2018 Customer Sales Kickoff Webinar





Company Update

Jeff Whitney, VP Marketing

2018 Product Lineup

Brad Donaldson, VP Product Development

2018 Sales & Marketing Programs

Jeff Whitney, VP Marketing









Customer Proven
Award-Winning

Cybersecure

Made in USA
Verified US Federal Contractor

Industry Leading Products & Technology

Company Update

Jeff N Whitney

VP Marketing
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Industry Awards and Recognition – 39 Since 2011



Security Today Magazine

- 2015 17: (5) New Product of the Year Awards
- 2012 -16: (7) Government Security Awards (Govies)

Security Sales & Integration Magazine

- 2016: Most Valuable Product Award
- 2015: Stellar Service Award
- 2014 16: Top 30 Innovations of the Year

Campus Safety Magazine

2016, 2017: Campus Safety BEST Awards

American Security Today

2017: Platinum ASTORS Award

ADI Global Distribution

- 2013: Vendor of the Year Award
- 2012: New Vendor of the Year Award

PSA Security Network

- 2014: Super Star Vendor Achievement Award
- 2015, 2016; New Vendor of the Year Awards
- 2013: Outstanding Vendor Award

Milestone Systems

2011, 2014: Camera Manufacturer Partner of the Year Award

Security Technology Executive Magazine

- · 2015: Security Innovation Award
- A&S International
 - 2015: Top Surveillance Camera of the Year
- **Detektor International**
 - 2014: Best CCTV Product Award
- China Public Security Expo
 - 2011, 2013: Golden Cauldron Awards



SurroundVideo® Omni G2











MegaVideo® Flex









SurroundVideo® Omni G3











SurroundVideo G5 Mini











MicroBullet®







• Final assembly, Q&A, packaging, and shipping facilities now fully built out from opening in July 2016





HQ New Facilities – 7th Floor Completion





2017 Campaigns



Made in USA / Quality

- Made in USA presentation material
- Registered Federal Contractor status
- Made in USA qualified sourcing letter
- Webpage content
- Editorial coverage
- · Trade show messaging
- Social media & AV News Blog postings







PowerPoint Preso

MADE IN USA COMPLIANCE

Arecont Vision cameras are Buy American Act (41 U.S.C. §§ 8301-305) and Federal Trade Commission Made in USA compliant with few exceptions. Arecont Vision is compliant with the "Presidential Executive Order on Buy American and Hire American' for manufactured goods (click to view online at whitehouse good), as signed on April 18, 2017.

Arecont Vision MegaBall, MegaDome, MegaVideo, MegaView, MicroDome, and SurroundVideo megapixel camera series are Made in USA compliant. <u>Download the compliance statement here</u>, Contact Arecont Vision for more information on product and accessory compliance.

Arecont Vision is a Registered US Federal Contractor.



AMERICAN-MADE QUALITY AND DESIGN

For customers in the United States, if you are planning video surveillance camera purchases, please select your designed and built in the USA choice, Arecont Vision.

Customers outside the United States can trust Arecont Vision for award-winning products and customer service proven worldwide for true Made in USA quality and innovation.

Website Content

Leading the Way in Megapixel Video™



Editorial Coverage

Posted by Jay Bartlett © February 22, 2017 3:06 pm. Categories: Corporate News, IP Cameras Tags:

Glendale.

AM Arecont Vision

2017 Campaigns



Cybersecurity

- White Paper for lead generation with customized versions for the press & partners
- Editorial campaign with multiple articles published worldwide
- Cybersecurity presentation content
- AV Cyber Technical Updates
- Press release
- Website content updates
- CPCP training update
- · Trade show messaging
- Social media postings
- SIA Cybersecurity Advisory Board Membership







Trade Show Signage

PowerPoint & Gold Standard Updates

Cyber Technical Update

2017 Editorial Coverage



Leading the Way in Megapixel Video™

 Over 70 distinct Arecont Vision content or authored articles published in 2017 in industry and vertical market publications

























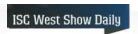




































2017 Website Analytics



Leading the Way in Megapixel Video™

 Total page views 3,798,557

Total users 247,676

o 47.7% new users

∘ 52.3% repeat users

Total sessions 460,868

Average pages/session 8.24 pages

 Average session length 4 minutes 01 seconds

Inbound leads 1,938 https://www.arecontvision.com

Pageviews

3,798,557

Unique Pageviews

1,337,982 MATANTAL TALLES AND THE PROPERTY OF THE PROPER



Product Development Update

Brad Donaldson

VP, Product Development +1.818.937.0484 x 437 | bdonaldson@arecontvision.com



Multi-Sensor Upgrade



Leading the Way in Megapixel Video™

New Features:

- SNAPstream
- Multi-stream support improvement
- Onvif Profile S support
- White balance improvement (WB2.0)
- New color correction
- WDR improvement
- Digest authentication
- New upgrade method: combined file(hw+fw) upgrade(.av)
- Port filtering
- Cyber security improvements
- 802.1x
- New web interface



Multi-Sensor Upgrade



Leading the Way in Megapixel Video™

Port filtering

Allows user to specify which ports the camera listens or accepts commands or stream requests from.

Port Filter

✓ Enable NTP

✓ Enable TFTP

✓ Enable MDNS



Multi-Sensor Upgrade



Leading the Way in Megapixel Video™

Digest Authentication

AKA Digest Hash
AKA CHAP (Challenge-Handshake Authentication Protocol)

Adds the ability to authenticate the camera to VMS using cryptographic hash function and a secret cryptographic key.



SNAPstream[™]

Smart Noise Adaptation & Processing

- Smart H.264 Codec Enhancement
- Updateable on Most Legacy Cameras
- Reduces Bandwidth Without Impacting Image
 Quality









Omni G3

SurroundVideo®Omni Series



180º Mini

180° w/RF

SurroundVideo® G5 Series







Arecont Vision MPIP (Massively Parallel Image Processing) Architecture



MegaDome® G3 RS

and an Installer-Friendly Design

Highlighted Features Include:

- 3 or 5 Megapixel (MP) H.264 All-in-One PoE Dome IP Camera Solution
- Remote Setup No Touch Setup with a Varifocal Motorized Lens that can be Remotely Setup in Any Position
- Motorized Pan and Tilt Capable Pan 359°, Tilt 90°
- True Wide Dynamic Range up to 100dB at Full Resolution (Select Models)
- SNAPstream™ Advanced Compression Algorithm Reduces Bandwidth without Impacting Image Quality









Wide Dynamic Range Available on Select 3MP Models



True Day/Night with IR Cut Filter







CorridorView' with 90° Image Flip



SDHC Card Slot





Impact / Weather Resistant IK-10 and IP66 Rated



With Remote Setup, SNAPstream[™],











and Zoom Capable



SNAPstream' Technology



Pixel Binning







Installer Friendly



Surround Video® Omni G3

4 Remote Configurable Motorized Sensor Gimbals in an Omni-Directional All-in-One Solution

Highlighted Features Include:

- 12 or 20 Megapixel (MP) H.264 All-in-One Remote Setup Omni-Directional Camera
- No Touch Setup: 4 Individual Camera Gimbals Each with a 2.8–6mm Motorized Lens That Can be Remotely Setup in Any Position Around a 360° Track
- Preset Positions to Create a 360°, 270°, or 180° Field of View and Two Custom Configurations
- True Wide Dynamic Range up to 100dB at Full Resolution (Select Models)
- SNAPstream[™] Advanced Compression Algorithm Reduces Bandwidth without Impacting Image Quality









Omni-Directional Track with 4 Customizable Sensors



Presets 180°/270°/360



tom Presets



Motorized Pan & Tilt Capable



Wide Dynamic Range on Select 12MP Models



True Day/Night with IR Cut Filter



Pixel Binning Mode



npact / Weather Resistan IK-10 and IP66 Rated



Installer Friendly



Preset Configurations

"No-Touch" Remote Setup for all 4 Individual Camera Gimbals for Setup or Field of View Changes



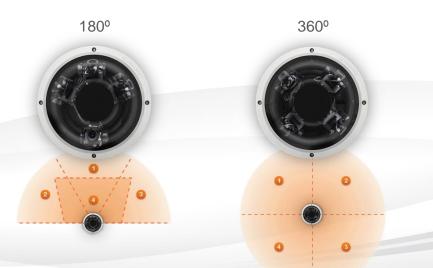
Hands Free Remote Setup



Motorized Pan, Tilt, Zoom, and Focus



Use Standard Presets or Create Your Own Preset



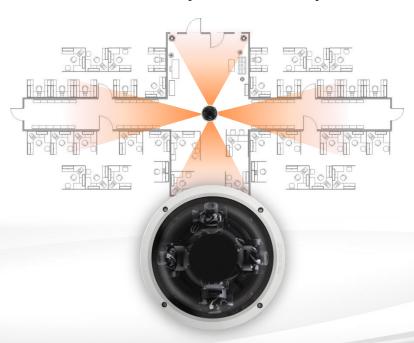
270°

Save Your Own



Possible Scenarios

Indoor Hallway Intersection Layout



270° Outdoor Layout





4K (8.3 Megapixel @ 30 Frames Per Second) Box Camera H.264 Remote Focus/Zoom, P-Iris Lens, True Day/Night, IP Camera

Highlighted Features Include:

- 4K Ultra High Resolution Image Quality
- 8.3MP/30FPS H.264 True Day/Night Indoor Dome IP Cameras
- NightView[™] Technology for Enhanced Low Light Performance
- 4K/1080p Dual Mode
- Wide Dynamic Range
- SNAPstream[™] (Smart Noise Adaption and Processing) for reduced bandwidth without impacting image quality
- Multiple Lens Option with Remote Zoom/Focus and P-iris
- **Outdoor Housing Options**









and Housing Options

























MicroBullet®

Cameras with SNAPstream™ (Smart Noise Adaptation and Processing) and WDR (Wide Dynamic Range) Models

Highlighted Features Include:

- 1080p and 3MP Resolutions
- 2.8–8mm Motorized Lens for Remote Focus/Zoom
- Integrated IR LED Illuminator
- SNAPstream[™] (Smart Noise Adaption and Processing) for reduced bandwidth without impacting image quality
- Optional True Wide Dynamic Range up to 100dB at Full Resolution
- True Day/Night with Mechanical IR Cut Filter
- Indoor/Outdoor IP66 and IK-10 Protection Grade











SNAPstream

Technology



on 3MP Models





M Arecont Vision



MegaView® 2



Casino Mode™ Maintains at Least 30fps on Select 1080p Models



282mm

MicroBullet

163mm

Resistant IK-10







1080p or 3 Megapixel (MP) H.264 All-in-One 2.8–8mm Motorized Lens True Day/Night IR Indoor/Outdoor Bullet-Style IP



1.2-5MP H.264 All-in-One Ultra Low Profile Remote Focus True Day/Night Indoor/Outdoor IP Cameras with Optional Wide Dynamic Range (WDR)

Series Features:

- 1.2-5MP Models
- True Day/Night with Mechanical IR Cut Filter
- SNAPstream[™] (Smart Noise Adaption and Processing) for reduced bandwidth without impacting image quality
- CorridorView™
- Dual Encoder H.264/MJPEG
- Privacy Masking, Motion Detection, Flexible Cropping, Bit Rate Control, Multi-Streaming, Forensic Zooming
- Remote Focus
- 3-Axis Gimbal
- All-in-One H.264 Total PoE Solution

Model Dependent Features:

- NightView[™] Color Low Light Technology on the 1.2MP Model
- IR Illumination
- True WDR up to 100dB on some 1080p and 3MP Models
- Binning Mode for Strong Low Light Performance on 3MP and 5MP Models
- Casino Mode[™] on some 1080p Models























Pixel Binning Mode



IK-10 and IP66 Rated (Surface Models)





Design on 1.2MP Models



















4 – 10 Megapixel H.264 Compact All-in-One IP Indoor/Outdoor Dome Camera with 2 Remote Focus Sensors in a Single Enclosure

Highlighted Features Include:

- 2 Sensor Ultra-Low Profile True Day/Night Dome Camera
- 4, 6, and 10 Megapixel Models
- 6 and 10 Megapixel Wide Dynamic Range (WDR) Models
- Choice of 2.1, 2.8, 4, 6, 8, 10, and 16mm lenses (Sold Separately)
- True Day/Night Functionality with Dual Mechanical IR Cut Filters
- Independent Remote Focus Modules for Both Sensors on 3-axis Gimbals
- Fast Frame Rates
- Installer-friendly enclosure































Onvif | 6

Innovation: Most Complete Product Line



Leading the Way in Megapixel Video™



G3 with IR

MegaBall® G2

Bell Mount

IR

Bell Mount

Wall/Surface

Mount

MegaDome® 4K

MegaDome® G3
Series

G3 RS

MegaView® 2

Wide Angle

Telephoto

MegaVideo® 4K

MegaVideo® G5 Series

Single Sensor

w/RFRZ

Dual

Sensor

2018 Sales & Marketing Programs

Jeff N Whitney

VP Marketing
+1.818.937.0477 | jwhitney@arecontvision.com



Most Advanced Megapixel Product Line for 2018



Leading the Way in Megapixel Video™



















Sensor Single Sensor W/RFRZ

MegaBall® G2

MegaDome® 4K

MegaDome® G3

MegaView® 2

MegaVideo® 4K

MegaVideo® G5



Two popular promotional programs from 2017 have been renewed thru end of Q1 2018



Extended by Popular Demand!

Due to popular demand, the TRY & BUY Program is extended through March 31, 2018. The TRY & BUY Program allows an integrator to install any of the MegaDome® 4K, MegaVideo® Flex, SurroundVideo® G5, SurroundVideo® Omni G2 or G3 cameras in a customer environment at no risk, and at special introductory pricing. Arecont Vision® is so confident that customers will want to keep the camera that if the customer is not completely satisfied, the camera can be returned for a full refund!

 Try one of our newest cameras, for 30 days. If not completely satisfied, return for a full refund



Trade Up previously installed professional megapixel cameras from Arecont Vision or competitive vendors* such as Avigilon, Axis, Bosch, Hanwha Samsung, Hikvision, Pelco, Sony, and more to earn big rebates!

- Qualifying box cameras earn a \$50 rebate** for a new MegaVideo® purchase
- Qualifying bullet cameras earn a \$100 rebate** for a new MegaView® purchase
- Qualifying dome cameras earn a \$100 rebate** for a new MegaDome[®] purchase
- Qualifying PTZs and multi-sensor cameras earn a \$300 rebate** for a new SurroundVideo® purchase

 Trade in previously-installed Arecont Vision or qualifying competitor megapixel cameras toward new Arecont Vision models



The Arecont Vision 1st Quarter 2018 Promotion



Promotional Pricing from January 15, 2018 through March 31, 2018

Arecont Vision announces the 1st Quarter 2018 Promotion. This limited-time incentive program offers special pricing on select Arecont Vision products throughout the sales quarter.

MicroBullet® 1080o Cameras

Part Number

AV2325DNIR

MicroBullet® 1080p WDR Cameras

AV2326DNIR MicroBullet® 3MP Cameras

Part Number

Available Models:

Part Numbe AV8185DN AV8185DN-HB SurroundVideo® 12MP Cameras

SurroundVideo® 8MP Cameras

AV12186DN SurroundVideo® Omni 12MP Cameras

Part Number AV12176DN-NL

> Part Number AV20175DN-28

AV3325DNIR AV12176DN-28 AV12176DN-08 SurroundVideo® Omni 20MP Cameras MicroBullet® 3MP WDR Cameras AV3326DNIR AV20175DN-NI

How the Instant Discount Works:

- 1. Distributor sends POs to Arecont Vision for the products listed above, while supplies last
- 2. The PO must state "1st Quarter 2018 Promotion"

Made in the USA* www.arecontrision.com | +1 818 937 0700

- 3. The distributor should list the appropriate Q1 Promo discount on the PO. Call your Anson't Vision Regional Sales Manager or Inside Sales Manager pricing details. 4. POs should be received between 1/15/18 - 3/31/18.
- 5. POs received after 3/31/18 will be at normal discount levels (D1-5) or registration pricing
- 6. No ship and debit, cost deviation, or other crediting process will be accepted. All discounts must be applied upon submission of the purchase order



- New 1st Quarter 2018 Promotion
 - SurroundVideo® Panoramic G1
 - Surround Video® Omni G1
 - MicroBullet®
- Discount up to 50% off of your best regular buying price
- Project registration not required

https://www.arecontvision.com/landing-pages/promos/overview.php

2018 Regional, Partner, & Educational Events



Leading the Way in Megapixel Video



- AV University CPCP Certification Training Programs
- Regional AV Seminars

Sales partner events

Integrators, distributors, manufacturer's representatives

Technology Partners events

- VMS, analytics, infrastructure, storage, & other Technology **Partners**
- Regional industry/vertical market events

Education:

https://www.arecontvision.com/avu/welcome/

Events:

https://www.arecontvision.com/tradeshows.php



more products » top manufacturers exhibiting

more locations» 46 across North America

more savings » exclusive on-site show specials

more support » training on the latest technology

Register For An Expo Near You!

The Industry's Largest One-Day Training, Product & Sales Event!

TRADE SHOWS

RADE SH	around the world on a weekly basis. Check	out the schedule below	
recont Vision is on display	around the state	Location	Learn More
Date	Event Information	Dubai, -, United Arab Emirate	S Learn mes
Jan 21-23, 2018	Intersec 2018 Website	Atlanta, Georgia, United	Learn More
Mar 1, 2018	Converged Security Summit Website	States	Learn More
Mar 5-6, 2018	The Great Conversation in Sec Website	States Denver, Colorado, United	Learn More
Mar 12-16, 2018	PSA-TEC 2018 Website	States Las Vegas, Nevada, United	Learn More
Apr 11-13, 2018	ISC West 2018 Website	States City Mexico	Learn Mor
Apr 24-26, 2018	Expo Seguridad 2018 Website	rida, Unite	ed Learn Mo
Apr 29-May 2, 2018	RILA Asset Protection Confe Website	arence 3 tag	

2018 Major Event Schedule

Arecont Vision®

- Intersec (Dubai)
 - January 21 23
- ISC West (Las Vegas, NV)
 - April 11 14
- Expo Seguridad (Mexico)
 - April 24 26
- **IFSEC** (London)
 - June 19 21
- Security Essen (Germany)
 - September 25 28
- GSE formerly ASIS (Las Vegas, NV)
 - September 23 27

Events:

https://www.arecontvision.com/tradeshows.php







2018 Social Media Campaigns



Leading the Way in Megapixel Video™

Where in the World Have YOU Seen Arecont Vision

Arecont Vision cameras are trusted and deployed by our customers around the world for their video surveillance needs. Here are some examples of Arecont Vision cameras that has been submitted.

Want to submit an image? Get a free account and log in here.



Where in the World Have YOU Seen AV?

- Daily/weekly social media campaign
- End user customers & systems integrators / dealers submitting images
- New webpage with rolling banner & image uploader
- WITW videos (3)
- · Reposted across AV social media



Videos



Image Library



- Interactive Product Overview pages cover all major Arecont Vision camera product families
- Interactive Technology Overviews cover all technologies across the Arecont Vision camera line

Product Overviews























Technology Overviews



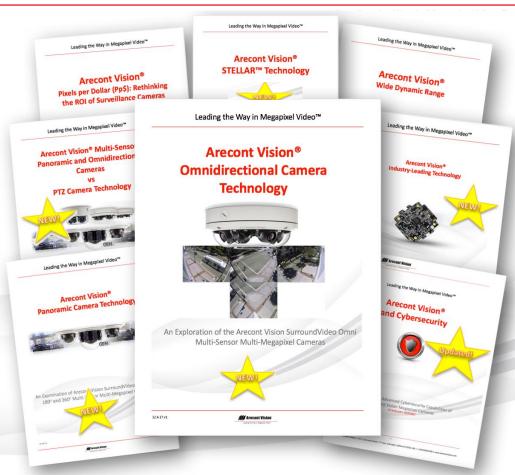




2018 White Paper Program



- 5 new white papers in 2017
 - Cybersecurity
 - Industry-Leading Technology
 - ∘ STELLAR™ Technology
 - SurroundVideo® Omni Technology
 - SurroundVideo Panoramic Technology
 - SurroundVideo vs PTZ Technology
- More to come for 2018
 - ∘ **SNAP**stream ™
 - 。???





 Multiple lead generation & market awareness campaigns to help you be more successful selling Arecont Vision for 2018



- New, exciting products coming to the lineup throughout 2018
- Updated Arecont Vision sales teams, merged territories, and updated executive leadership to support your efforts better than ever







Leading the Way in Megapixel Video

www.arecontvision.com

sales@arecontvision.com

+1.818.938.0700



http://blog.arecontvision.com



Get the lastest scoop on Arecont Vision" with press releases, conference and event dates, videos, and more.

https://www.arecontvision.com/news.php



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