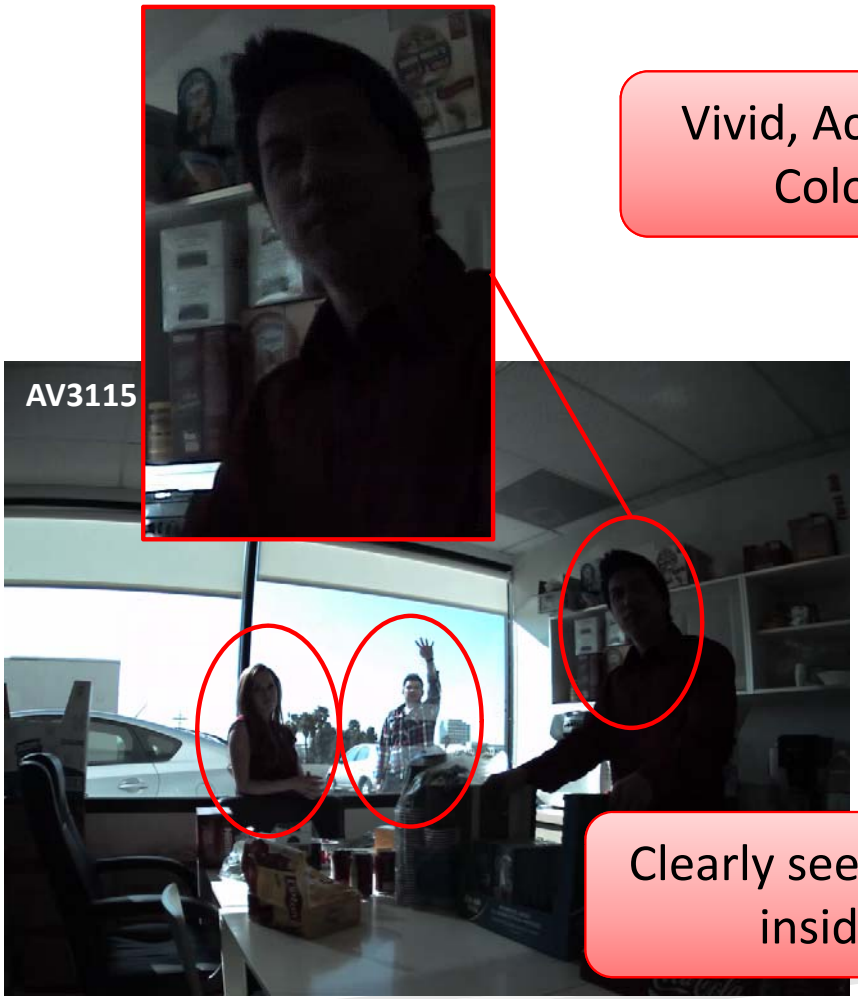
Compact WDR

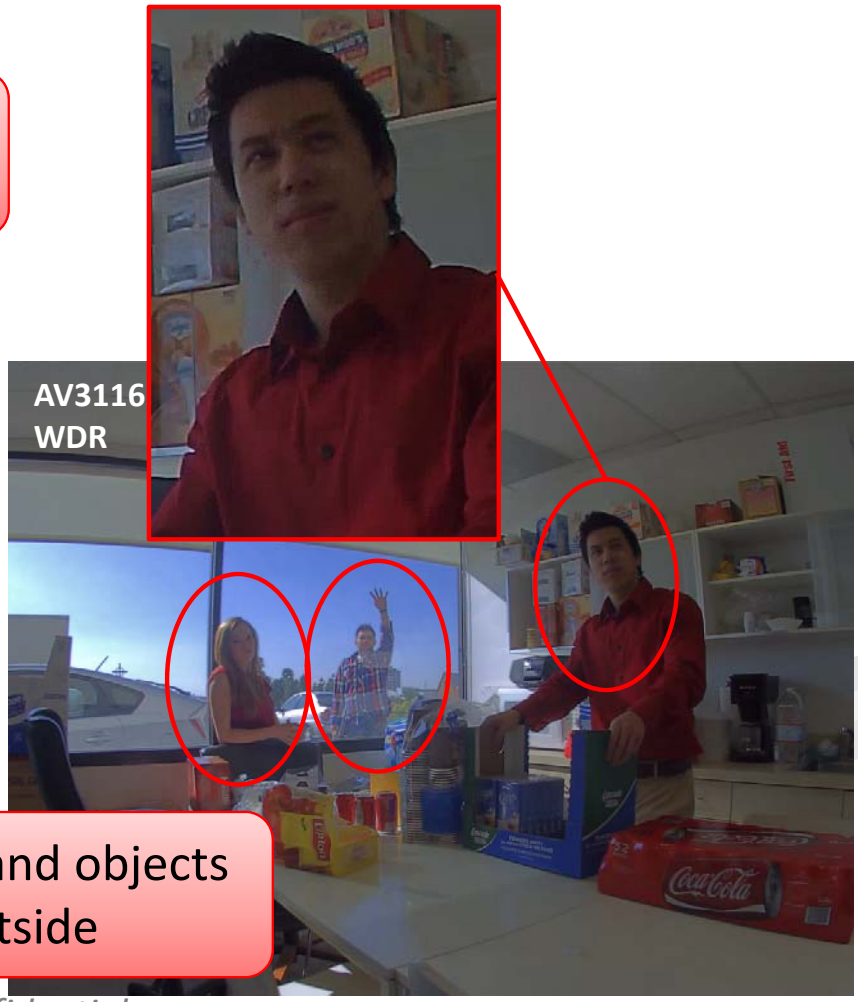
Product Available
July End

MegaRange™ Series

Arecont Vision

Vivid, Accurate Colors

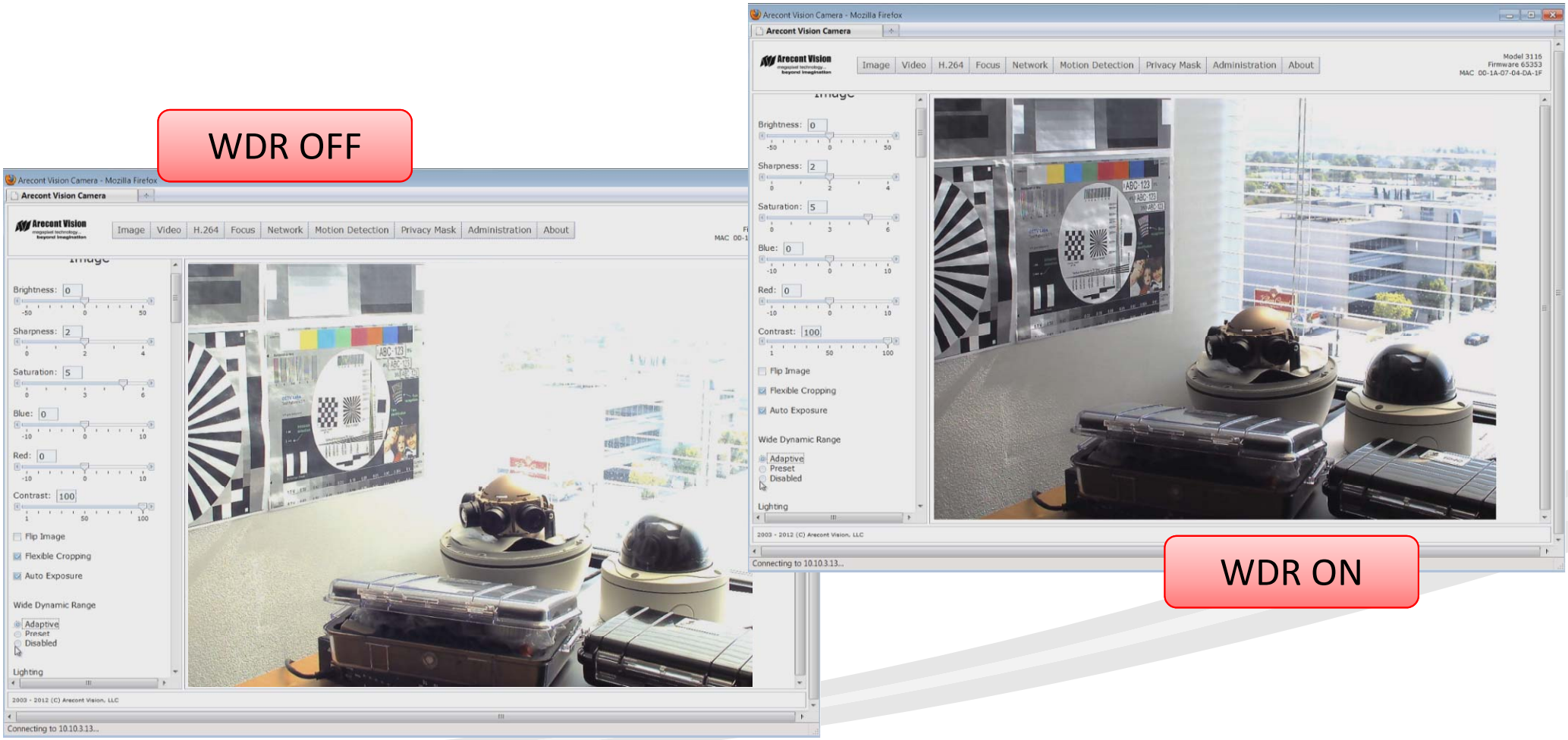




Clearly see people and objects inside and outside

New Camera Web GUI

Arecont Vision



Customer Service Improvements

Arecont Vision

- Our technical support metrics for calls answered within 60 seconds (65%) and 120 seconds (85%) show that we are doing much better in responding quickly to our customers. And only about 1-2 customers are leaving tech support messages per day, and those are answered within 2 hours.

- Our quality product and process improvements, technical support improvements, and Inside Sales support are really making a noticeable difference. When you add in the training our field provides, the new on-line training for installation and troubleshooting, and improved products through our early evaluation program prior to full General Customer Availability, things look very good ahead.

- We are not done yet. We still have a lot to do to become the best quality and customer service company in the Security Industry. But as you can tell, we have made a lot of progress!

Key Actions In Process

Arecont Vision

- Promotion
  - Rolling Thunder Public Relations Campaign
    - "Thought Leading" Articles
    - Case Studies and Customer Testimonials
    - New Product and Program Releases
    - New Personnel Announcements

- Price
  - 1.3MP and 1080 Pricing: Significant improvement in project registration pricing for our SI/Reseller partners
    - AV1115xx
    - AV2115xx
    - D4x-AV1115xx-xxxx
    - D4x-AV2115xx-xxxx
    - D4SO-AV2115xx-xxxx
    - AV1125xx
    - AV2125xx

  - 3 Year Warranty USA & Canada

Key Actions In Process

Arecont Vision

- <u>Channel Activity</u>

- Arecont Vision Sales People
  - Erin Glackin joins Arecont Vision as Director of Sales Operations and Customer Service!
  - Paul Taggar, Country Sales Manager, UK/Ireland
  - Joel Murawski, Region Sales Manager, South Central USA
  - Leo Lin, Regional Sales Manager, South China
  - Tommy Wu, APAC Inside Sales
  - Acdaela Valencia, Central USA and Latin America Inside Sales Manager

- New Sales Representatives
  - Security Marketing Consultants, Midwest USA
  - Rep Marketing expands into NYC & Northern New Jersey

- Recent Wins: Data Centers, Warehouses, Schools/Universities, Airports

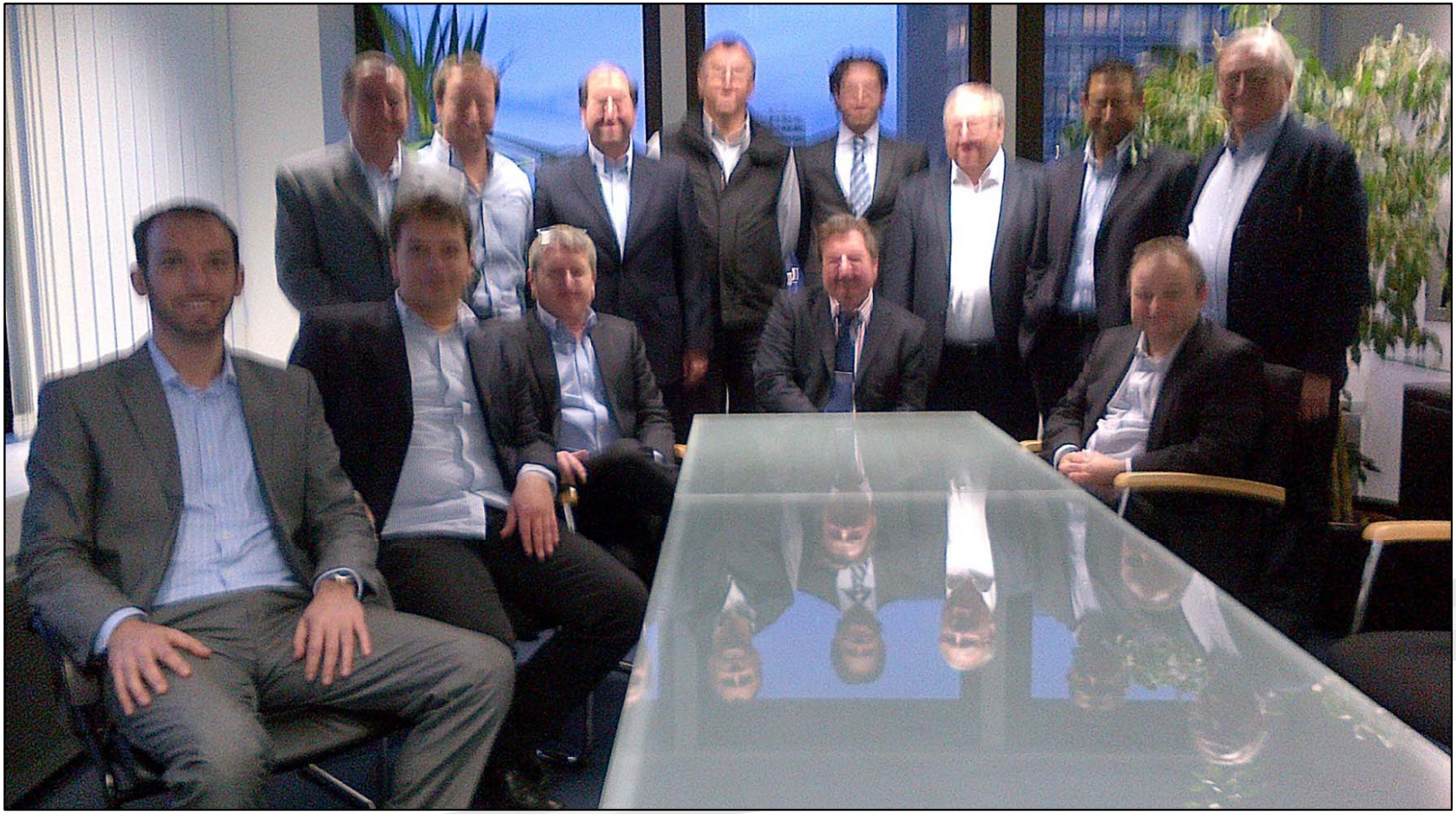
- Office Expansion: EMEA and Asia Pacific

Expansion in EMEA and Asia Pacific

Arecont Vision

Frankfurt Office

Arecont Vision



Shanghai Office

Arecont Vision

Shanghai Office

Arecont Vision

Recent Awards

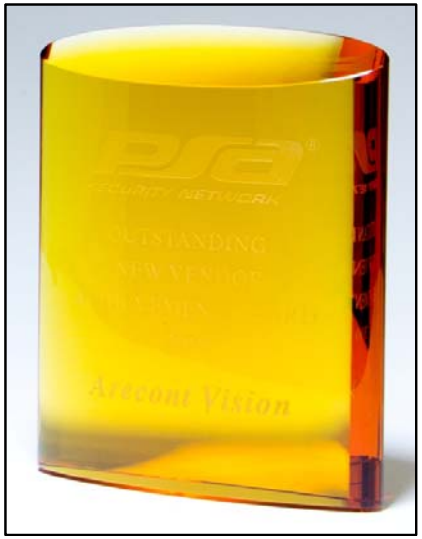
Another Milestone Award!

Arecont Vision

Arecont Vision receives Milestone Middle East partner award at MPOP event in Abu Dhabi

PSA Awards

Arecont Vision



Outstanding New Vendor 2010

Star Vendor 2011

Outstanding Vendor Partner 2012

Premier Partner 2012

Provide the Best

Arecont Vision

SUPERIOR IMAGE

Customers ask: “Why haven’t you shown me this before?”

MANAGED BANDWIDTH

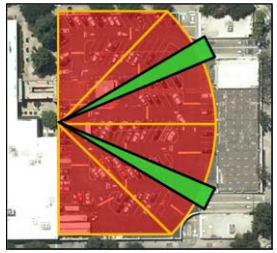
H.264

is the

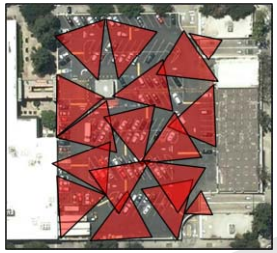
Game Changer

- Fastest Frame Rates
- Smallest File Sizes

BEST ROI



3 vs. 17



- More detail with fewer cameras.
- Real Savings:
  - Installation
  - Management

Arecont Vision

“How I Shot the Bear” [Success Stories]

Chris Sessa

Regional Sales Director

Arecont Vision

Protecting Brooklyn

The Leiby Kletzky Security Initiative

ArecontVision | Subscribe | 30 videos

www.YouTube.com/ArecontVision
[Arecont Vision in the News]

ArecontVision | Subscribe | 30 videos

www.YouTube.com/ArecontVision
[Arecont Vision in the News]

ArecontVision | Subscribe | 30 videos

www.YouTube.com/ArecontVision
[Arecont Vision in the News]

ArecontVision | Subscribe | 30 videos

www.YouTube.com/ArecontVision
[Arecont Vision in the News]

ArecontVision | Subscribe | 30 videos

www.YouTube.com/ArecontVision
[Arecont Vision in the News]

1.3MP
HDTV
VGA
Arecont Vision
Panoramic

How Cost Effective

Arecont Vision

2 Wire Runs
2 Times the Labor

2 Camera License
on NVR

5MP Day/Night	MSRP	QTY	Total
AV5155DN-1HK	$1,500	2	$3,000
MD-WMT2	$150	2	$300
			$3,300

vs

How Cost Effective

Arecont Vision

1 NVR License

Most NVRS

1 Wire Run

5MP Day/Night	MSRP	QTY	Total
AV5155DN-1HK	$1,500	2	$3,000
MD-WMT2	$150	2	$300
			$3,300

20MP Day/Night	MSRP	QTY	Total
AV20185DN-HB	$3,098	1	$3,098
SV-WMT	$160	1	$160
			$3,258

1 Camera

1 Large Coverage Area

Megapixel Value Proposition

Arecont Vision

- **Camera Reduction**
  - Covering a wider FOV results in less lenses, housings, NVR license fees, cable runs, labor time.
  - Less cameras to monitor increases productivity.

- **Resolution Increase**
  - Megapixel allows you to maximize scene resolution, and yield the best image quality possible producing live and archived video with forensic evidentiary value.

- **Camera Reduction + Resolution Increase= Less Cost**

Megapixel Insight

Arecont Vision

A lot of times, people don't know what they want until you show it to them.

— Steve Jobs 1998

Outdoor Video Solutions

KT-AV8000 5 Minute Product Tour KT-AV8000

Will Ferris

Product Engineer

+1.619.270.8415

will@dotworkz.com

New Options for Arecont Vision Outdoors

Arecont Vision

- Extreme Weather Protection
  - -60 F de-icing for optimum camera performance.
  - Cool Dome™ with Active cooling for internal heat removal up to 45F.
  - Wind stabilized housing to reduce long range shimmer.
  - Marine ready for extreme water and salt exposure.

- Complete Vandal Resistance IK10 +++

- Engineered for Single System Install
  - Combines Wireless and other devices in one enclosure for reduced install time .
  - Perfect for Fiber, Cat 5 Extension, wireless, 3G/4G.
  - Small edge recording NVRs such Dotworkz 1TB,4Gig Xero ultra, perfect for Milestone, Exacq.. Other VMS etc.

Arecont Vision

Dotworkz to Assist Arecont Vision Cameras

Arecont Vision

- NVR's built to Reduce Network Resources
- Increases Camera Placement Options
- Multiple Lens Options for long range imaging
  - Boro Silicate
  - HD Glass
  - Bulletproof

  **Tinted and Clear Lenses Available*
- Supports Arecont Vision Megapixel Cameras
  - Dotworkz housing and hardware now compatible with Arecont Vision megapixel and 180/360 cameras

Contact Information

Arecont Vision

Will Ferris

Product Engineer

+1.619.270.8415

will@dotworkz.com

Tech Tips

Ted Brahms
Director of Field Applications

Arecont Vision

Choosing and Installing the Right Enclosure for Your Application

Enclosures

Arecont Vision

- Arecont Vision offers a number of products in our line up that are designed for outdoor use.
- We also offer outdoor housings for our box cameras allowing an end user to select and use longer focal length lenses than are available from our dome camera line up.

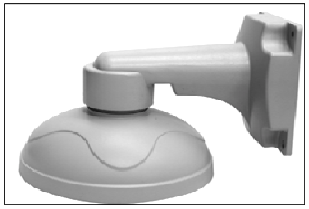
Dome Cameras – MegaDome® Series

Arecont Vision

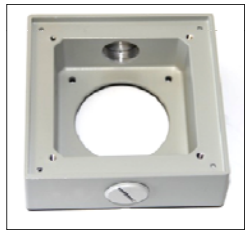
- Includes MegaDome, MegaDome 2, and D4SO cameras and housing.
- Accessories for MegaDome are compatible with all cameras in this series.
- Housings are IP66 rated.
- With out Heater : 0˚C (32°F) to +50˚C (122°F).
- With heater: -30˚C (-22°F) to +50˚C (122°F).

MegaDome / D4SO Series - Accessories

Arecont Vision

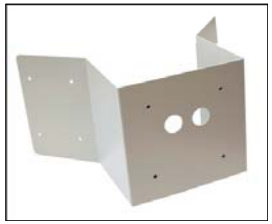


MD-WMT2



SV-JBA
For MD-WMT2 &
SV-WMT

MD-PMA



MD-CRMA

MD-CMT

MD-1HK

Dome Cameras – SurroundVideo® Series

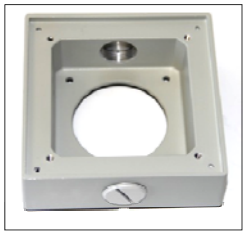
Arecont Vision

- Includes AV8185/8365DN, AV20185DN, 20365DN.
- Some accessories for MegaDome are also compatible with cameras in this series.
- Housings are IP66 rated.
- -30°C to +55°C with Heater, must order “HB” model heater is not field installable.
- 0°C to +55°C with out heater.

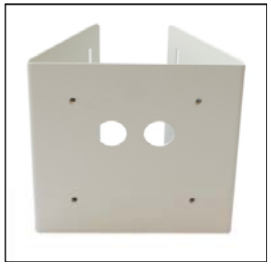
SurroundVideo Series — Accessories

Arecont Vision

SV-WMT

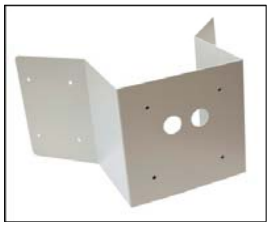


SV-JBA
For MD-WMT2 &
SV-WMT



MD-PMA

SV-CMT



MD-CRMA

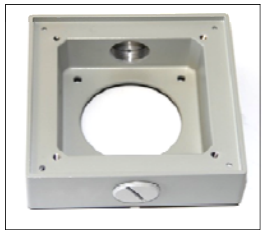
MegaView™ Camera Series

Arecont Vision

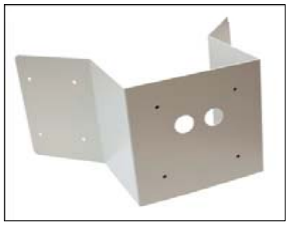
- Includes all MegaView series cameras.
- Some accessories for MegaDome are also compatible with cameras in this series .
- Sunshield & heater standard, MegaView requires separate power for heater and IR, new MegaView v1 models can be powered via PoE for all functions.
- Housings are IP66 rated.
- -30°C to +55°C.

MegaView Series – Accessories

Arecont Vision



For MD-WMT2 & SV-WMT



MD-CRMA

MD-PMA

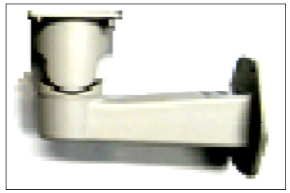
HSG2 Housing

Arecont Vision

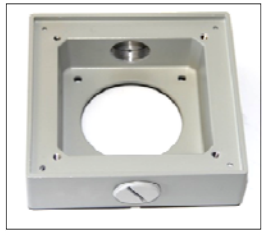
- Can hold any of our compact or mini series MegaVideo box cameras and lens options in our line up.
- Sunshield ships with it, HSG2-WMT wall mount must be ordered separately.
- Some accessories for MegaDome are also compatible with this housing.
- Housings are IP67 rated.
- -40°C to +60°C.

HSG2 Housing – Accessories

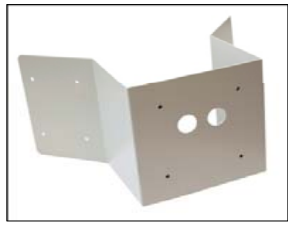
Arecont Vision



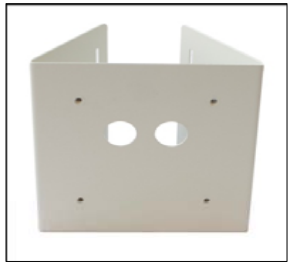
HSG2-WMT



SV-JBA
For MD-WMT2 &
SV-WMT



MD-CRMA



MD-PMA

DOME4 Housing

Arecont Vision

- 4.5” dome can hold any of our compact series box cameras and lens options in our line up.
- There are no accessories available for the DOME4 Housing.
- IP66 rated.
- 0°C to +50°C for DOME4.
- -25°C to +50°C for DOME4-O.
- Not suitable for Wall mounting, surface ceiling mount only.

What is an IP66 Rating?

Arecont Vision

- IP rating = “Ingress Protection” defines the level of protection a housing or device has against solid and liquid intrusion.
- An ingress is an opening to an enclosure
- In the case of Arecont vision the enclosure opening is for network, I/O, and power connections to the camera inside.
- It is critical to protect this opening in the housing to maintain the IP66 capability of the housing.

IP66: What the Numbers Mean

Arecont Vision

IP 66:

- First digit = 6, means protected from entry of dust, specifically: No ingress of dust; complete protection against contact.
- Second digit = 6, means protected against jets of water from all directions; limited to ingress specifically a water jet is defined as a duration of at least 3 minutes at a volume of 100 litres per minute and pressure no more than 100 kN/m² at distance of 3m, the ingress refers to the opening for wire entry in the housing .

You must protect the "ingress" to the housing to maintain IP66 protection for the camera.

Wall Mounting Dome Cameras

Arecont Vision

- When wall mounting dome cameras outdoors on a wall you should **always** use a wall mount bracket and junction box to protect the “ingress” opening to the camera.
- The wall mount and junction box combined will prevent water running down the wall and into the camera housing, and help prevent condensation pooling inside the camera.
- Use of a camera heater will also help prevent condensing of humidity in the air inside the camera by preventing a temperature difference between the inside and outside of the camera housing.

Example – Wall Mounting

Arecont Vision

- If drilling hole through wall with Masonry or Stucco use ¾” conduit to connect the back of SV-JBA to the wiring inside the building.
- Wrap the conduit threads with Teflon tape before connecting to conduit plug in the back of SV-JBA box .

Example – Wall Mounting through Wall

Arecont Vision

- Use the appropriate wall mount accessory for the housing to connect the camera to the SV-JBA.

Example – Wall Mount Surface Conduit

Arecont Vision

- Use flex or hard conduit to connect to bottom ¾“ plug hole on SV-JBA to create a “drip loop” keeping condensation or moisture in the conduit away from the camera.

“flex” conduit

Arecont Vision Confidential

Arecont Vision

Customer Service
Technical Support

Darrel Tisdale
Director of Quality and Technical Support
June 20, 2012

Tech Support

Arecont Vision

- Website: www.arecontvision.com
- FAQ page: faq.arecontvision.com
- 3 ways to contact us
  - Portal - http://support.arecontvision.com
  - Phone
    - Europe: +49 2433 44 69 1015
    - US: 818-937-0700 x3 or 877-226-3728
  - Email: support@arecontvision.com

Typical Questions

Arecont Vision

- Information request
  - Technical specifications
  - Confirmation of correct accessories
- Assistance with camera setup
  - Camera discovery and configuration
- Troubleshooting camera problems
  - Basic to complex

Troubleshooting

Arecont Vision

- "Why!? It's a camera problem…"
  - Evaluate all parts of the total solution

Server resources
OS / Virtual OS
NVR / VMS
Other devices on the network

Camera Return Process

Arecont Vision

- What we need:
  - Camera model and MAC address.
  - Your name, company name, address and phone.
  - Problem description.
- Advanced replacements are available for cameras in warranty.
  - Fill out the Advanced Replacement form.

Out of Warranty Process

Arecont Vision

- Out of warranty fee agreement.
- Ship camera to US or Germany.
- Diagnosis.
- If repairable – notified of charges.
- Camera returned after payment confirmed.
- Return shipping included.

Marketing Support

Mark Espenschied
Director of Marketing Communications

Marketing and You

Arecont Vision

- Our Value Proposition Contributes to Your Profitability
  - Superior Image
  - Managed Bandwidth
    - Fastest Full Frame Rates
    - Smallest File Sizes
  - Best Return on Investment
- Communicate to Us What You Need to Be Successful

Upcoming Shows - 2012

Arecont Vision

June

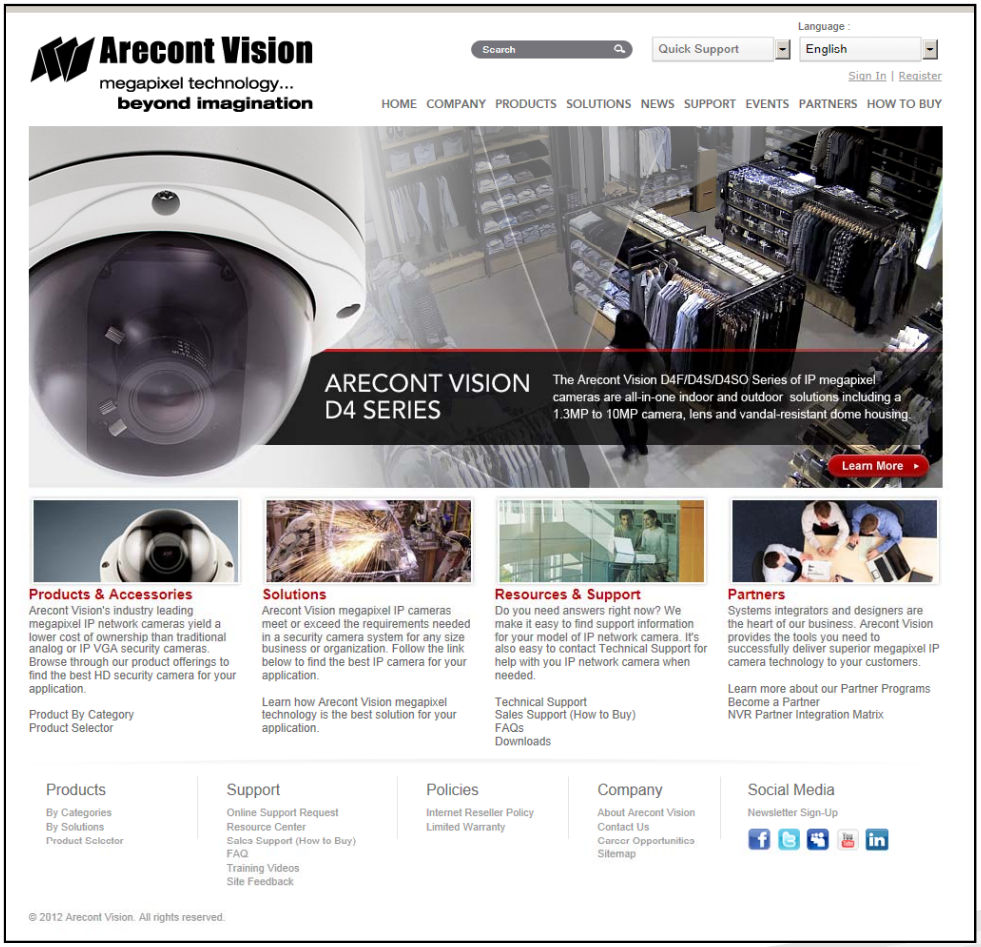
- June 19-21, 2012, IFSEC South Africa, Johannesburg, South Africa
- June 19, 2012, ADI Expo – Cincinnati, Cincinnati, OH,
- June 19, 2012, ADI Expo – Winnipeg, Winnipeg, Canada
- June 20, 2012, Volutone - Van Nuys, CA
- June 21, 2012, IP User Group – Newport, Newport Wales, UK
- June 21, 2012, ADI Expo – Albuquerque, Albuquerque, NM
- June 26, 2012, ADI Expo – Denver, Denver, CO

July

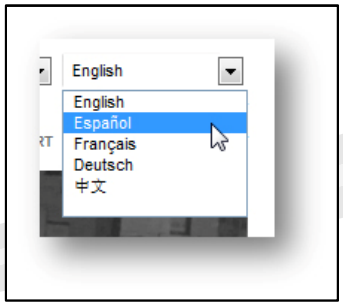
- July 7-13, 2012, National Technical Investigators\ Association, Austin, TX,
- July 12, 2012, IP User Group – Guatemala, Guatemala City, Guatemala
- July 12, 2012, ADI Expo – Lenexa, Lenexa, KS
- July 12, 2012, ADI Expo - Halifax, NS, Halifax, Canada
- July 18, 2012, ADT Road Show – Texas, Houston, TX
- July 19, 2012, ADI Expo, Raleigh, NC, Raleigh, NC
- July 31, 2012, ADI Expo – Tampa, Tampa, FL

www.ArecontVision.com

Arecont Vision



- **New Look & Feel**
  - More interactive
  - Support Section
  - Product Selector
  - Design Tools
  - Videos and Images
  - Collateral



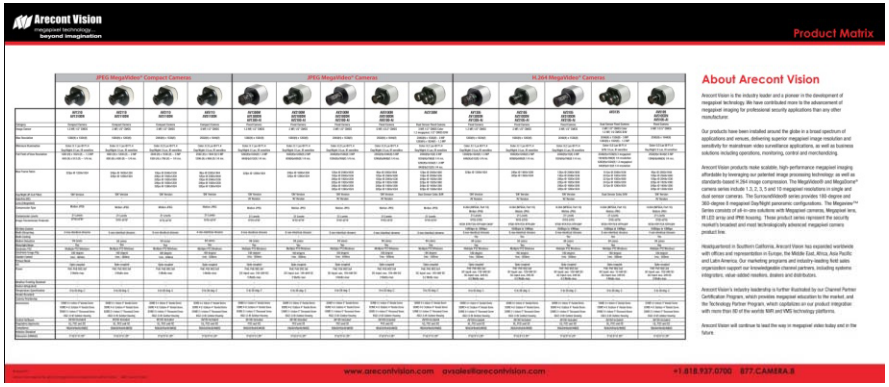
Data Sheets

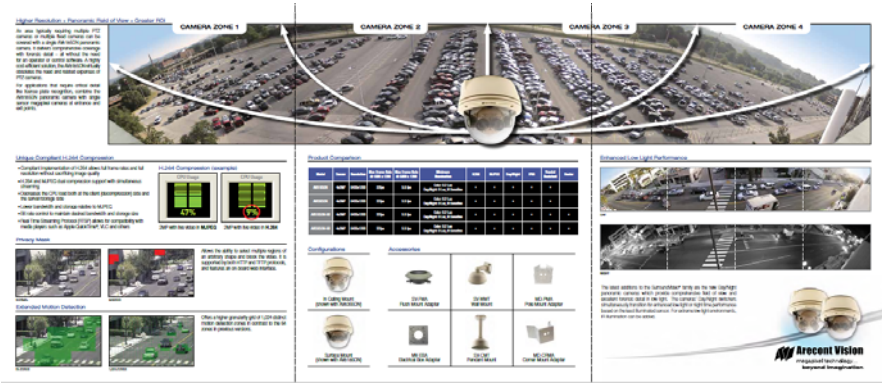
Arecont Vision

Arecont Vision Confidential

Brochures

Arecont Vision





- Brochures – Available in English, French, German, Spanish & Simplified Chinese
  - SurroundVideo
  - New MegaVideo
  - MegaView
- New Product Matrix with all newly launched products
- New Mini Catalog with all newly launched products

Case Studies

Arecont Vision

Social Media

Arecont Vision

News from Arecont Vision is now available on the following web pages:

- www.twitter.com/arecontvision
- www.facebook.com/arecontvision
- www.youtube.com/arecontvision
- www.myspace.com/arecontvision

- **LinkedIn**
- Arecont Vision maintains a corporate profile on LinkedIn (www.linkedin.com/company/arecont-vision).
- You can join the Arecont Vision News Group (http://www.linkedin.com/groups/Arecont- Vision-News-3896773?mostPopular=&gid=
- 3896773).

- **Corporate Blog**
- Arecont Vision news can also be found on our corporate blog page, www.arecontvision.com/blog. You can subscribe to our blog RSS feed at http://www.arecontvision.com/blog/feed/rss2.

MegaVertical Presentations

Arecont Vision

- Include
  - Case Studies
  - Market Statistics
  - Video Clips and Images
  - Design Layouts
  - Reference Information

Arecont Vision

Megapixel Solutions for Education

The Unique Needs of Education

Arecont Vision

2010 SECURITY MAGAZINE 500

Budget Trends:

Increased	47%
Decreased	6%
No Change	41%

Security Budget/Employee	$2,145
Security Budget/Operations Budget	.99%
Security Budget/Employee	$458

Critical Issues:

- Funding/Budget
- Security Technology
- Training
- Hiring/Retaining Personnel
- Drugs/Alcohol Abuse
- International Expansion
- Facilities Management
- Student Mental Health Issues
- Student Compliance

SECURITY 500 2010 ANALYSIS

"Schools have to do more to identify individuals, assess the intent and ability of those individuals to execute a threat and ultimately, manage that threat to disrupt an attack."

The Unique Needs of Education

Arecont Vision

2011 CAMPUS SAFETY MAGAZINE

YEARBOOK ▸ TECHNOLOGY STATISTICS

Technology

VIDEO SURVEILLANCE, mass notification, access control and emergency communications interoperability continue to pose challenges for many campus safety protection professionals. These technologies brought out some of the strongest negative reactions from respondents to CS' "How Safe Is Your Campus?" survey.

Half of university respondents and 42% of K-12 respondents express some or a strong degree of dissatisfaction with their security cameras. More than one in three hospital respondents (34%) say they disagree somewhat or strongly with the statement "I am satisfied with the quality and coverage of my campus' video surveillance systems."

Nearly two in five K-12 and hospital respondents (40% and 39% respectively) indicate they are not happy with their mass notification systems.

All three types of campus respondents also express dissatisfaction with their access control systems. More than two in five universities (44%), 39% of K-12 schools/districts and 26% of hospitals say they disagree somewhat or strongly with the statement "I am satisfied with the quality and coverage of my campus' access control system(s)."

Emergency communications fare only slightly better: 36% of universities, 29% of K-12 schools/districts and 29% of hospitals say they are dissatisfied with the quality, coverage and interoperability of their emergency communications systems.

All three sectors also express concerns about the policies, protocols and training supporting their campus public safety and security technology.

The only technology that receives relatively high marks is fire safety. More than four in five hospital respondents (82%), 85% of K-12 respondents and 63% of college survey takers either agree somewhat or strongly with the statement "I am satisfied with the quality and coverage of my campus' fire safety solution(s)."

I am satisfied with the number and quality of mass notification systems we currently have on campus.

	Universities	K-12 Schools	Hospitals
Strongly Agree	30%	23%	19%
Agree Somewhat	36%	35%	29%
Neither Agree nor Disagree	9%	2%	17%
Disagree Somewhat	14%	31%	16%
Strongly Disagree	10%	9%	23%

I am satisfied with the quality and coverage of my campus' video surveillance system(s).

	Universities	K-12 Schools	Hospitals
Strongly Agree	15%	12%	23%
Agree Somewhat	26%	33%	34%
Neither Agree nor Disagree	9%	12%	9%
Disagree Somewhat	23%	21%	18%
Strongly Disagree	27%	21%	16%

I am satisfied with the quality and coverage of my campus' access control system(s).

	Universities	K-12 Schools	Hospitals
Strongly Agree	9%	20%	24%
Agree Somewhat	32%	23%	44%
Neither Agree nor Disagree	15%	18%	6%
Disagree Somewhat	20%	24%	12%
Strongly Disagree	24%	15%	14%

I am satisfied with the quality and coverage of my campus' fire safety solution(s).

	Universities	K-12 Schools	Hospitals
Strongly Agree	23%	39%	42%
Agree Somewhat	40%	40%	40%
Neither Agree nor Disagree	15%	9%	12%
Disagree Somewhat	15%	5%	4%
Strongly Disagree	6%	0%	2%

I am satisfied with the quality, coverage and interoperability of my institution's emergency communications systems.

	Universities	K-12 Schools	Hospitals
Strongly Agree	15%	21%	16%
Agree Somewhat	34%	40%	42%
Neither Agree nor Disagree	15%	10%	12%
Disagree Somewhat	21%	22%	18%
Strongly Disagree	15%	7%	11%

I am satisfied with the policies, protocols and training supporting our campus' public safety and security technology.

	Universities	K-12 Schools	Hospitals
Strongly Agree	12%	19%	24%
Agree Somewhat	35%	40%	33%
Neither Agree nor Disagree	23%	12%	19%
Disagree Somewhat	16%	25%	17%
Strongly Disagree	13%	4%	7%

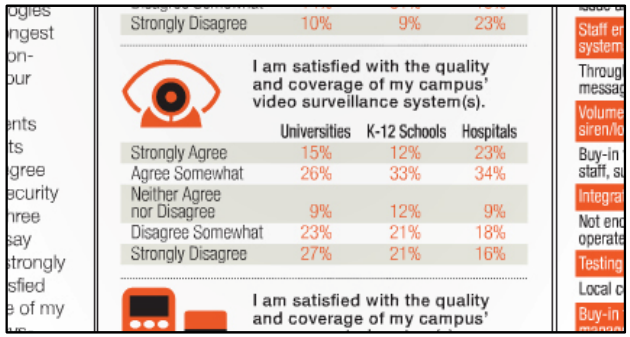
Mass notification challenges you've experienced:

Student enrollment in text message alert systems... 31%
Message delivery verification...30%
Cost... 28%
Database management and updates (cell number, name, etc.)... 27%
Determining when it is appropriate to issue an alert... 24%
Staff enrollment in text message alert systems... 23%
Throughput (speed and delivery) of text messages/IT system overload... 20%
Volume and intelligibility of siren/loudspeaker systems...
Buy-in from community (all staff, surrounding commun
Integration of disparate sys
Not enough staff to manage/operate systems... 17%
Testing our systems... 16%
Local cell carrier issues...
Buy-in from management/administratio
E-mail and cell spam filters
Equipment maintenance...
Clarity regarding who has a issue alerts... 10%
Crafting our written/verbal messages... 9%
Parent enrollment in text m alert systems... 4%

Top fire protection ch
System maintenance...42%
False alarms... 47%
Our current system(s) won't with our other non-fire syst as mass notification... 32%
Convincing administration stakeholders of the need fo fire systems... 28%
We have many types of fire that are not standardized w work well with each other
System design flaws... 24%
Finding the right integrator upgrade our fire detection s
System not in compliance with fire code (NFPA)... 8%
Our facilities are old; doing retrofits will damage the decor... 8%
Vandalism/pranks resulting in non-functioning or poorly functioning fire detection system... 7%
Smoke detection... 5%
Potential for terrorism involving fire-bombs, incendiary devices, etc... 5%
We don't understand how to comply with Campus Fire Safety Right-to-Know Act (higher education institutions only)... 4%
Arson... 2%
Other... 12%

Source: Campus Safety 2nd Annual Fire Survey

YEARBOOK 2011 CAMPUS SAFETY 15



Strongly Disagree	10%	9%	23%

I am satisfied with the quality and coverage of my campus' video surveillance system(s).

	Universities	K-12 Schools	Hospitals
Strongly Agree	15%	12%	23%
Agree Somewhat	26%	33%	34%
Neither Agree nor Disagree	9%	12%	9%
Disagree Somewhat	23%	21%	18%
Strongly Disagree	27%	21%	16%

I am satisfied with the quality and coverage of my campus'

"Half of university respondents and 42% of K-12 respondents express some or a strong degree of dissatisfaction with their security cameras."

The Unique Needs of Education

Arecont Vision

EDUCATION STATISTICS

Public Schools

- During the 2007–08 school year, 85 percent of public schools recorded that one or more incidents of violence, theft or other crimes, had taken place, amounting to an estimated 2.0 million crimes.
- Institutions must also provide safety and security for parking areas, concerts and athletic events

The Unique Needs of Education

Arecont Vision

EDUCATION STATISTICS

Colleges and Universities

- During the 2007–08 school year, 85 percent of public schools recorded that one or more incidents of violence, theft or other crimes, had taken place, amounting to an estimated 2.0 million crimes.
- In 2009, one university alone had:
  - Theft of university property totaling $126,987
  - 432 incidents of theft or loss of personal property
    - Total loss $87,439
  - 39 burglaries totaling $38,104
  - A college or university is more than just a place to learn, it is a home for hundreds and more often thousands of people.
    - In 2009, there were almost 200 forcible sex offenses, 24 robberies, 85 aggravated assaults and over 1000 burglaries on college campuses.
- Institutions must also provide safety and security for parking areas, concerts and athletic events.

Corporate Overview

Arecont Vision

COMPANY BACKGROUND

- **Who**: Leaders in Megapixel HD IP Cameras
- **When**: April 3, 2003
- **Why**: Dramatically Improve Video
- **Where**: HQ in Glendale, CA
- **How**: 100% In-House Designs

Arecont Vision and Education

Arecont Vision

EDUCATION CLIENTS

- Madaba University, Jordan
- Collegio Cumbres Colinas, Mexico
- University of Puerto Rico
- Catholic Boys School Guadalajara, Mexico
- Pomona Unified, California
- Upland Unified, California
- Purdue University
- Brownsburg Schools, Indiana
- Kankakee Valley Schools, Indiana
- Bartholomew Schools, Indiana
- Mt. Vernon Schools, Ohio
- Jestman County Middle School, Missouri
- Union Schools, New Jersey
- Edison Schools, New Jersey
- Paterson Eastside Schools, New Jersey
- Buckley School, New York City
- Harvard University
- University of Rhode Island
- George Mason University
- Florida International University
- Academia Sinica, Taiwan
- Bethel School District
- Birmingham Secondary Schools – United Kingdom
- Cassville School District, Missouri
- Chandler School District
- Cowley College
- Crawford County School District, Missouri
- Hannibal School District, Missouri
- Industrial Technology Research Institute
- Kennesaw State University
- Lincoln Unified School District, Nebraska
- London Secondary Schools, United Kingdom
- Miami Dade Public Schools, Florida
- Midlands Secondary Schools, United Kingdom
- Milan School District, Missouri
- National Chung Hsing University, Taiwan
- National Taipei University of Technology, Taiwan
- Joplin Public School, Missouri
- North Kansas City Schools, Missouri
- Omaha Public Schools, Nebraska
- Pekin High School, Illinois
- Moravian University, Pennsylvania
- Muhlenberg University, Pennsylvania
- Gettysburg University, Pennsylvania
- Hanover School District, Pennsylvania
- York Technical School, Pennsylvania
- Bethlehem School District, Pennsylvania
- Camden School District, New Jersey
- Pittsgrove School District, New Jersey
- Claton School District, New Jersey
- Deptford School District, New Jersey
- Capital Prep, New Jersey
- Riverside School District, New Jersey
- Clark University, Worchester, MA
- Hacettepe University, Ankara

Arecont Vision and Education

Arecont Vision

APPLICATIONS AND SOLUTIONS

- Overall Security w/enough detail for student and staff ID and vehicle/license plate ID (a previous compromise in schools due to the size of campus)
- Uniforms make ID more challenging – Megapixel provides ability for facial detail
- Prevention of False Claims
- Graffiti Prevention
- Improve Staff Productivity
- Resolve Staff and Student Disputes
- Increased coverage of potential areas of concern
- Ability to cover more with less (instead of manpower to control PTZ's, 180's can cover it all of the time)
- Increased detail equals better forensics and reduced time from security professionals in post event investigations

- Remote Accessibility
  - Monitor video between administration offices and remote locations.
- Easy future proof integration
  - Megapixel provides better image quality
  - Easily migrate existing system to HD
- Scalability and Flexibility
  - Easily expand your system to meet growing needs
- Cost effectiveness – Lower total cost of ownership
  - Less cameras, licenses and accessories
  - Use existing infrastructure
  - Lower maintenance
  - Lower operational costs
- Distributed intelligence
  - Put intelligence where you want it – Motion Detection or system based analytics
  - Reduce false alarms
- Proven Technology
  - 1,000s of installations across the entire security market
  - Applicable to any installation

Arecont Vision and Education

Arecont Vision

KEY NEEDS FOR EDUCATION

- **What are your primary risk areas?**
  - Classrooms
  - Public Areas
  - Offices
  - Cafeteria
  - Indoor Athletic Facilities
  - Outdoor Athletic Facilities
  - Parking Lots and Structures (Visitor & Staff Safety)
  - Corridors (Vandalism, guest/staff safety)

Arecont Vision and Education

Arecont Vision

KEY NEEDS FOR EDUCATION

- **What do you want to achieve out of your system?**
  - Security and life safety
  - Deterrence
  - Analyze behavior patterns
  - Loss reduction
  - Liability claim reduction
  - Documentation and forensics

Arecont Vision and Education

Arecont Vision

KEY NEEDS FOR EDUCATION

- **What are your application considerations?**
  - First responder surveillance access
  - Training (campus police, and faculty training)
  - Records Management Integration
  - Video Motion Detection
  - People Counting
  - Area Monitoring
  - Slip & Fall
  - Documentation & Case Files
  - License Plate Recognition
  - Public View
  - General Surveillance

Arecont Vision and Education

Arecont Vision

KEY NEEDS FOR EDUCATION

- **What are your system considerations?**
  - NVR Platform
  - Lighting Requirements
  - Available Bandwidth (HQ)
  - Available Bandwidth (remote access)
  - Storage Duration
  - Shared Architecture – e.g. Records Management

Applications and Solutions

Arecont Vision

PRODUCT APPLICATIONS FOR EDUCATION

- Classroom, Cafeteria and Quad, Situational Awareness: AV8185 (Panoramic)
- Over Reception, records management integration: AV1315 (1.3MP Compact)
- Front Entrance Outdoor, Face ID: AV2825IR (2MP MegaView)
- Front Entrance Indoor, PVM integration, AV2155 (2MP MegaDome)
- Parking Lot, Situational Awareness: AV8185 (Panoramic)
- Parking Lot, License Capture: AV3135, AV5105 (Dual Sensor, 5MP)
- General Surveillance, Hallways: AV1315, AV2815, AV1355 (Compact, MegaDome)

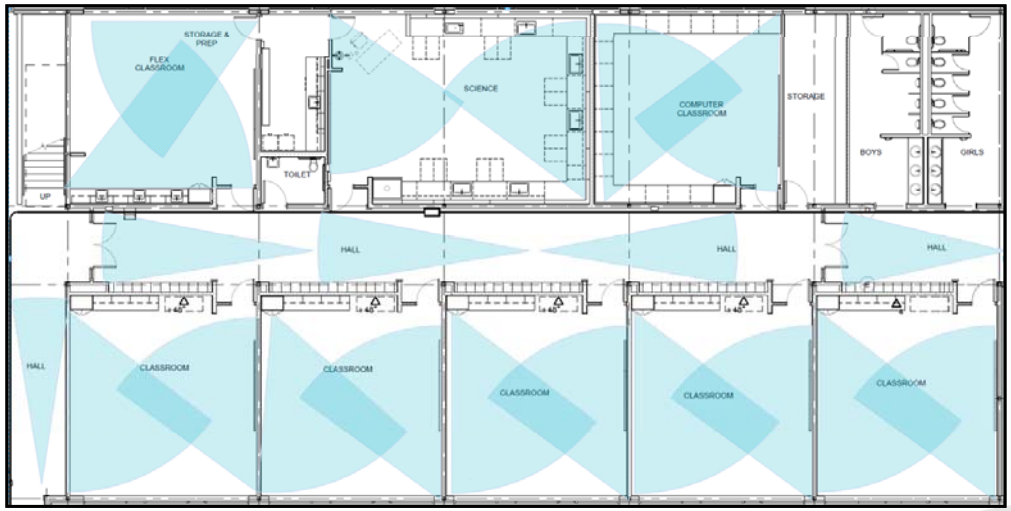
Applications and Solutions

Arecont Vision

CAMERA REDUCTION / INCREASED RESOLUTION | CLASSROOM

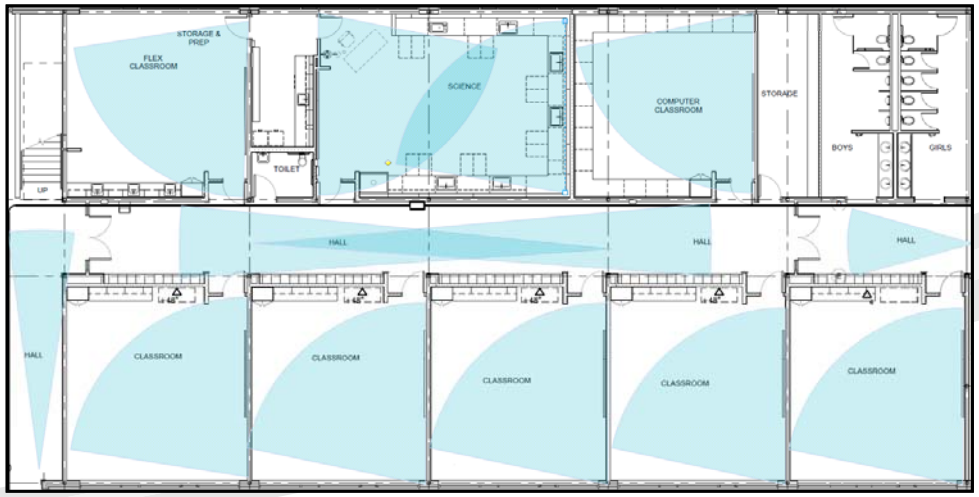
Analog

21 cameras to cover classrooms.



Megapixel

13 Arecont Vision 1 megapixel cameras yield better clarity and more than double the resolution.



Applications and Solutions

Arecont Vision

CAMERA REDUCTION / INCREASED RESOLUTION | CLASSROOM

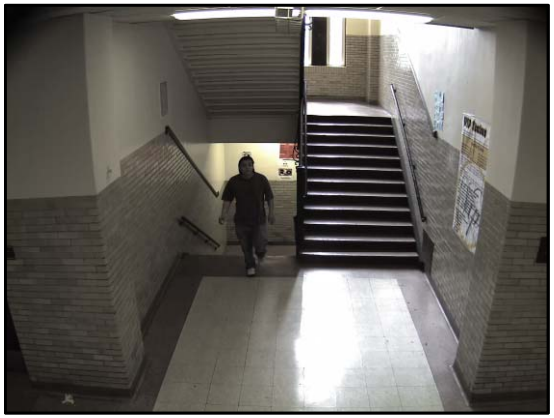
	Analog				VGA (SD)				MegaPixel		
	Qty	Cost	Extended		Qty	Cost	Extended		Qty	MSRP	Extended
Dome Cameras 768 x 494	21	$430	$9,030	Dome Cameras 640 x 480	21	$680	$14,280	Dome Camera (1MP) 1280 x 1024	13	$1,190	$15,470
Encoder Channels	21	$200	$4,200								
NVR Lics	21	$300	$6,300	NVR Lics	21	$300	$6,300	NVR Lics	13	$300	$3,900
Cables	21	$150	$3,150	Cables	21	$100	$2,100	Cables	13	$100	$1,300
Power Supplies	21	$20	$420								
Labor (2/cam)	42	$95	$3,990	Labor (3/cam)	63	$95	$5,985	Labor (3/cam)	39	$95	$3,705
30 Days Storage (2TB drives)	1	$1,000	$1,000	30 Days Storage (2TB drives)	1	$1,000	$1,000	30 Days Storage (2TB drives)	2	$1,000	$2,000
System Cost			$28,090	System Cost			$29,665	System Cost			$26,375
Total System Pixels	7.96 MP			Total System Pixels	6.45 MP			Total System Pixels	17.03 MP		

Seeing is Believing

Arecont Vision

MEGAPIXEL DETAIL AND CLARITY

Classroom



Stairways/Hallways

Cafeteria

Parking Lot

Seeing is Believing

Arecont Vision

CASE STUDY | PURDUE UNIVERSITY

Customer Needs

A high resolution video surveillance system passively monitored by campus police dispatchers to focus on situations that:

- May require police, fire or safety assistance.
- As well as to protect staff, students and visitors to the campus from being victimized.
- The system will also be used for behavior analysis, traffic patterns and security for athletic events.

Solution

- All models of Arecont Vision MegaDomes and SurroundVideo cameras are being deployed at 54 locations in Phase 1 and 56 locations in Phase 2.
- OnSSI provides the VMS solution with DELL servers and Direct Attached Storage.
- The system resides on the university network with a 20GB backbone.
- The project will be in two phases and is budgeted at 1.4M.

Arecont Vision Confidential

Seeing is Believing

Arecont Vision

CASE STUDY | SALEM HIGH SCHOOL

New Jersey High School Needed to Cover Unique Hallway with One Camera

Single Arecont Vision Camera Takes the Place of Multiple VGA Cameras

CHALLENGE

• A hexagonal hallway connects three wings, presenting a unique video surveillance challenge. The multiple angles of the hexagonal design suggested a need for more than the usual number of cameras to cover the area.

SOLUTION

• One Arecont Vision 5 megapixel camera

•Theia Technologies' ultra-wide rectilinear lens

Seeing is Believing

Arecont Vision

CUSTOMER TESTIMONIAL

"We did the math, and we knew the Arecont Vision 5105 camera could pull off the application in the hexagonal hallway."

—Salem High School Representative, New Jersey

Seeing is Believing

Arecont Vision

CUSTOMER TESTIMONIAL

"When we saw the capabilities of the megapixel system, the clarity and the ability to zoom in on recorded video, and saw that it was within our budget, it was a no-brainer to go with this system."

—Jeff Van Zee, Director of Facilities, Union R-XI School District

mespenschied@arecontvision.com

Let us help you.

Questions?

Arecont Vision

Thank You!

Next Customer Webinars:

Wednesday, July 18, 2012