

Increase Your Business with Arecont Vision
Megapixel IP Technology:

Arecont Vision Update

Focus on Education

Customer Webinar
15 October 2014



Leading the Way in Megapixel Video

- **Arecont Vision Update**
- **Product Update**
- **Sales Operation Update**
- **Partner Presentation**
- **How I Shot the Bear**
- **Tech Tips and Tricks**
- **Marketing Update**
- **Q&A**

Scott Schafer [Executive Vice President]

Brad Donaldson [Director of Product Management]

Jason Schimpf [Director of Sales Operations]

Frank Iezzi [Director of Sales, Mango DSP]

Mohammed Khoga [Regional Sales Manager]

Ted Brahms [Director of Field Applications]

Jeff Whitney [Vice President of Marketing]

Arecont Vision Update

Scott Schafer

Executive Vice President



Leading the Way in Megapixel Video

- Record 3rd Quarter and YTD!

- Key new products and technologies shipping
 - STELLAR Low Light in MegaDome2
 - AV3236DN (dual sensor)
 - Omni-Directional Camera System
 - Panomorph Camera
 - Telephoto Camera
 - AV12366DN

- Key products shipping very soon
 - 4K Camera

- Excellent Progress with VMS/NVR Partner integration
 - Improved camera discovery
 - Improved feature integration and performance
 - Better overall support

- Quality and Service
 - RMAs continue to be at very, very low levels!
 - Strong Support of the Arecont Vision Advance Replacement Process (NEW HOW-TO VIDEO ON WEBSITE)
 - Excellent Technical Support call and JIRA on-line answering results!
 - Project Registration Process is a winner! (NEW HOW-TO VIDEO ON WEBSITE)

- We are now Celebrating our 11 Years of Leading the Way in Megapixel Video!

Detektor - Best CCTV Product 2014 is AV12366DN!



2014 Sales and Marketing Awards

Award	Winner
International Manufacturer's Representative Firm of the Year	Pxlines
North American Manufacturer's Representative Firm of the Year	Campion Sales
International Manufacturer's Representative Sales Person of the Year	Glenn Patrizio
North American Manufacturer's Representative Sales Person of the Year	Shannon Diddell
International Regional Sales Leader of the Year	Paul Taggar
North American Regional Sales Leader of the Year	John Keltner
International Rookie Sales Leader of the Year	Mohammed Khoga
North American Rookie Sales Leader of the Year	Kyle Parker
International Inside Sales Manager of the Year	Jeff Liao
North American Inside Sales Manager of the Year	Acdaela Valencia
Most Improved International Sales Leader	Erik Oudendijk
North American Outstanding Territory Management	Carl Huntsman
North American Strategic Account Recognition Award	Joe Pitman
Sales Excellence Award for Outstanding Support of Arecont Vision's Sales Team	Diego Simkin
Sales Excellence Award for Outstanding Support of Arecont Vision's Customers	Ted Brahms
Marketing Employee of the Year	Morgan Zerries



Customer Satisfaction Survey Results

August 2012 through September 2014

Delighted and Satisfied Scores (does not include somewhat satisfied, somewhat dissatisfied, disappointed)

- Arecont Vision stands behind their products 94%
- Arecont Vision is a valued partner to your business 93%
- Satisfaction with Arecont Vision product line 89%
- Quality 88%

Very strong improvement in key areas: technical support, RMA process, pre-sale support, pricing, training, confident in selling Arecont Vision, ease of doing business

- End Users activity is high
 - City Surveillance opportunities globally
 - Banks are delighted with security systems with our megapixel IP cameras
 - Stadiums are able to recognize faces in every seat with 100 cameras vs. 2,000
 - Hotels and malls receive excellent benefit using fewer cameras with great frame rates
 - Acceptance very strong of Omni, STELLAR
 - Megapixel cameras provide the best ROI
- Systems Integrators are working more closely with Arecont Vision
 - Tyco, Siemens, G4S, CHIP, and others driving much more activity
 - Training
 - Demonstrations
 - Project Registrations
- Distributors are leading with Arecont Vision
 - Anixter, ADI, ScanSource, CSC, Harco showing more intensity
 - Distributors and their SI/dealers make more money with Arecont Vision
 - SI/Dealers requesting Arecont Vision products more than ever before!





ASIS 2014: Proud of their developments!







Before: PTZ



Arecont Vision® 12MP WDR H.264



- **After:** Arecont Vision®
12MP WDR H.264 in
daytime



- **After:** Arecont Vision® 12MP WDR H.264 at night (with lights on)



- **After:** Arecont Vision®
12MP WDR H.264 at
night (with lights off)

- Our company continues to deliver excellent new products and results!
- Customer Satisfaction is strong!
- Strongest product line...EVER!
- Improvements in Quality and Support continue...you will continue to notice the difference!
- Excellent operations performance—on time delivery allows you to sell, less administration!
- Pricing with a Project Registration is key to your success—it is a real difference maker for you!
- Customers make more money (profit)
 - Distributors
 - SI/Dealers
- Customer Visits to WHQ
- Strong Opportunities are right in front of you: Financial, Retail, Data Centers, Commercial, Manufacturing, Education, Stadiums, City Surveillance, Distribution Centers...

Product Update

Brad Donaldson

Director of Product Management

MegaDome® 2

1.2–10MP H.264 All-in-One Motorized P-Iris Lens
Day/Night IR Indoor/Outdoor Dome IP Cameras with
Wide Dynamic Range (WDR) and STELLAR™ Models

Highlighted Features Include:

- Wide Angle or Telephoto Motorized Remote Focus/Zoom Auto-Iris or P-Iris Lens
- P-Iris Control to Get Best Depth of Field and Image Clarity (PM Models)
- STELLAR™ Low Light Technology Reduces Motion Blur, Noise and Storage Requirements, While Enhancing Contrast and Allowing Color Imaging in Near Complete Darkness on 1.2MP Models
- Optional True WDR up to 100dB at Full Resolution Available on Some 1080p and 3MP Models: See Clearly in Shaded and Bright Light Conditions Simultaneously



STELLAR™ Technology

The Future of Low Light Video Surveillance.

(S^{space}patio T^{time}Emporal Low Light ARchitecture)

Highlights:

- Superior Low Light Technology
- Patented Noise Reduction Algorithm
- Motion Blur Reduction
- Low Bit Rate and Storage Requirements
- Adaptive Contrast Enhancement
- Full Color in Near-Complete Darkness



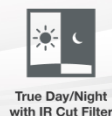
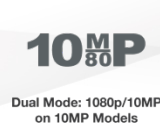
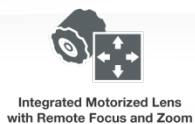
STELLAR™
Low Light Technology
on 1.2MP Models

MegaView® 2

1.2–10MP H.264 All-in-One Motorized P-Iris Lens
Day/Night IR Indoor/Outdoor Bullet-Style IP Cameras with
Wide Dynamic Range (WDR) and STELLAR™ Models

Highlighted Features Include:

- Wide Angle or Telephoto Motorized Remote Focus/Zoom P-Iris Lens
- P-Iris Control to Get Best Depth of Field and Image Clarity
- STELLAR™ Low Light Technology Reduces Motion Blur, Noise and Storage Requirements, While Enhancing Contrast and Allowing Color Imaging in Near Complete Darkness on 1.2MP Models
- Optional True WDR up to 100dB at Full Resolution Available on Some 1080p and 3MP Models: See Clearly in Shaded and Bright Light Conditions Simultaneously



SurroundVideo® Omni

12MP WDR or 20MP H.264 All-in-One Omni-Directional User-Configurable Multi-Sensor Day/Night Indoor/Outdoor Dome IP Cameras

Highlighted Features Include:

- 12MP WDR and 20MP Configurations
- Multiple Lens Options in a Single Camera Housing from 2.8mm up to 16mm
- Up to 4 Individual Camera Gimbals can be Independently Placed in any Orientation Around a 360° Track with Extra Positions for Looking Straight Down
- True WDR up to 100db at Full Resolution: See Clearly in Shaded and Bright Light Conditions Simultaneously
- Ultra Discrete, Low-Profile Housing
- True Day/Night Functionality with Mechanical IR Cut Filter
- Complete Mounting Options
- Binning Mode for Strong Low Light Performance



Multi-Sensor Omni



Omni-Directional Track with 4 Customizable Sensors



270° FOV Capable



Wide Dynamic Range on 12MP Models



True Day/Night with IR Cut Filter



Pixel Binning Mode



Dual Encoder H.264/MJPEG



Ultra Low Profile Design



Impact / Weather Resistant IK-10 and IP66 Rated

Sales Operations Update

Jason Schimpf

Director of Sales Operations

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- 5 year warranty option is now available!
- Standard warranty is 3 years, option to purchase 2 additional years
- Simple & Fast!
 - AV will register the MAC addresses when the cameras are ordered
 - No need for customers to register after purchasing
- Available through Project Registration program
 1. Register the project online
 2. Contact inside sales to request extended warranty on the registration
 3. Online automation planned for 1Q15
- Price varies by product family, \$30-\$130 per camera
 - Contact your sales manager for specific pricing

- Available on the following product families:

Compact D4 Series MegaBall MegaDome MegaView MicroDome SurroundVideo

5
Year
Warranty

- Fully refurbished products at great prices!
- 3 year warranty option available
- Available until December 31, or while supplies last
- Products Available:
 - SurroundVideo: AV8185, AV8365, AV20185, AV20365
 - Mini MegaVideo: AVxx05
 - Compact MegaVideo: AVx115 (non-v1 models)
 - MegaDome 1: AVx155, AVx355
 - MegaView 1: AVxx25 (non-v1 models)
- Contact your Inside Sales Manager for more details
 - Find your ISM at <http://www.arecontvision.com/wheretobuy.php>

A large, bold, red letter 'B' is positioned above the words 'Stock Sale' in a red, sans-serif font. The background features light gray wavy lines.

- Theme: Block Your Time
- *I make sure to schedule times during the day that I can check email and return phone messages with the goal of being able to get back to people within the same business day. This also allows me to focus completely on the people I am in front of during appointments, knowing that I have set time aside later to get back to others.*
 - John Keltner, RSM, Central West Coast region of North America
- *Work in blocks of 3 hours, with a 25 minute break.*
 - Sanjit Bardhan, RSD, Middle East, Africa, India
- *Add appointments into your calendar of tasks that have to be accomplished that day. Some examples would be “Update CRM”, “Return Calls”, “Setup Appointments”, “Expense Report”, “Layout XYZ Job”*
 - David Ellis, RSM, Mid-Atlantic region of North America



Mango DSP / Mate Video Content Analytics (VCA)

Frank Iezzi

Director of Sales – East Americas, EMEA

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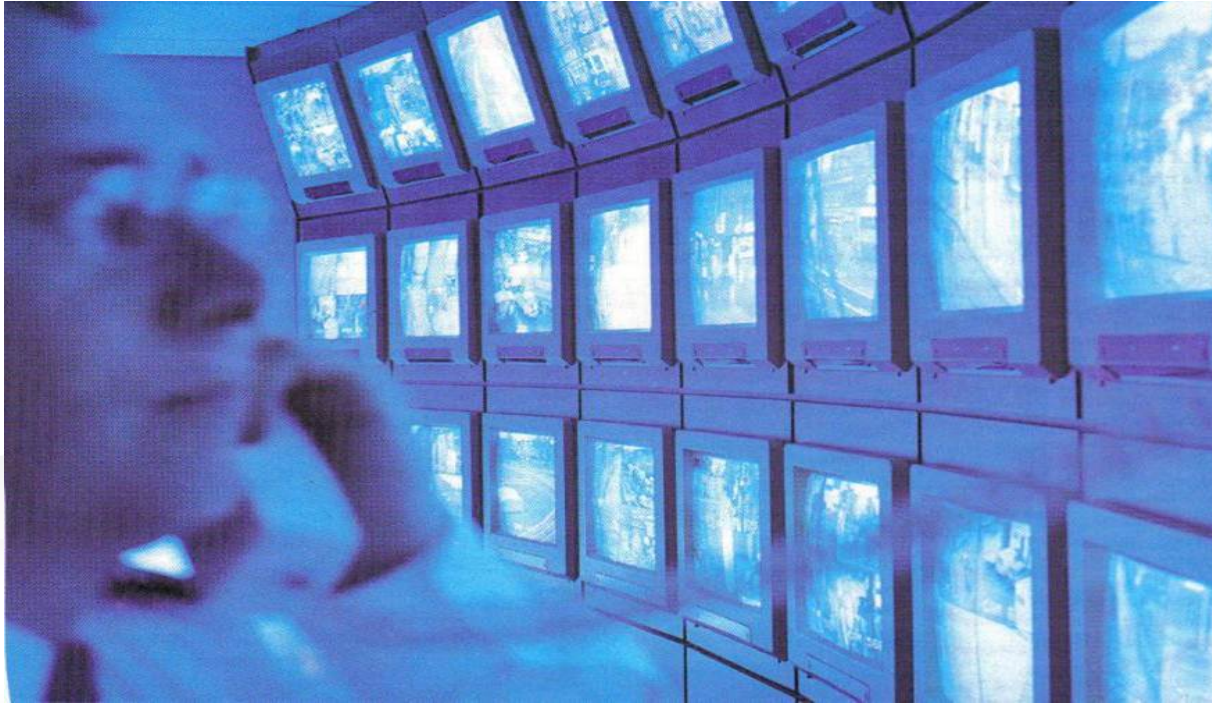


Leading the Way in Megapixel Video™

See More...Watch less!!



Leading the Way in Megapixel Video™



Mango DSP, Inc is a global leader of Intelligent Video Solutions providing video encoding appliances and intelligent video analytics.

World Wide Headquarter is in Connecticut, U.S.A.

Established in 1996

Local U.S.A. Support: Operations. Product Marketing, Production, Professional Services, Sales, and Technical Support

International presence

Mate Intelligent Video is a well recognized manufacturer of video content analytics and has been in the security arena for over 15 years.

Headquartered in Norwalk , CT

Offers “best in class” analytics for both edge and server based applications with significant industry differentiators.

Motion Detection is the ability to spot changes in the scene of a camera's field of view. The camera or DVR notes these changes in pixels to signal a motion event.

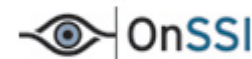
The problem is that any change in pixels will trigger an event, and not all motion activity is a threat. Shadows, animals, tree movement and low light noise artifact can give you false positive alarms.

Video Content Analysis (VCA) compares the pixel changes to **known shapes** and can filter alarm events by human and/or vehicular motion as well as the size and specific direction of the object in question. The alarms are generated on a rules basis, and the video content analysis system “learns” the baseline environment and applies algorithms (filters) to **minimize false positives**.

- Run 5 Analytics Concurrently On One Channel
- Create Unique Analytics With Boolean Logic
- Replaces "Tripwire" Algorithm With "Regions of Interest" For Path Direction Analytics
- Rapid & Constant Learning Of Background Motion
- Hybrid Solution (IP/Analog)
- Mega Pixel, Panomorph and Thermal Camera Support
- Integrated or Standalone Platform
- No Annual Recurring License Fee
- Simple & Intuitive GUI & Rule Configuration

- Analytics need at least 10 fps to work reliably. Arecont Panoramic HD can support Mate analytics with dual stream. Not all HD cameras have dual stream.
- Maintains Open Architecture throughout the system. Customers can consider “best of breed” when assembling components. Some manufacturers offer end to end camera, analytics and VMS solutions which will limit choice.
- Popular edge analytics are not integrated to VMS platforms. Primarily designed for specific cameras within their product portfolio. They offer limited analytic rules. Main flaw is that if the analytic is not recognized, no video will be sent to the VMS for storage and forensic analysis. Mate obtains the video from the VMS platform as it is being viewed and tags the rules that you want to be alerted to. Never any loss of video evidence.
- Many server based analytics are also not integrated to VMS platforms. Same issues as above.

Supported VMS Partners



Some of our North American Installs



Bristol-Myers Squibb

Thank You!!

Frank Iezzi

Director of Sales – East Americas, EMEA

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How I Shot the bear – Cairo University



Mohammed Khoga

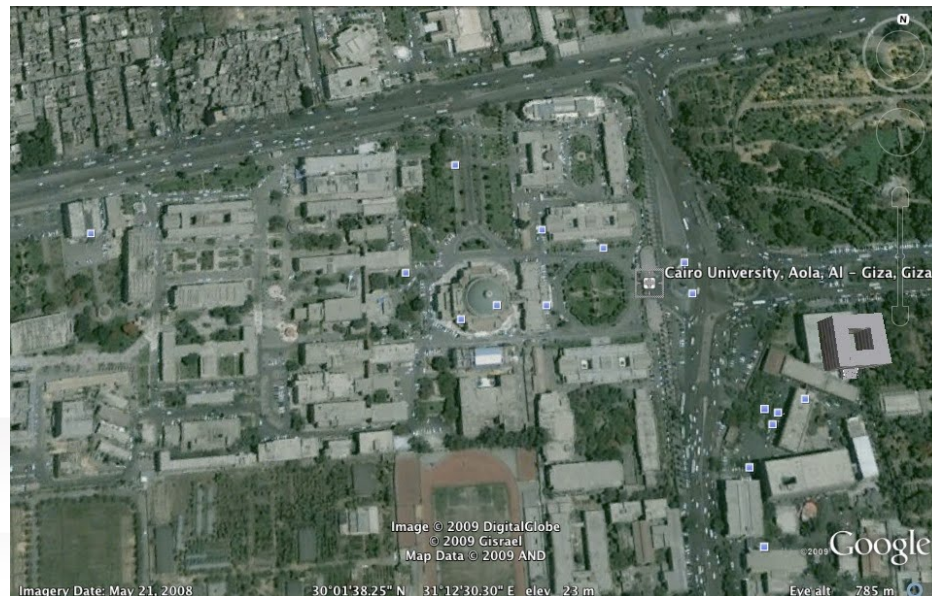
RSM – Qatar, UAE, Iraq, & Egypt

- Initial tender:
 - Analog cameras
 - Intrusion detection
 - IR barriers

- Project objective
 - Parameters
 - Outdoor areas
 - Indoor areas
 - Detect and prevent illegal activities



- Conventional system design
 - 250+ cameras for main campus (70%-80% coverage)
- Arecont Vision-based Design
 - Open Architect, high megapixel, and cost reduction.
 - 68 cameras for main campus (97% coverage)
 - New design doesn't include IR barriers or intrusion detection.
 - LPR for entrances
 - Face identification (330 ppm)
 - Additional phases due to huge budget reduction.
 - 4 projects divided into 2 phases were designed with more than 50% cameras and licenses reduction



- Cameras used:
 - AV12186DN
 - AV20185DN
 - AV8365DN
 - AV10115DNv1
 - AV5115DNv1
 - AV3116DNv1
- Wireless network (lack of cabling and reduced civil work, while having high reliability due to low bandwidth consumption.
- Exacq vision as the VMS/NVR integration partner.



➤ 200+ cameras so far

Phase #1

- Main campus + students residential



Phase #2

- Faculty of Engineering + Annex



Phase #3

- Public library

Recent riots and clashes with police forces

- In front of the university's main campus
- Several trials to damage one of our panoramics (rocks, wooden sticks, and fire)
- Clear face identification results
- Coverage for all parameters
- Different angles for each incident
- Egyptian MOI used the recordings as police evidences



- University bought 17 cameras instead of damaged ones
- Egyptian MOI utilized the university's security to secure the entire area.
- Competitor trying for 2 years
- New upcoming project and budget allocation for the entire facility.
- Loyal and happy customer!



Thank you!

Megapixel Solutions for Education

Ted Brahms

Director of Field Applications

- Many Tragic Events Have Occurred at Educational Facilities so Campus Security is High Priority
- Megapixel Cameras Offer Benefit to Schools Reducing Number of Cameras and System Cost While Maximizing Coverage and Video Quality

- Offers Situational Awareness for Proactive Campus Monitoring, and Forensic Detail for Investigations
- Megapixel is IP; Video Management Software Offers Educators Best of Breed Solutions and Local First Responders Emergency Surveillance Access



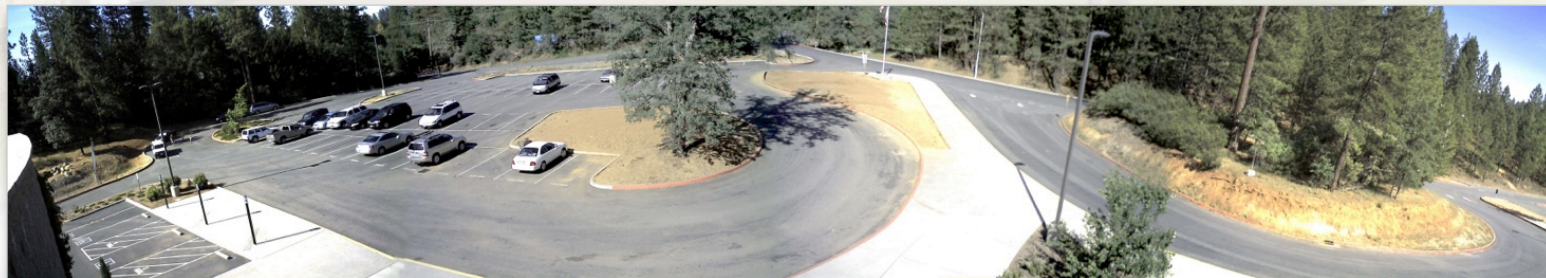
Classroom



Stairways/Hallways



Cafeteria



Parking Lot



Analog

24 cameras cover this public area and key areas of interest



Megapixel

8 panoramic cameras give better coverage and more resolution



MegaDome® less cameras, more pixels



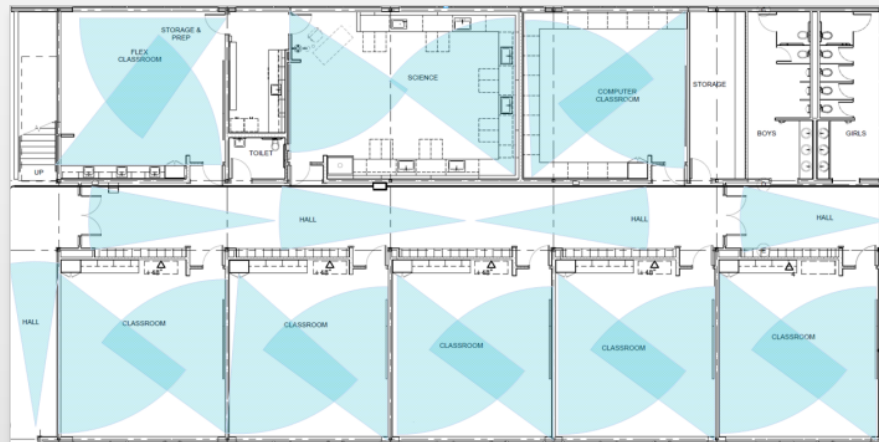
Leading the Way in Megapixel Video™



Camera Reduction / Increased Resolution: Classroom

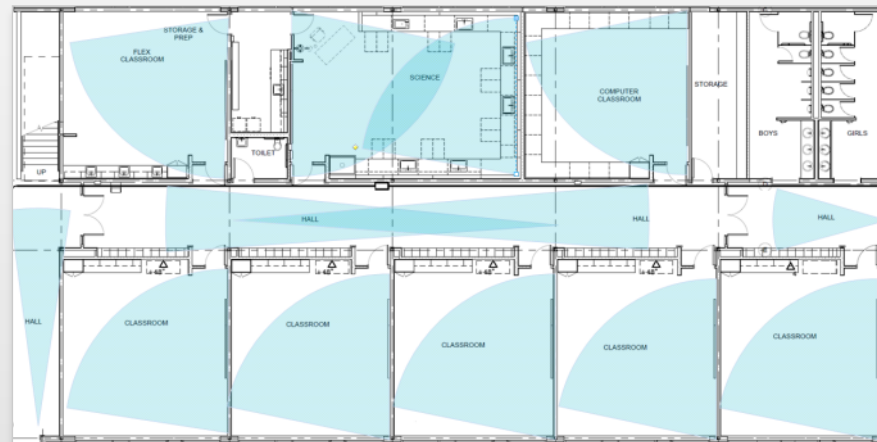
Analog

21 Cameras to Cover Classrooms



Megapixel

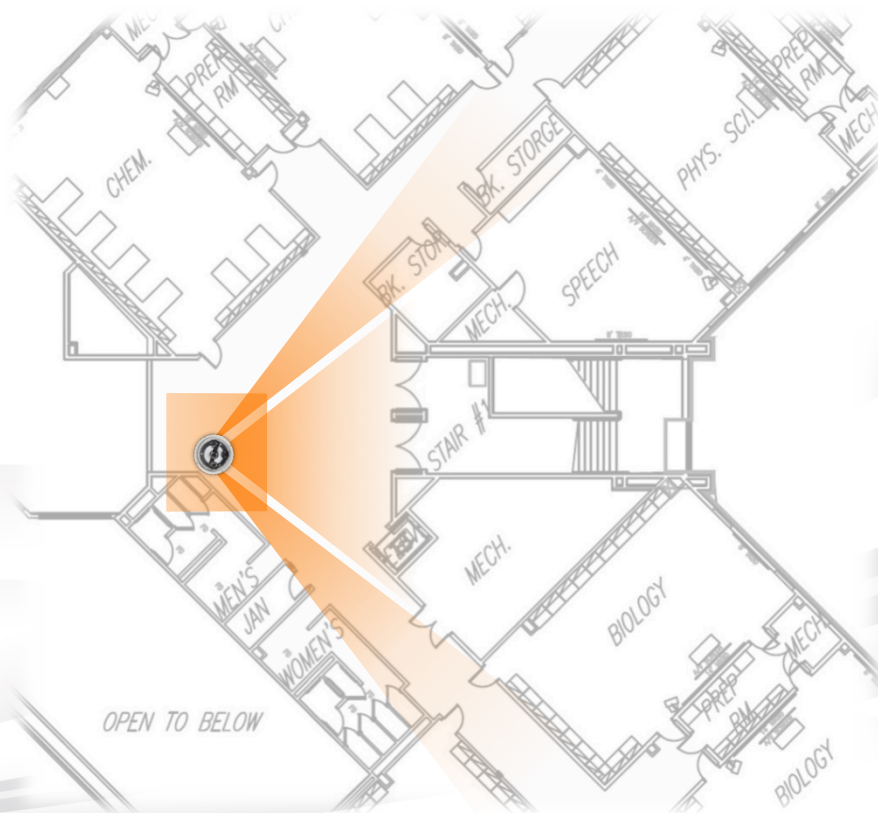
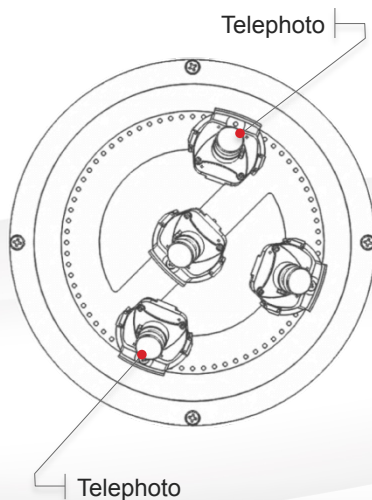
13 Arecont Vision 1 Megapixel Cameras Yield
Better Clarity and More than Double the Resolution



SurroundVideo® Omni

Possible Scenarios

Custom Indoor Corner Layout

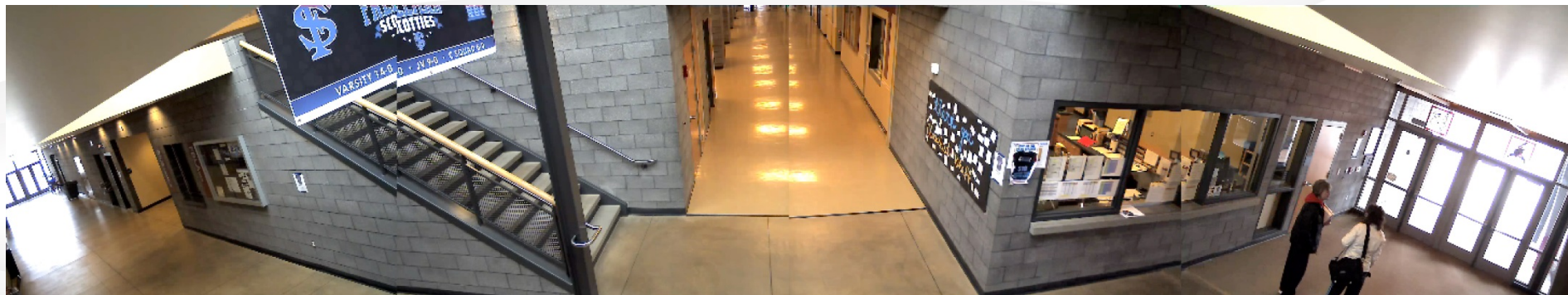


Flexible FOVs from a single point

1 IP = 4 individual Fields Of View



If you want 180° or 360° configuration consider our other SurroundVideo® models



Marketing Update

Jeff Whitney

Vice President, Marketing

jwhitney@arecontvision.com



Essen Germany
Expo: Sept 23-26, 2014



Atlanta, Georgia, USA
Expo: Sept 29-Oct 1, 2014



• Technology Demonstrations

- ✓ Spatio Temporal Low Light Architecture (STELLAR™) low-light technology
- ✓ 4K MegaVideo camera technology



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Leading the Way in Megapixel Video

FOR IMMEDIATE RELEASE

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Arecont Vision® Demonstrates Next Generation SurroundVideo® Panoramic Megapixel Cameras at ESSEN 2014
New Models to Feature Arecont Vision®'s Proprietary STELLAR™ Low Light Technology and Wide Dynamic Range



SurroundVideo®

Essen, Germany (September 23, 2014) – Arecont Vision®, the industry leader in [IP megapixel camera technology](#), is previewing the company's latest developments in panoramic megapixel imaging here at Security ESSEN (Hall 2/Stand 206). The two next generation panoramic cameras being demonstrated at the show include the 5MP SurroundVideo® with Arecont Vision®'s proprietary STELLAR™ (Spatio TEmporal Low Light ARchitecture) Low Light Technology, and the 12MP SurroundVideo® with Wide Dynamic Range (WDR). Both panoramic cameras also feature motorized lenses for easy set-up, and over a 50% increase in frame rate versus current SurroundVideo® cameras.

"Our next generation of SurroundVideo® cameras deliver even higher performance than previous models in virtually any lighting condition as a result of our innovative STELLAR™ low light and WDR processing technologies," said Raul Calderon, Senior Vice President, Arecont Vision®. "SurroundVideo® panoramic cameras provide the best situational awareness and cost-efficiency by any standard of measurement, versus single-sensor panoramic cameras, and conventional PTZ and box IP cameras."



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Arecont Vision® 4K MegaVideo® Cameras Go Far Beyond HD
Optimized 6.3MP UHD Resolution at 30fps Delivers Unparalleled Image Quality



MegaVideo® 4K

Essen, Germany (September 23, 2014) – Arecont Vision®, the industry leader in [IP megapixel camera technology](#), is providing live demonstrations of the next generation of multi-megapixel imaging here at the 40th Security ESSEN (Hall 2/Stand 206). The company's new MegaVideo® 4K (3,840 x 2,160 pixels) Ultra High Definition (UHD) camera provides a total resolution of 8.3-megapixels (MP) at 30 frames per second (fps) to deliver spectacular images. The camera's exceptional resolution and fast frame rates are ideal for mission critical applications where the fastest and most subtle movements need to be captured.

"Our new 4K surveillance camera's ability to capture Ultra HD resolution sets a new benchmark in professional video surveillance performance," said Raul Calderon, Senior Vice President, Arecont Vision®.

Arecont Vision®'s MegaVideo® 4K UHD camera features a highly sophisticated one-inch 8.3 megapixel image sensor and extremely fast internal processing that runs quadruple the speed of conventional megapixel cameras to deliver unparalleled performance in both bright and low light environments. The camera also features true Day/Night capabilities to capture UHD color images during daylight hours and high-resolution black and white images in low lighting conditions. The superior image performance provided by the new 4K camera can reduce overall system costs by covering larger areas with fewer cameras. In fact, one Arecont Vision® 4K camera can replace several 1080p cameras that produce 2MP images at 30fps.


Find these announcements at:
<http://www.arecontvision.com/pressreleases.php>

• Product Announcements

✓ **MegaDome® 2**

✓ **MegaView® 2**


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Arecont Vision® Enhances Popular MegaDome® 2 Megapixel Cameras with Additional Features
STELLAR™ Low-Light Technology, On-Board Storage and More Deliver Added Security



MegaDome® 2

Essen, Germany (September 23, 2014) – [Arecont Vision®](http://www.arecontvision.com), the industry leader in [IP megapixel camera technology](http://www.arecontvision.com), has added a number of significant enhancements to its popular all-in-one MegaDome® 2 Day/Night megapixel cameras on display here at Security ESSEN (Hall 2/Stand 206). New features include Arecont Vision®'s groundbreaking STELLAR™ (Spatio Temporal Low Light ARchitecture) Low Light Technology, optional on-board storage up to 32GB via an SDHC card slot, CorridorView™ capability that allows the camera's image to be rotated 90 degrees for better coverage in hallways and corridors, and an extended ability to scale images to different resolutions to better meet system bandwidth and storage requirements.

Additional performance features found in MegaDome® 2 Day/Night megapixel cameras include remote focus/zoom p-iris lenses, Wide Dynamic Range (WDR) up to 100dB, integrated infrared illuminators, and wide angle or telephoto options. MegaDome® 2 Day/Night megapixel cameras are available in a wide range of models with resolution up to 10MP.

"Our MegaDome® 2 cameras have always offered the most advanced technologies, now with STELLAR™ and a host of other enhancements, they are even better than before," said Raul Calderon, Senior Vice President, Arecont Vision®. "The new features


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Arecont Vision® MegaView® 2 Megapixel Cameras Offer New Features and Functions
Additions Include STELLAR™ Low Light Technology and On-Board Storage


MegaView® 2

Essen, Germany (September 23, 2014) – [Arecont Vision®](http://www.arecontvision.com), the industry leader in [IP megapixel camera technology](http://www.arecontvision.com), has added a number of significant features to the company's popular MegaView® 2 Day/Night bullet style megapixel cameras. New MegaView® 2 features being demonstrated here at Security ESSEN (Hall 2/Stand 206) include Arecont Vision®'s groundbreaking STELLAR™ (Spatio Temporal Low Light ARchitecture) Low Light Technology, optional on-board storage up to 32GB via an SDHC card slot, CorridorView™ capability that allows the camera's image to be rotated 90 degrees for better coverage in hallways and corridors, and an extended ability to scale images to different resolutions to better meet system bandwidth and storage requirements.

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"Arecont Vision® continues to establish new benchmarks in megapixel performance to address the evolving needs of our customers, and the way today's advanced systems

Find these announcements at:
<http://www.arecontvision.com/pressreleases.php>

The logo for expoprotection, featuring a stylized orange and blue circular graphic to the left of the text.
expoprotection
4-6 novembre 2014
Paris Porte de Versailles - Pavillon 1
Visit us at booth **#K61**



For more, check out our events page: <http://www.arecontvision.com/tradeshows.php>

TRADE SHOWS

Experience the latest innovations from the market leader in megapixel IP network video:

<u>Date</u>	<u>Event Information</u>	<u>Location</u>	
Oct 16, 2014	ADI Expo	Santa Clara, California, United States	Learn More
Oct 16, 2014	WESCO CSC IP Security Road Show	Dearborn, Michigan, United States	Learn More
Oct 21, 2014	Anixter European Roadshow Website	Edinburgh, -, United Kingdom	Learn More
Oct 22-23, 2014	Security Canada Central Website	Toronto, Ontario, Canada	Learn More
Oct 23, 2014	ADI Expo	Atlanta, Georgia, United States	Learn More
Oct 28, 2014	ADI Expo	Las Vegas, Nevada, United States	Learn More
Oct 28, 2014	WESCO/CSC Security Roadshow	Portland, Oregon, United States	Learn More
Oct 30, 2014	ADI Expo	Reading, Pennsylvania, United States	Learn More
Oct 30, 2014	WESCO/CSC Security Roadshow	Seattle, Washington, United States	Learn More
Nov 4, 2014	ADI Expo	Indianapolis, Indiana, United States	Learn More

