

# Increase Your Business with Arecont Vision Megapixel IP Technology

**Customer Webinar**  
**14 November 2012**

megapixel technology...  
**beyond imagination**



# Agenda

- Company Update
- Marketing Tools
- Product Updates
- Success Story
  
- Tech Tips & Tricks
- Report on Quality
- Close & Q&A

Scott Schafer [Executive Vice President]

Mark Espenschied [Director of MarCom]

Brad Donaldson [Product Manager]

Geoffrey Stoliker [Regional Manager]

& AJ Frazer [Partner Manager — NICE]

Ted Brahms [Director of Field Applications]

Darrel Tisdale [Director of Quality & Tech Support]

# Arecont Vision Update

**Scott Schafer**  
**Executive Vice President**

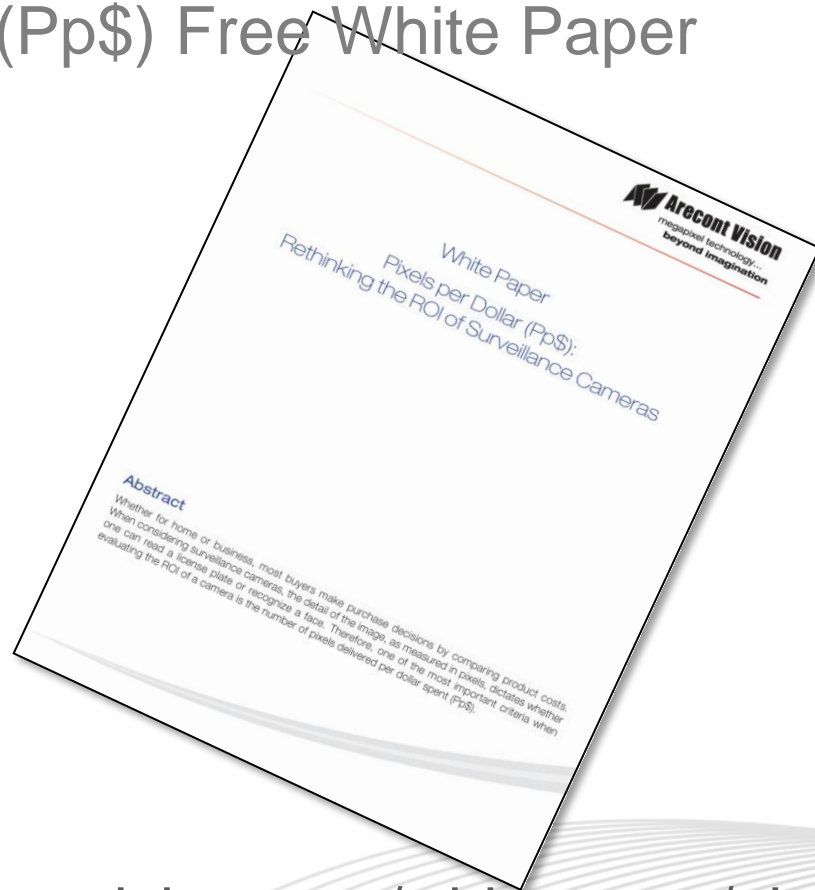
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# October 2012 Results

- October 2012 was a good sales month for Arecont Vision!
- We are expecting a record 4Q12!
- Key Initiatives for 4Q12
  - Key New Product Releases
  - Execute Special Product Programs
  - Increased Advertising and Promotion Activity
  - Company Expansion Internationally

# Pixels per Dollar (Pp\$) Free White Paper



[www.arecontvision.com/whitepaper/pixelsperdollar](http://www.arecontvision.com/whitepaper/pixelsperdollar)

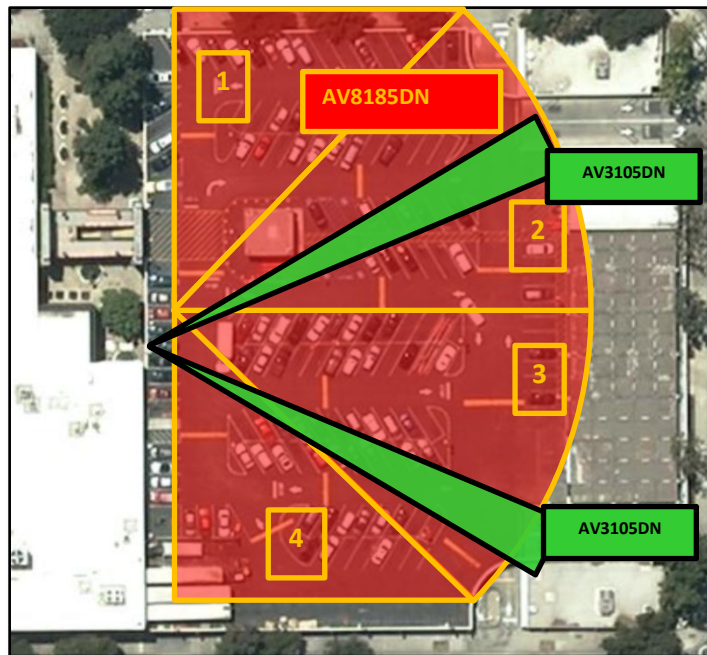
# Pixels per Dollar (Pp\$)

Class	Resolution	Pixels	Pixels per \$1
VGA	640x480	307,200	1,536
HDTV 720p	1280x720	921,600	2,836
1.3MP	1280x1024	1,310,000	4,039
HDTV 1080p	1920x1080	2,073,000	5,891
3MP	2048x1536	3,145,728	7,149
5MP	2592x1944	5,038,848	10,179
10MP	3648x2752	10,039,296	18,438

# Pixels per Dollar (Pp\$) Cost Comparison

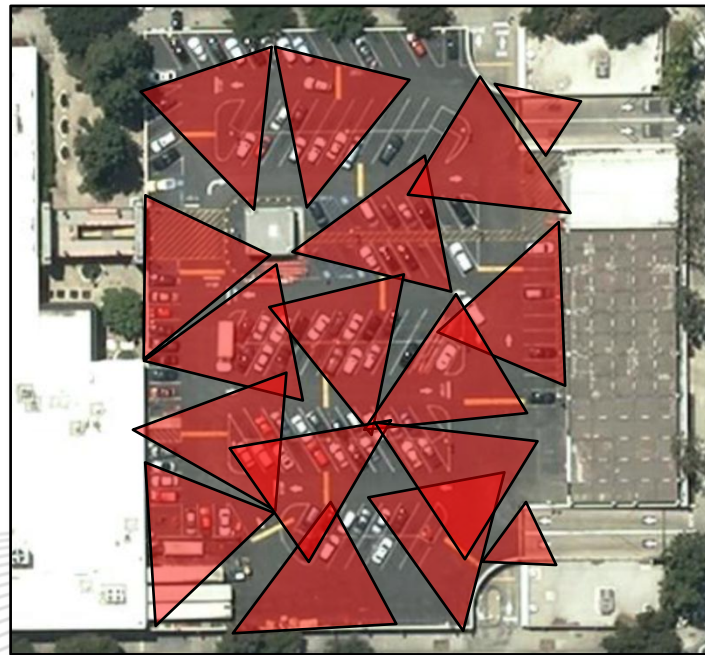
## Megapixel

One AV8185DN for general surveillance and two AV3105DN cameras to cover entrances and exits.



## Analog

17 cameras to cover parking lot and entrances and exits.



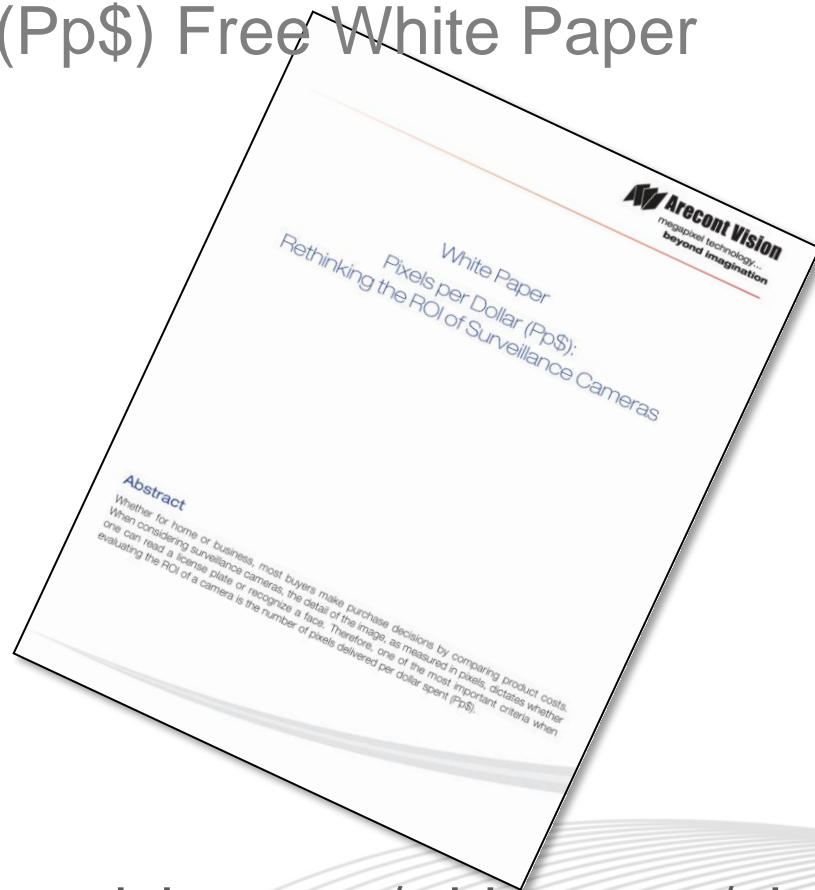


# Pixels per Dollar (Pp\$) Cost Comparison

	Analog				VGA (SD)				Megapixel		
	Qty	Cost	Extended		Qty	Cost	Extended		Qty	MSRP	Extended
<b>Box Cameras 768 x 494</b>	17	\$250	\$4,250	<b>Box Cameras 640 x 480</b>	17	\$500	\$8,500	<b>Box Cameras (3MP) 2048 x 1536</b>	2	\$850	\$1,700
								<b>Panoramic (180°) 6400 x 1200</b>	1	\$2,398	\$2,398
<b>Lenses</b>	17	\$80	\$1,360	<b>Lenses</b>	17	\$80	\$1,360	<b>Lenses</b>	2	\$170	\$340
<b>Housings</b>	17	\$230	\$3,910	<b>Housings</b>	17	\$230	\$3,910	<b>Housings</b>	2	\$230	\$460
<b>Encoder Channels</b>	17	\$200	\$3,400								
<b>NVR Licenses</b>	17	\$300	\$5,100	<b>NVR Licenses</b>	17	\$300	\$5,100	<b>NVR Licenses</b>	3	\$300	\$900
<b>Cables</b>	17	\$150	\$2,550	<b>Cables</b>	17	\$100	\$1,700	<b>Cables</b>	3	\$100	\$300
<b>Power Supplies</b>	17	\$20	\$340								
<b>Labor (2/cam)</b>	34	\$95	\$3,230	<b>Labor (3/cam)</b>	51	\$95	\$4,845	<b>Labor (3/cam)</b>	9	\$95	\$855
<b>30 Days Storage (2TB drives)</b>	1	\$1,000	\$1,000	<b>30 Days Storage (2TB drives)</b>	1	\$1,000	\$1,000	<b>30 Days Storage (2TB drives)</b>	2	\$1,000	\$2,000
<b>System Cost</b>			<b>\$25,140</b>	<b>System Cost</b>			<b>\$26,415</b>	<b>System Cost</b>			<b>\$8,953</b>
<b>Total System Pixels</b>	<b>6.45 MP</b>			<b>Total System Pixels</b>	<b>5.22 MP</b>			<b>Total System Pixels</b>	<b>14 MP</b>		



# Pixels per Dollar (Pp\$) Free White Paper



[www.arecontvision.com/whitepaper/pixelsperdollar](http://www.arecontvision.com/whitepaper/pixelsperdollar)

# AV8185 Captures Key Evidence

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**Loughner Pleads Guilty in 2011 Tucson Shootings**  
By FERNANDA SANTOS  
Published: August 7, 2012

TUCSON — **Jared L. Loughner** pleaded guilty on Tuesday to carrying out a shooting rampage here last year that left six people dead and 13 others wounded, including **Gabrielle Giffords**, then a member of the House of Representatives. In exchange, the government has agreed not to seek the death penalty.

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In the hearing in Federal District Court, Judge Larry A. Burns found Mr.

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Deficit Hawks and Hypocrites

'Dream Team' Behavioral Scientists Ad Obama Cam

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The industry leader in IP-based megapixel camera technology.

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**TRAGEDY IN TUCSON**  
**SHOOTING TAPES SCREENED**  
WHAT SURVEILLANCE CAMERAS SAW

**CORPORATE VIDEOS** **Arecont Vision**

**Miami Thief Caught in Megapixel Detail by Arecont Vision Cameras**  
Arecont Vision megapixel surveillance cameras captured the car burglary. Please note the camera.  
Published Date: 6/28/2012

[www.arecontvision.com/news\\_videos.php](http://www.arecontvision.com/news_videos.php)

# Now Shipping!

- **MegaDome® 2**

- **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®



e.g. 1080p MD2 Models

AV2255AM: Base

AV2255AM-H: w/Heater

AV2255AM-A: w/Audio

AV2255AMIR: IR LED

# Now Shipping!

- **Compact WDR**

- **Dynamic Range up to 100 dB**
- **1080p & 3MP Resolutions**
  - AV2116DNv1
  - 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



# Customer Satisfaction Measurement

- Arecont Vision wants to get feedback on our performance and opportunities for improvement.
- Our first Customer Satisfaction Survey started in August.
- If you are contacted, please take a few minutes to respond. We appreciate your feedback.

# Customer Satisfaction Survey

- Do you feel Arecont Vision is a valued partner to your business?
  - 86%- Yes
- **What is your overall satisfaction with Arecont Vision?**
  - Rating Average: 4 on a 5 point scale

# Customer Survey Next Steps

We are taking the following actions based on the results from the survey:

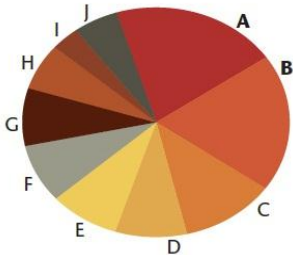
- Increase communication and promotion of the RMA process and improvements.
- Increase awareness of the Advance Replacement Program through the Tech Support Team, the Web, online hold messaging and through inside sales.

We will be sending out the same survey to a new group of customers each month.



# Growing Revenues

If you had to identify one type of technology to generate more nonrecurring revenues, what would it be?



Key trends: Megapixel IP video exploded by 7.8% to overtake the top position. General video surveillance/CCTV slipped 5.8 percentage points. Mass notification picked up 1.2 points. Among the "other" responses were standalone keyless devices and "analytics that work."

## SECURITY SALES & INTEGRATION

Security Sales and Integration Magazine  
August 2012, Page 55

A. Megapixel IP video	19.7%
B. General video surveillance/CCTV	17.3%
C. Standard IP video surveillance	11.6%
D. Wireless networks (includes mesh)	9.8%
E. General access control	9.2%
F. Mass notification	8.7%
G. Fire alarm systems	7.5%
H. Upgrading communications/signal transmission	6.9%
I. Intrusion alarm systems	2.9%
J. Other (please specify)	6.4%

# Provide the Best

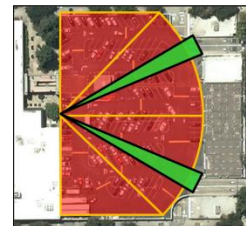
## Superior Image



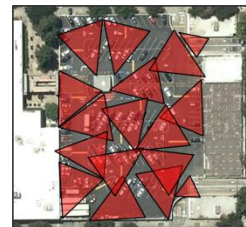
## Managed Bandwidth

# H.264 is the Game Changer

## Best ROI



3  
vs.  
17



Customers ask: "Why haven't you shown me this before?"

- Fastest Frame Rates
- Smallest File Sizes

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

# Marketing Tools

**Mark Espenschied**

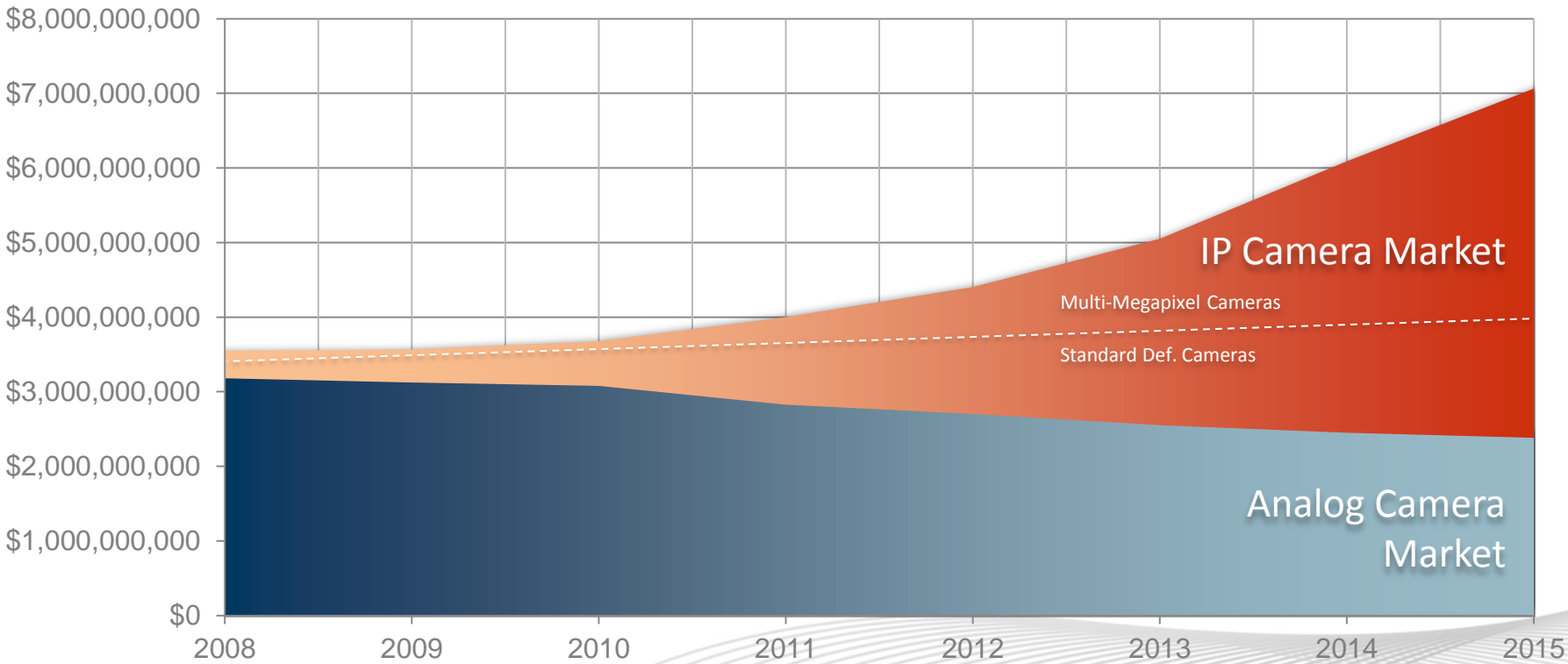
**Director of Marketing Communications**

Increase Your Business with Arecont Vision  
Megapixel IP Technology

# Leading the **way** in **Mega**pixel **video**

What's in it for you?

# Move to Multi-Megapixel is Accelerating



Manufacturer Value (Arecont Vision Estimates 5.12)

# An Easy Choice



# Knowledge is Power

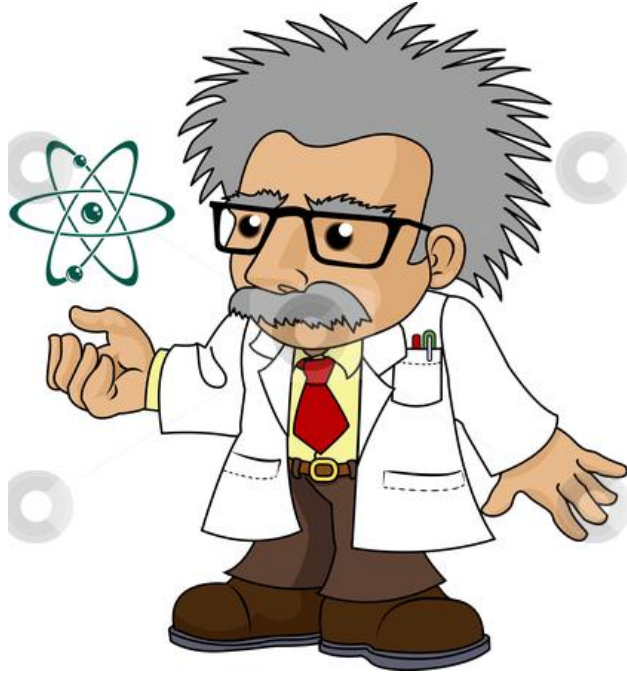
- Compare Apples to Apples
  - Overall System Cost
    - TCO (Total Cost of Ownership)
      - ☐ Deliver More with Less
      - ☐ Fewer Cameras Produce more Resolution
      - ☐ All Related Costs are Lowered
      - ☐ Future-Proofed



# Knowledge is Power

- Increase Your Business with Arecont Vision Megapixel IP Technology
  - Future-Proof Your Customers with Arecont Vision Megapixel IP Technology

# Knowledge is Power



Your Arecont Vision  
Manufacturer's  
Representative is  
Your Key to  
Unlocking the  
Potential of your  
Business

Knowledge is Power

Your Arecont Vision Manufacturer's Representative has the Tools You Need to Close Sales

Analog/VGA vs. Megapixel Cost Comparison - Airport

Analog

11 cameras to cover ticketing public area.

Megapixel

3 Arecont Vision megapixel cameras yield clarity and more than double the resolution.

	Analog		VGA (DS)		Megapixel	
	Qty	Cost	Qty	Cost	Qty	Cost
Domestic Cameras 768x496	11	\$430	3	\$470	3	\$2,100
DVR with 200ch	2	\$100	N/A		2	\$1,000
NVR	1				1	
Cables	11					
Power Supplies	11					
Labor (\$2/cam)	22					
SD/Drive Storage (\$10/cam)	22					
System Cost						
Total System Price		4,870				

Video Gallery

Search by Verticals

Search by Pixel Density

Search by Keywords

Submit

Class	Resolution	Pixels	Benefit	AV PpP	AV Pix/\$1
20MP	7296x5502	20 million	6540%	\$0.00004	26,085
10MP	3648x2752	10 million	3270%	\$0.00005	18,438
8MP	6400x1200	8 million	2500%	\$0.00016	6,239
				0.00010	10,179
				0.00014	7,149
				0.00017	5,891
				0.00028	3,526
				0.00025	4,039
				0.00035	2,836
				0.00065	1,536

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# New Product Update

**Brad Donaldson**  
**Product Manager**

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# New Products in November

## MegaBall™

1.3MP and 1080p



## MegaDome® 2

10MP



# New Products in December

## MegaBall™ 3MP & 5MP



## MegaDome® 2 WDR



# New Products in Q1 2013

## PanoDynamic™

12MP WDR SurroundVideo®



World's 1<sup>st</sup> WDR  
Panoramic Camera

## 40MP Panoramic

SurroundVideo®





# MegaBall™

- **All in One Indoor Solution**
  - 3" spherical metal camera
  - Integrated lens options 3.3-10mm or 4mm
  - Integrated 3-axis bracket or dome options
- **Configuration Types:**
  - Color or Day/Night
  - Vari-focal or fixed focal Lens
  - Bracket or Dome
  - Dome version, including
    - In-ceiling mount
    - Surface mount
    - Dome cover (bubble)
  - Optional White Dome Coming Soon

## Enclosure:

- Easy installation
- External lens adjustment
- Compact dimension
- Cable management

## Features:

- Same Features as AVX115 and AVX116 WDR Camera
- PoE or external power
  - 12-48V DC or 24VAC
- New Friendly Web Interface
- PSIA & ONVIF Conformant

## Model Numbers:

- AV1145
- AV2145 / AV2146 (WDR)
- AV3145 / AV3146 (WDR)
- AV5145

AV2146/AV3146

1080p or 3 Megapixel WDR H.264 IP MegaBall™ Camera

AV3145/AV5145

3 Megapixel or 5 Megapixel H.264 IP MegaBall™ Camera

AV1145/AV2145

1.3 Megapixel or Full HD 1080p @ 32fps H.264 IP MegaBall™ Camera

1.3 MP MegaBall™ Color Series		1080p MegaBall™ Color Series	
AV1145-04-W	4mm lens, Wall Mount	AV2145-04-W	4mm lens, Wall Mount
AV1145-3310-W	3.3-10mm lens, Wall Mount	AV2145-3310-W	3.3-10mm lens, Wall Mount
AV1145-04-D	4mm lens, Dome	AV2145-04-D	4mm lens, Dome
AV1145-3310-D	3.3-10mm lens, Dome	AV2145-3310-D	3.3-10mm lens, Dome
1.3 MP MegaBall™ Day/Night Series		1080p MegaBall™ Day/Night Series	
AV1145DN-04-W	4mm lens, Wall Mount	AV2145DN-04-W	4mm lens, Wall Mount
AV1145DN-3310-W	3.3-10mm lens, Wall Mount	AV2145DN-3310-W	3.3-10mm lens, Wall Mount
AV1145DN-04-D	4mm lens, Dome	AV2145DN-04-D	4mm lens, Dome
AV1145DN-3310-D	3.3-10mm lens, Dome	AV2145DN-3310-D	3.3-10mm lens, Dome



All in One Indoor Solution Integrated H.264 MegaPixel Camera, 3.3-10mm or 4mm Lens, 3" Metal Ball Shape and Wall Mount Bracket or Dome Solution

With Casino Mode

The Fastest Frame Rate at 1080p and 1.3MP Resolution on the Market up to 32fps @ 1080p, 42fps @ 1.3MP

Address cost sensitive H.264 market

PSIA ONVIF

Specification sheets subject to change without notice

Made in USA



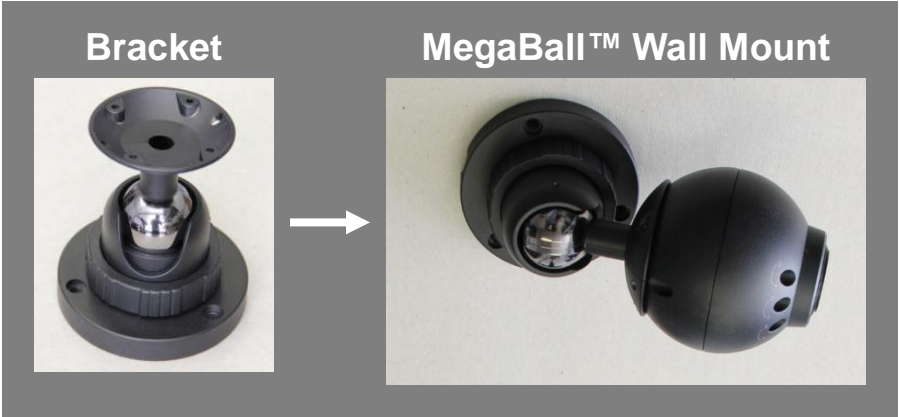
www.arecontvision.com avsales@arecontvision.com +1.818.937.0700 877.CAMERA.8

# MegaBall™ Configurations



3" Spherical Camera  
w/ vari-focal lens

+



+



Surface Mount



MegaBall™ Dome

Embedded In-ceiling Mount



Optional Dome Cover (Bubble)

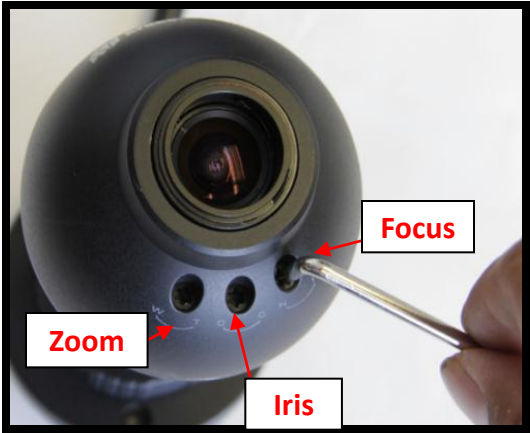
# MegaBall™ Lens Options

## Varifocal Lens: (-3310)

3.3-10mm, F1.6

Horizontal FOV :

	AV1145	AV2145	AV3145	AV5145	AV2146	AV3146
3.3mm	61°	90°	75°	95°	63°	71°
10mm	21°	31°	25°	32°	22°	24°



## Fixed Focal Lens: (-04)

4 mm

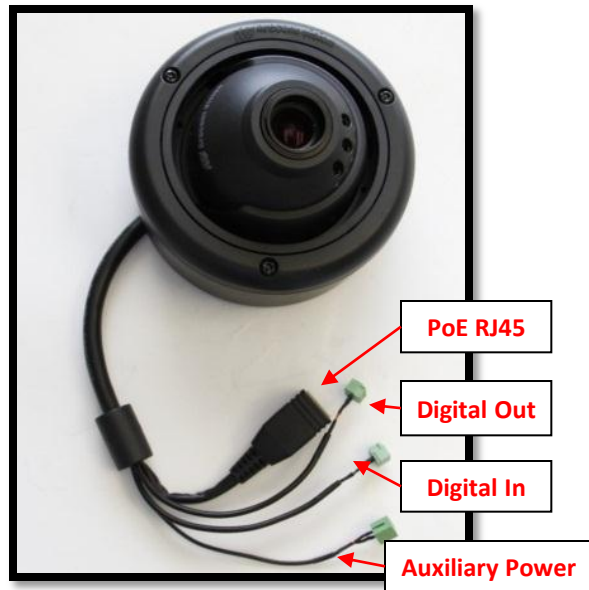
Horizontal FOV:

	AV1145	AV2145	AV3145	AV5145	AV2146	AV3146
4mm	55°	82°	71°	90°	66°	68°



# MegaBall™ Installation

- Female RJ45 Cable
- I/O Cable
- Auxiliary Power
  - 12-48VDC
  - 24VAC



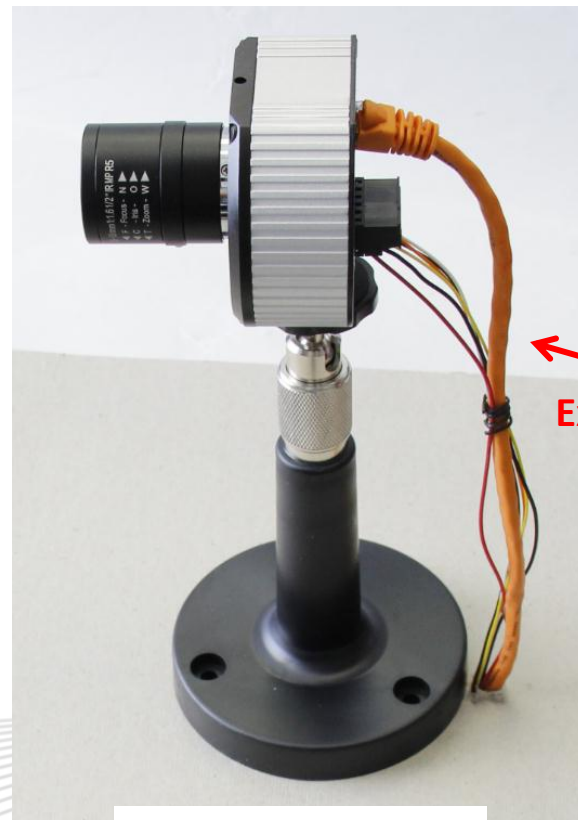
MegaBall™ Wall Mount Version    MegaBall™ Dome Version

# MegaBall™ Installation

- Unique bracket design encloses all cables



MegaBall™ Wall Mount Version



AV Compact Camera



# MegaDome<sup>®</sup> 2 10MP

## • All in One Outdoor Solution •

- H.264 Megapixel Camera
- Remote Zoom, Remote Focus and DC Iris Lens
- Total PoE Solution for Heater and IR LEDs
- Easy Adjustable 3-axis Gimbal
- Day/Night
- 10MP
- IR LEDs and Heater

## • Enclosure:

- IP66 Weather Proofing
- IK-10 Vandal Resistant
- Operating Temperature:
  - w/o Heater: -20°C to 50°C  
-4°F to 122°F
  - w/ Heater: -40°C to 50°C  
-40°F to 122°F

## • Features:

- Dual Encoder H.264/MJPEG
- Fastest Frame Rate on the Market
  - 7fps@10MP
- New User Friendly Web-Page
- Binned Mode in 3MP-10MP
- Motion Detection, Privacy Mask, Flexible Cropping, etc.
- PSIA and ONVIF Conformant
- Day/Night and Auto Iris Work Together
- PoE or External Power
  - 12-48V DC or 24VAC
- Complete Mounting Accessories
- Superior Image Quality
- Made in USA



# 12MP WDR PanoDynamic™

180° Panoramic SurroundVideo®

H.264 IP camera

Coming in 2013

- Compact Design
  - Same housing as MegaDome!
- Vandal and weather resistant dome
- PoE or external power options
- Binned mode for improved low light performance
- 2 axis gimbal (pan + tilt)
- PSIA and ONVIF conformant



World's 1<sup>st</sup> WDR  
Panoramic Camera



# Thank You



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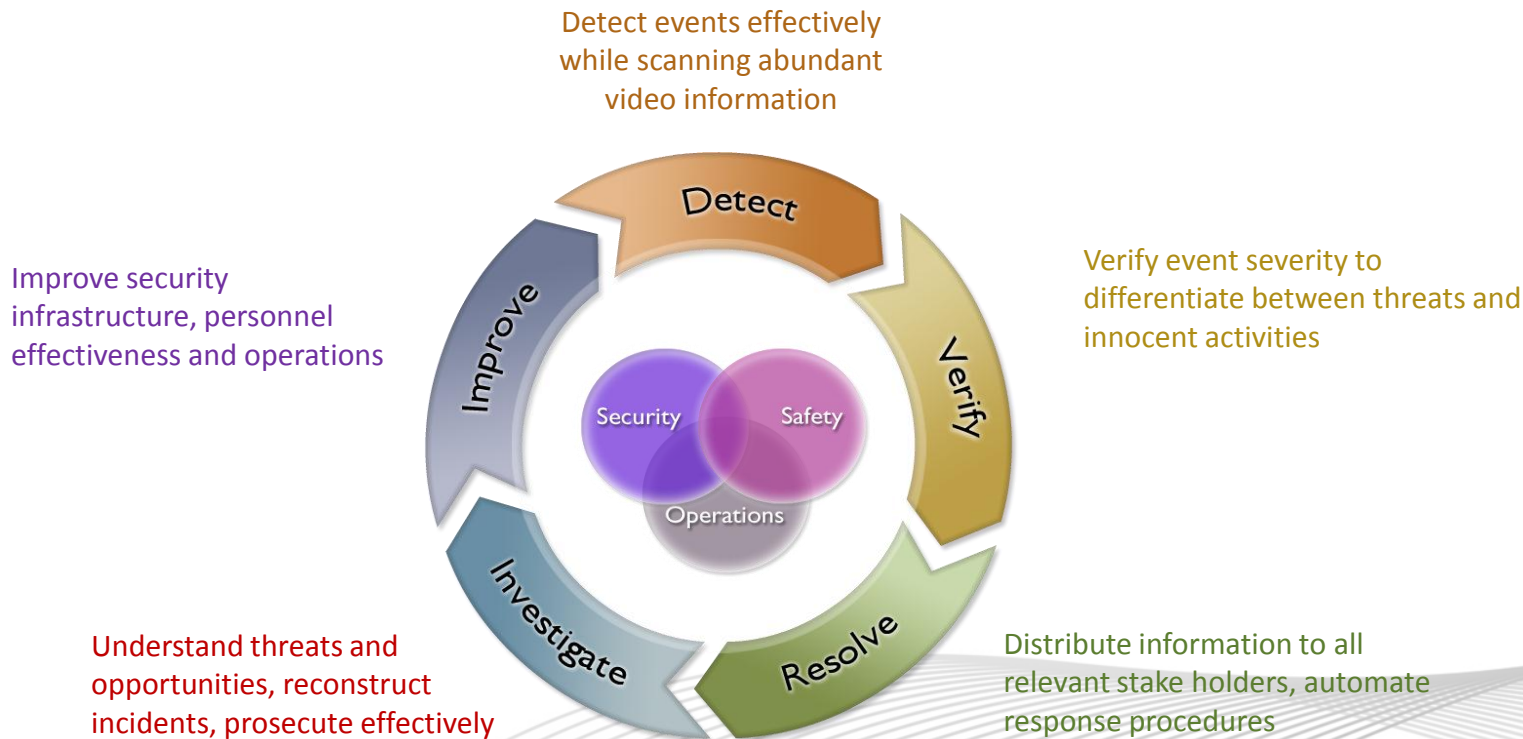
**Arecont Vision**

# Arecont Vision Success Story

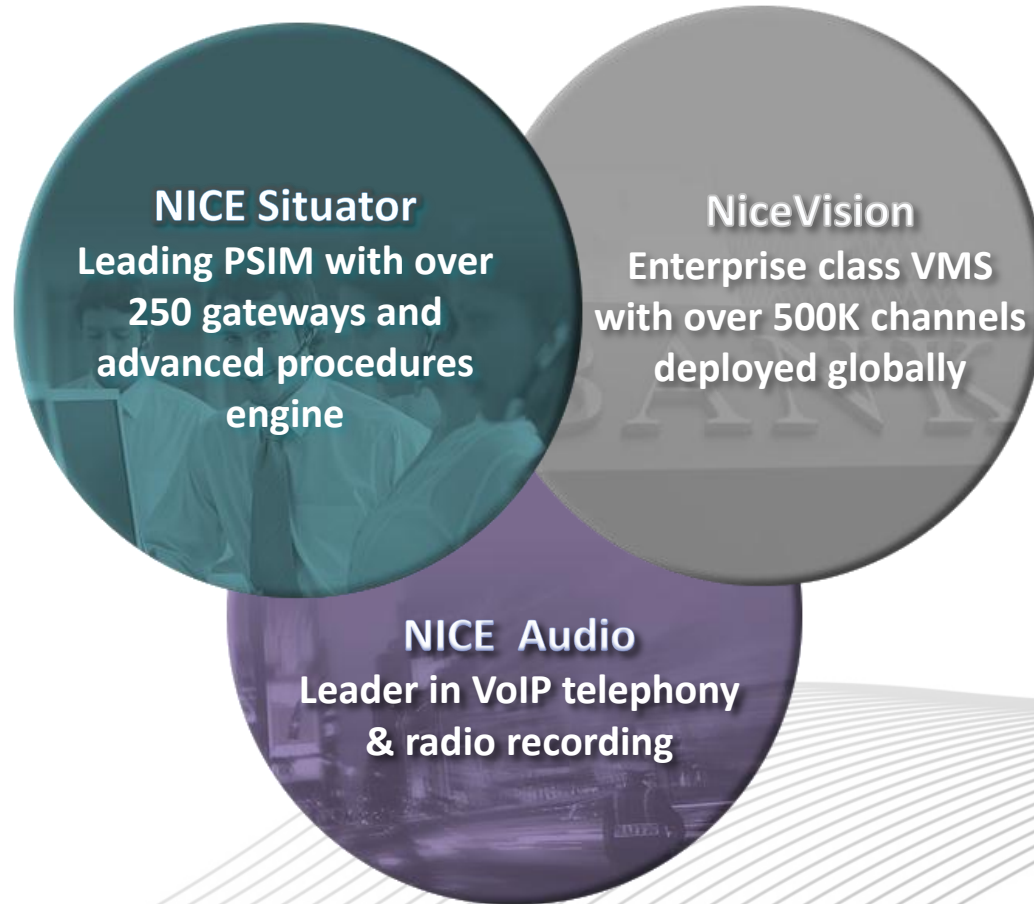
**Geoffrey Stoliker, Regional Manager — Arecont Vision  
& AJ Frazer, Partner Manager — NICE**

# Arecont Vision & NICE Approach to Success

# People Want the Whole Solution



# People Want Better Integration



# People Want Solutions for Their Problems



## Public Transport



## Airports



## Critical Facilities



Salt River Project



Florida Power & Light



Parliament of India



## Banking



## Public Safety



# NICE Systems

1986

Founded  
(NASDAQ: NICE)

25,000

Customers

>80

Fortune 100  
Customers

150+

Countries  
with NICE

30

Local Offices

5

R&D  
Centers

~3200

Employees

>800

Service  
Professionals

>150

Registered  
Patents

\$798M

2011  
Revenues



DALLAS/FORT WORTH  
INTERNATIONAL AIRPORT

How We Shot The Bear!



# The Hunters

- Luke Hagar – Champion Sales
- Jason Schimpf – Arecont Vision
- Ted Brahms – Arecont Vision
- Darrel Tisdale – Arecont Vision
- AJ Frazer & Andre Nathan - NICE
- Phred Balcom – Anixter
  
- Last, but certainly not least, Scott Schafer!

# The Hunting Grounds

DFW is its own city: DFW Airport, TX

4<sup>th</sup> busiest airport in air traffic globally

8<sup>th</sup> busiest airport in people traffic globally

2<sup>nd</sup> largest airport in land mass at 18,076 acres

1<sup>st</sup> airport to have a post 9/11 designed and built terminal to the new standards (Terminal D)

# The Prey

Interface with NICE to provide best of breed surveillance at all 26 TSA check points.

Utilize Arecont Vision 10MP cameras at both 1080p and at 10MP during an event using software to toggle the two resolutions.

# Target Acquired

- Luke Hagar was able to spend two days at DFW demonstrating the power of Arecont Vision technology.
- Spec pulled and rewritten to standardize on all Arecont Vision cameras.
- Arecont Vision Team able to work behind-the-scenes with all the technology partners to meet customer's requirements.
- NICE specifically recommended Arecont Vision to meet the needs of this demanding customer.

# Planning for Next Season

- Currently have over 400 10MP cameras in operation at each TSA check point.
- Each terminal is being renovated and will include Arecont Vision cameras throughout.
- Parking structures are currently being designed to utilize Arecont Vision cameras.
- Total project will encompass over 3500 Arecont Vision cameras once complete.
- Other airports have taken notice! McAllen Regional Airport, Little Rock Airport, and others have begun deploying Arecont Vision cameras.

# A.B.H. (Always Be Hunting)

- It takes a team to bring down large prey.
  - Everyone was at their best at all times.
  - The customer was always the priority.
  - Unique opportunities require unique solutions.
- 
- Don't hesitate to utilize the entire Arecont Vision Team!

# Tech Tips and Tricks

**Ted Brahms**

**Director of Field Applications**

# Wide Dynamic Technology

## How it Works and Suggested Applications



# Why Wide Dynamic?

- Correct exposure is vital for useful footage from a surveillance camera
- Mixed shadow and bright light in the same scene is traditionally challenging for standard surveillance cameras
- Security applications often require placing security cameras in areas with difficult lighting conditions

## Where to consider using WDR?

- Where the subject is positioned against strong back lighting such as a glass storefront facing sunlight
- Areas where there are abrupt changes in illumination like doors opening from dark interiors to outside illumination
- Where the lighting conditions are reversed, such as looking from a well lit area into a darker area

# What is Wide Dynamic?

- Arecont Vision cameras support creation of a custom exposure reference area, this is advanced backlight compensation and has limits if the situation calls for WDR technology
- Dynamic range is the ratio of maximum signal to the minimum signal output of the sensor – measured in decibels (dB)
- Most sensors range 60dB to 70dB
- Wide dynamic typically range 70 to 100+ dB

## What is Wide Dynamic?

- The wider the dynamic range, the better a sensor can accurately capture varying light intensity and improve details visible within a given field of view
- WDR enables the camera to deliver video with improved exposure in the harshest lighting conditions

# What is Wide Dynamic?



## How does Wide Dynamic work?

- Wide dynamic technology differs from backlight compensation which samples exposure from an area or areas within an image and tries to adjust over all exposure to an average value
- WDR cameras achieve good overall exposure of the image by capturing two separate exposures one short and one long, these two exposures are then combined to produce a single frame with balanced exposure throughout the image

## Applications for Wide Dynamic

Some applications where a WDR camera will improve video quality:

- Entrances where sunlight is a factor
- Parking garages
- Warehouses and loading docks
- Hotel, office, and retail lobbies with glass fronts
- Cameras are positioned near lights due to low clearance or mounting restraints

# Wide Dynamic for all applications?

- Is Wide Dynamic technology advisable for all megapixel surveillance applications?
- No, while ideal for improving extreme exposure scenes there is no additional benefit in normal illumination
- There are trade offs, in balanced and low illumination scenes standard Arecont Vision cameras will provide the better quality image



That's it for now...

Thanks for watching. Next month's topic:  
Lens quality effect on megapixel images

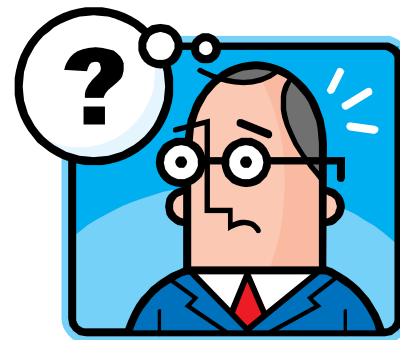
# Best Practices

**Darrel Tisdale**

**Director of Quality and Technical Support**

# Planning

- 80 / 20 rule
- Pre-sales support available
  - Camera resolution needed
  - Camera count and lens selection
  - Mounting options / accessories
  - Suggestions for cabling solutions
- Site plan and layout



# Network Considerations

- Dedicated Security network
- Use existing network
  - More protocols, more traffic, less bandwidth
- Length of cable runs
- Type of cabling
- POE power or external power
- Wireless

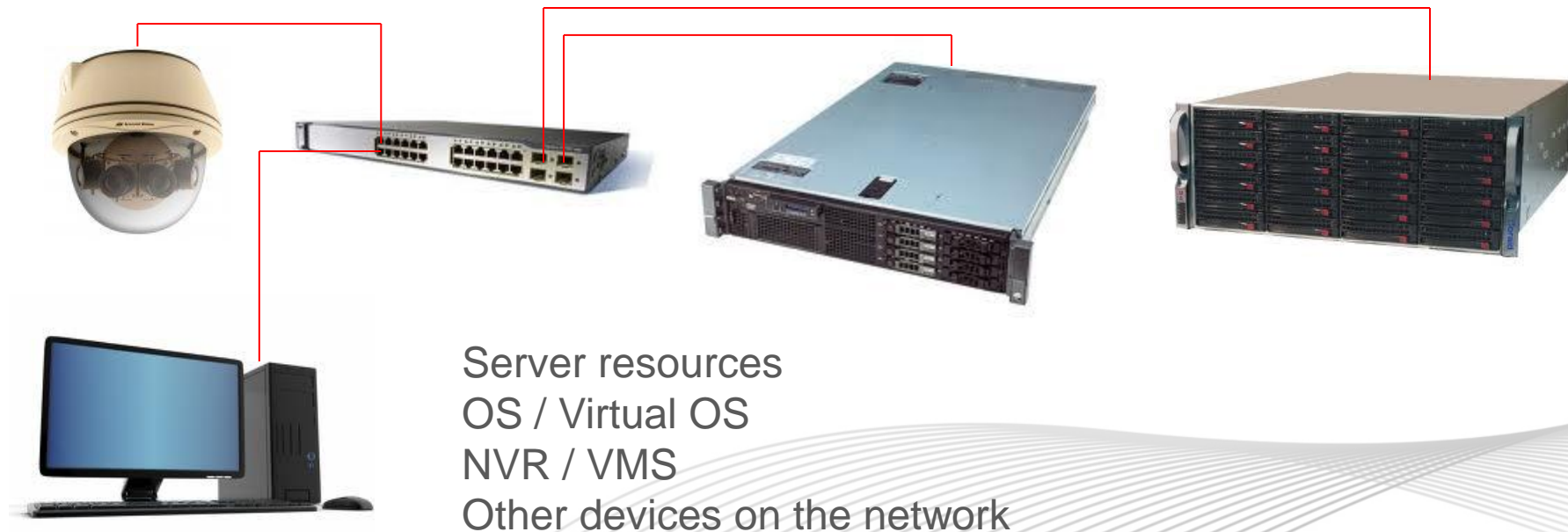
# Pre-Installation

- Prep work
  - Check every camera
  - Pre-set IP address and network settings
  - Pre-focus if possible
  - Label each unit with location and IP address
- Configure switches if possible
  - POE Class
  - Exclude camera ports from STP



# Troubleshooting

- Evaluate all parts of the total solution



# Tech Support

Website: [www.arecontvision.com](http://www.arecontvision.com)

FAQ page: [faq.arecontvision.com](http://faq.arecontvision.com)

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Thank you!