Arecont Vision® Update

March 2016

Arecont Vision

Company Update – March 2016

Arecont Vision®

Leading the Way in Megapixel Video™

- New people on-board in sales, engineering and services
- New products are shipping!
- Excellent Progress with VMS/NVR Partner integration, events, customer project training and execution
- Project Registration is providing substantial separation between standard and registered pricing.
- Quality and Service continue strong improvement and the results show it.
- Situational Awareness Plus will help drive improved understanding, better designs and terrific solutions.

Market Opportunity

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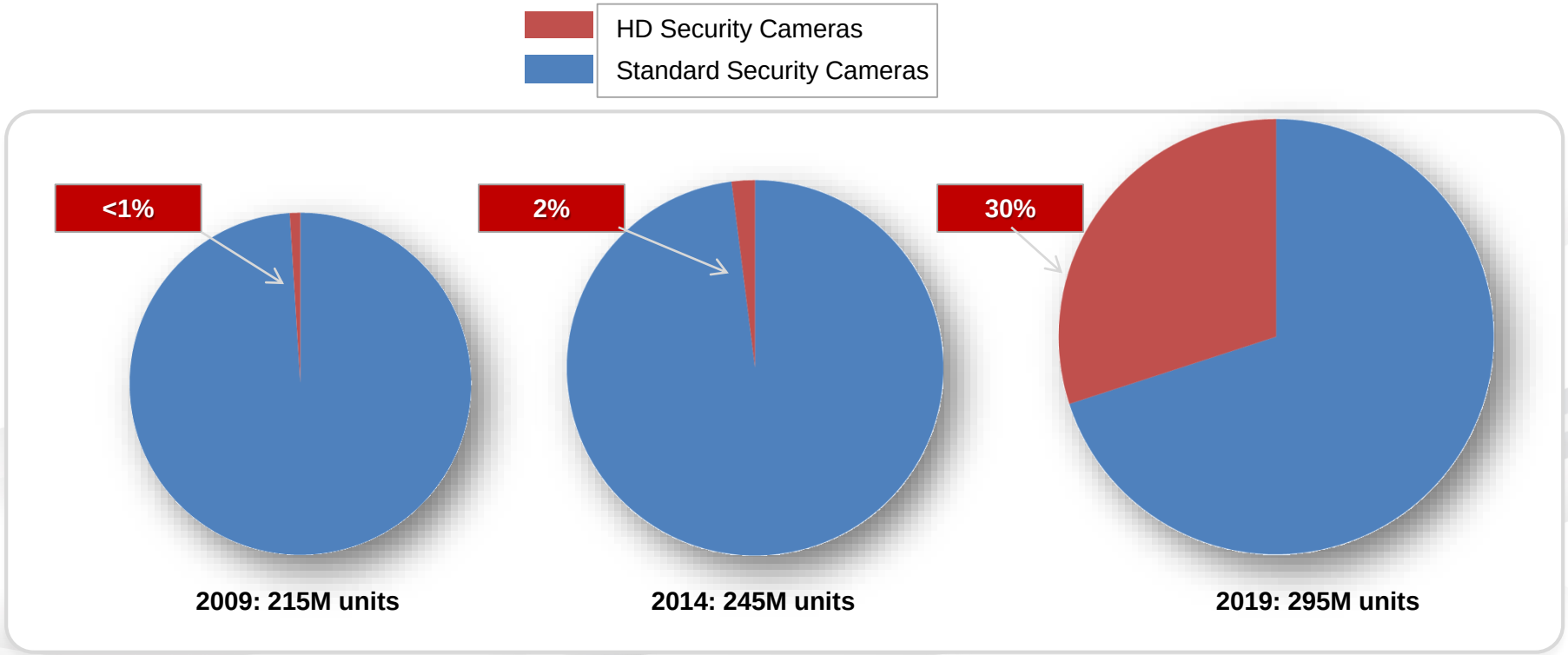
HD Security Camera Installed Base



Source: Arecont Vision, 12/15.
Based on 2014 data from IHS Inc. *"Video Surveillance Camera Installed Base Report – 2015".*

Large Enterprises

ARECONT VISION MEGAVERTICAL PRESENTATIONS

Visit *arecontvision.com* for other MegaVertical and Case Study Information

Protecting the Brands of the World's Major Firms

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- Video security advances brought about by IP megapixel cameras bring real value to customers who want to protect and secure their brand
- Image quality improvement and the ability to deploy fewer cameras (and still get much better video) lead to a fantastic ROI for users and systems integrators

OUTFRONT

MARKETING

The World's Most Valuable Brands

From Apple to Goldman Sachs, resilient brands can bounce back to be among the world's best.

By Kurt Badenhausen

IT WILL TAKE MORE THAN AN ANTENNA PROBLEM ON THE iPhone 4 to destroy the value of Apple's brand. The company topped our ranking of the world's most valuable brands. Worth $57.4 billion by our calculation, Apple's brand squeaked by long-time nemesis Microsoft, worth $56.6 billion. Google came in fifth with $39.7 billion.

Apple shows how a brand can survive and thrive even when a parent company stumbles. Apple's sales plummeted 46% over a four-year stretch in the late 1990s. The stock was trading for less than $4 (split-adjusted) in 1997 before cofounder Steve Jobs, who had been ousted, rejoined the company. The following year Apple released the iMac and has gone from one consumer success to another ever since. Revenue over the past 12 months was $57 billion, net income $12 billion.

To identify the world's most valuable brands, we looked at more than 100 with leadership positions in their industries. With help from Jeffrey Parkhurst, managing director of business strategy at Mindshare, a WPP-owned media agency, we valued the brands by looking at brand earnings over the past three years, subtracting a charge for the capital employed and then taking a percentage of earnings based on the role brands play in each industry. We applied the average price-to-earnings multiple of the parent company to the net brand earnings number to arrive at a brand value. You can find more details and the full list of 50 brands at www.forbes.com/cmo-network.

Tech brands make a big showing on the list with 30% of the top 50. U.S. brands dominate. While most large economies saw output decline in 2009, the brands on our list fared a little better, with sales, on average, flat in 2009. Some brands were hit hard by the economic downturn as well as by their own missteps.

The No. 11-ranked Toyota, worth $24.1 billion, has been troubled over the past year by recalls covering 10 million vehicles. "Toyota always promoted quality, and then [the recalls showed] they delivered exactly the opposite," says Mindshare's Parkhurst, who argues the fallout would not have been as bad if Toyota's brand promise all these years had to do with, say, horsepower. Barring any more big setbacks, Parkhurst says, Toyota can bounce back over the next two years as the backlash against the brand has already ebbed. The public is figuring out that the tales of unintended acceleration are, for the most part, balderdash. F

34 FORBES AUGUST 30, 2010

Data Center Security and Surveillance

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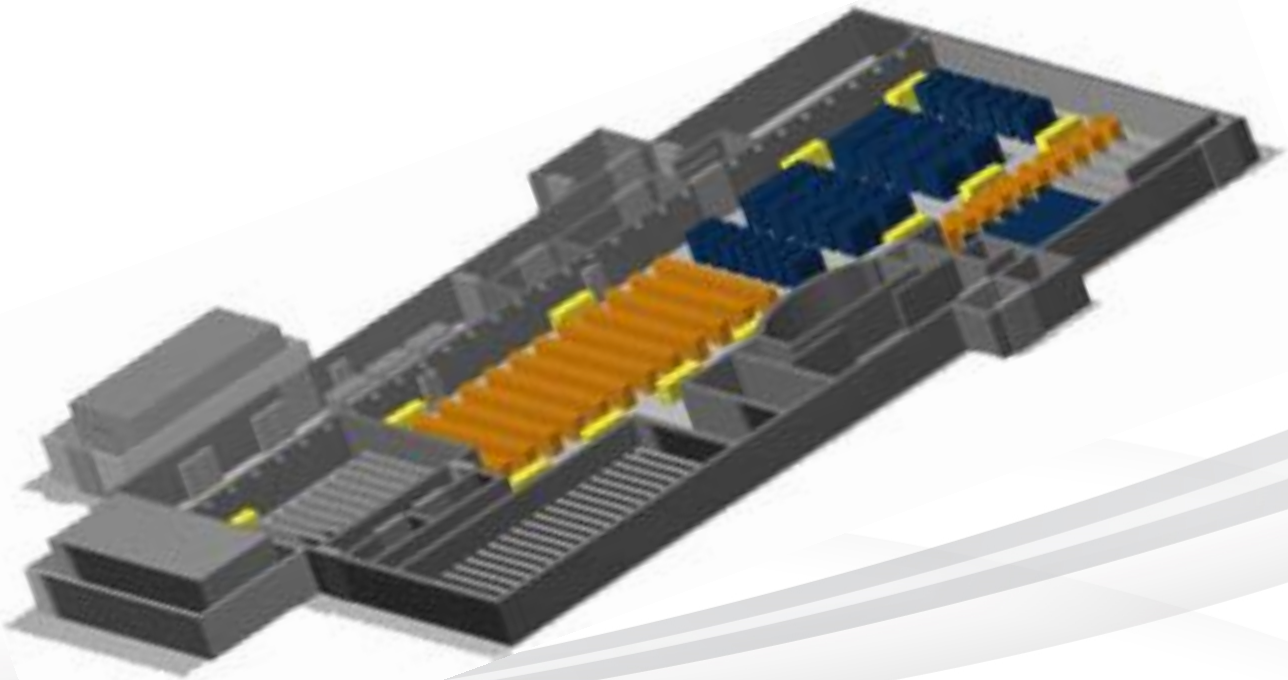
- Identification is Everything
- Uptime & Availability
- Energy Efficiency
- Colocation & Hosting
- Networks



Data Center Security and Surveillance

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Lobbies

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SurroundVideo®

Hallways and Corridors

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SurroundVideo® 360º
mounted on ceiling

Elevator Lobbies

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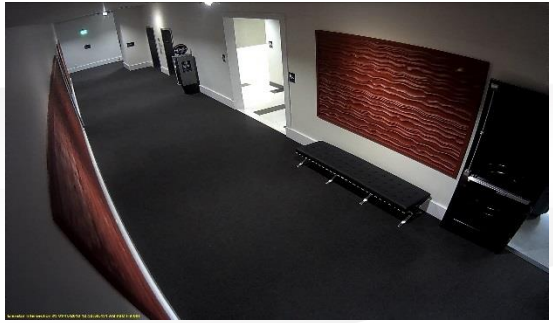

SurroundVideo® Omni providing situational awareness of elevator lobby

Corporate Offices

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Regular Camera: (AV3115)
Color Washed Out & Can't Clearly See Shaded Area Under Strong Sunshine

True WDR Camera: (AV3116)
Vivid Color and Clearly See Shaded and Bright Light Areas Under Strong Sunshine

Warehouses and Manufacturing Facilities

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Loading Docks

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Buildings and Parking Lots

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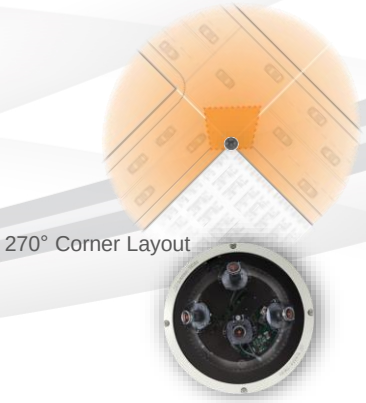
Arecont Vision® AV12176DN

in daytime

270° coverage plus a shot straight down!



270° Corner Layout

Call Boxes and True 360°

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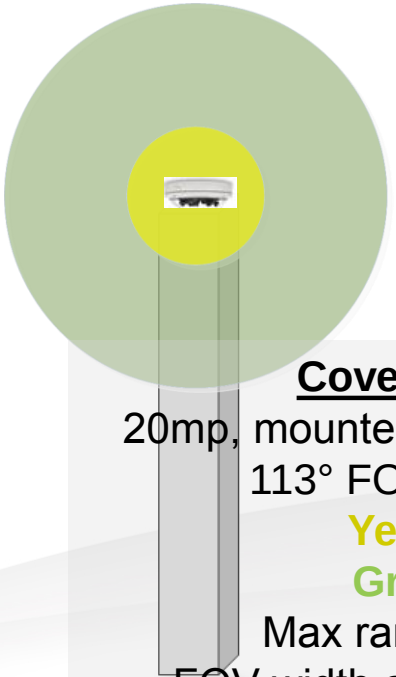
Far Left:
Ramtel® call box

Left:
Code Blue® call box

Below:
SurroundVideo Omni set up in the center of a traffic circle for a true 360 degree panoramic view

20mp SurroundVideo® Omni on Call Box

Arecont Vision®
Leading the Way in Megapixel Video™



Coverage example:

20mp, mounted 10’ high each lens with 113° FOV to cover < 360°

Yellow = 60ppf

Green = 30ppf

Max range shown @ 27’

FOV width at max = 54’ over 360°

Note: Omni lens options can be changed and the 4 sensors positioned in any direction

Pro:

- Can cover 360° FOV all the time
- Many lens FOV options available
- Arrange 4 sensors in any direction required

Example: 3 of the sensors and lens shown here can be used to cover 339° field of view with 4th sensor pointed down using tighter FOV lens to cover under the camera or other area of interest

- Good situational awareness
- OK digital forensic zoom
- No moving parts

Con:

- About ¼ forensic zoom compared to 180°

20mp 360° SurroundVideo® on Call Box

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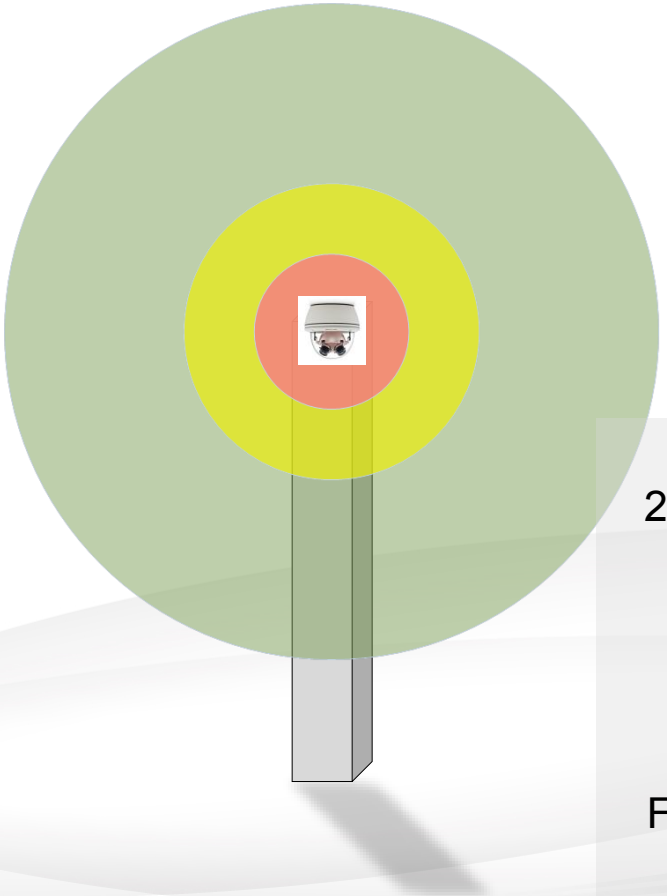
Leading the Way in Megapixel Video™



Coverage example:

20mp, mounted 10’ high with 360° FOV

Red = 90ppf

Yellow = 60ppf

Green = 30ppf

Max range shown @ 42’

FOV width at max = 84’ over 360°

Pro:

- Can see 360° FOV all the time
- Good situational awareness
- OK digital forensic zoom
- No moving parts

Con:

- About ½ the forensic zoom compared to 180°
- Optics can only be tilt adjusted 10° up or down

20mp 180° SurroundVideo® on Call Box

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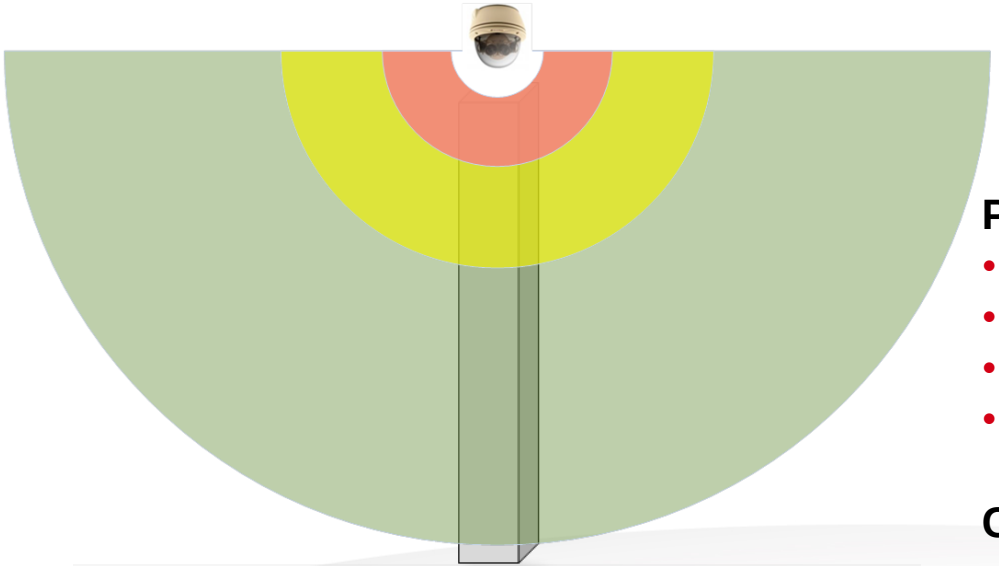
Leading the Way in Megapixel Video™



Coverage example:

20mp, mounted 10’ high with 180° FOV

Red = 90ppf

Yellow = 60ppf

Green = 30ppf

Max range shown @ 110’

FOV width at max = 220’

Pro:

- Can see 180° FOV all the time
- Good situational awareness
- Good digital forensic zoom
- No moving parts

Con:

- Only sees180° fixed field of view

Securing the World's Biggest Brands

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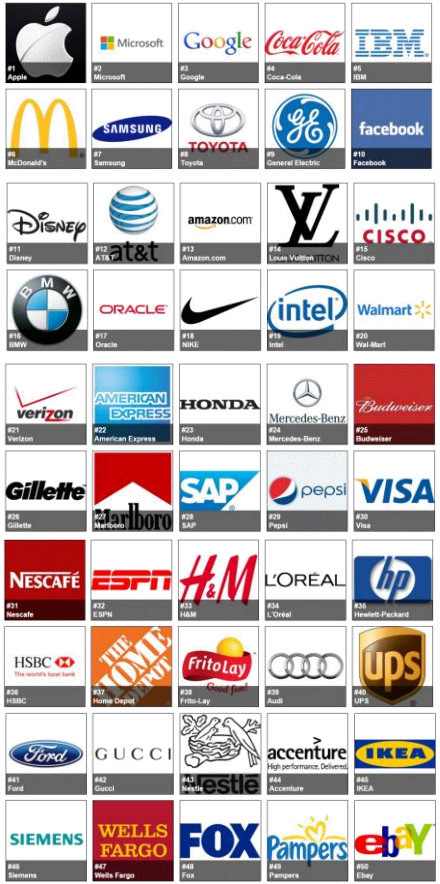


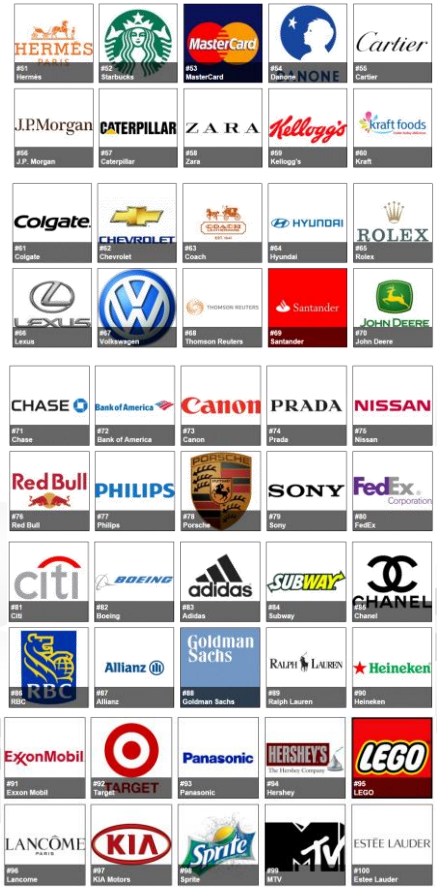
Forbes The World's Most Valuable Brands

Forbes 100

More than 20 of the Top 100 use Arecont Vision.

Which of these firms in your area are using Arecont Vision?

Let us know!



1Q16 Action

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- Programs released.
  - *Try-&-Buy Program*
  - *Special Pricing Program on GEN1via Project Registrations*
- New support programs in place to drive better service for our customers.
- SI/dealers should sign up for service parts/demo agreements. That way we can ship immediately and we will not require a credit card. It is fast and simple to do.
- Our new products are shipping now!

Arecont Vision Update

Arecont Vision®

Leading the Way in Megapixel Video™

Multi-Sensor OMNI G2

SurroundVideo® OMNI G2

(G2 now shipping)

180º WDR 180º 360º WDR 360º

SurroundVideo® G5 Series

(5MP STELLAR already shipping)

Flush Surface

MicroDome® G2

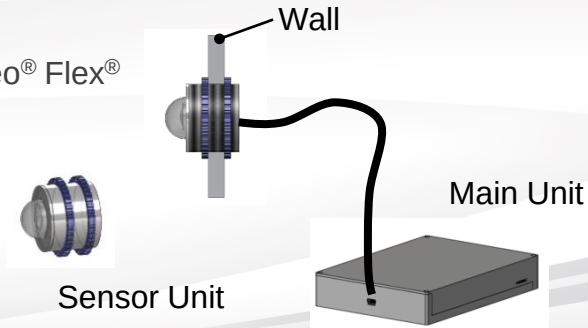
(Already shipping)

Bell Mount Bell Mount IR Wall/Surface Mount

MegaBall® G2

(Now Shipping)

MegaVideo® Flex®



Single Sensor w/RFRZ

MegaVideo® G5

(Now Shipping)

ISC West 2016
New Product Release Guide

Made in the USA

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SurroundVideo® Omni G2

4 Motorized User-Configurable Sensors in an Omni-Directional All-in-One Solution

Multi-Sensor Omni

Highlighted Features Include:

- 12 or 20 Megapixel (MP) H.264 All-in-One Remote Focus Omni-Directional User-Configurable Multi-Sensor True Day/Night Indoor/Outdoor Dome IP Cameras
- Multiple Lens Options in a Single Camera Housing from 2.1mm to 16mm
- Up to 4 Individual Camera Gimbals can be Independently Placed in Any Orientation Around a 360° Track Including Looking Straight Down
- True Wide Dynamic Range up to 100dB at Full Resolution
- Increased Frame Rates

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MegaVideo® Flex

Ultra Low Profile Design Solution

Highlighted New Features Include:

- 1.2MP, 1080p, 3MP, and 5MP H.264 Remote Focus True Day/Night Indoor/Outdoor Tethered IP Cameras
- Camera Sensor and Main Unit can be Connected via a USB Cable up to 40ft in Length
- Optional IR LEDs

*Sold Separately

ONVIF | S PSIA

Arecont Vision®

Leading the Way in Megapixel Video™

MegaDome® 4K

8.3 Megapixels at 30fps!

Highlighted New Features Include:

- 4K Ultra High Resolution Image Quality
- 8.3MP H.264 True Day/Night Indoor/Outdoor Dome IP Cameras
- 30 Frames per Second
- New Easy-to-Install Housing Design

Arecont Vision®

Leading the Way in Megapixel Video™

SurroundVideo® G5 Mini

Smaller Housing Models Now Up to 20 Megapixels

Highlighted New Features Include:

- 12MP and 20MP H.264 All-in-One 180° or 360° Panoramic True Day/Night Indoor/Outdoor Dome IP Cameras
- True Wide Dynamic Range up to 100dB at Full Resolution
- Increased Frame Rates

180° Panoramic

360° Panoramic

ONVIF | S

Arecont Vision®

Leading the Way in Megapixel Video™

SurroundVideo® G5

Now with Remote Focus and STELLAR™

Highlighted New Features Include:

- 5MP, 12MP, and 20MP H.264 All-in-One 180° Panoramic True Day/Night Indoor/Outdoor Dome IP Camera
- Motorized P-Iris Lenses with Remote Focus
- **STELLAR™** (Spatio Temporal Low Light Architecture) on 5MP Models
- True Wide Dynamic Range up to 100dB at Full Resolution
- Increased Frame Rates

180° Panoramic

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Arecont Vision®

Leading the Way in Megapixel Video™

MicroDome® G2

Now with Remote Focus and 3-Axis Gimbal

Highlighted New Features Include:

- 1.2MP, 1080p, 3MP, and 5MP H.264 All-in-One True Day/Night Indoor/Outdoor Dome IP Cameras
- Motorized Lens with Remote Focus
- True Wide Dynamic Range up to 100dB at Full Resolution
- 3-Axis Gimbal

Flush

Surface

Arecont Vision®

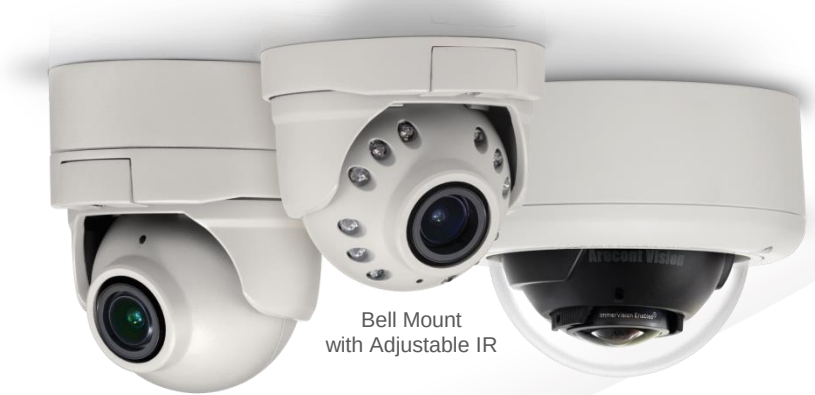
Leading the Way in Megapixel Video™

MegaBall® G2

Now with STELLAR™, Adjustable IR, and More!

Highlighted New Features Include:

- 1.2, 1080p, 3, and 5 Megapixel (MP) H.264 All-in-One Motorized P-Iris or Manual Panomorph Lens True Day/Night Indoor IP Cameras
- **STELLAR™** (Spatio Temporal Low Light Architecture)
- True Wide Dynamic Range up to 100dB at Full Resolution
- New Adjustable IR LEDs
- Flush or Surface Mount Domes and New Bell Mount Housing Options



Bell Mount*

Bell Mount with Adjustable IR

Wall/Surface Mount (Panomorph Lens Shown)

*Optional Junction Box Sold Separately

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MegaVideo® Flex Product Presentation

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- Product Introduction
- Product Features
- Product Verticals
- Installation
- Ordering Information

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MegaVideo® Flex Release Objective

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The NEW **Mega**Video® Flex is designed to fit compact spaces where the constraints of ordinary cameras are a challenge. The simplicity of the design allows installers the flexibility of installing the camera in one area and hiding the main unit up to 40ft (12m) away.

Applications

- Banks / ATM Machines
- Gas Pumps
- Parking Meters
- Vending Machines
- Tight Custom Installs
- Residential
- Retail

ONVIF | S PSIA

Product Introduction

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Arecont Vision®

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24/7 Reliability

True Day/Night provides optimal images in changing lighting conditions

Light Up the Night

Up to 2 optional IR units, each provide an additional 15m of illumination

Resilient, Vandal Design

Water resistant cast-aluminum housing with polycarbonate bubble is IK-10 rated for high impact force

Brighten Up the Night

NightView via 1.2MP models provide additional low light sensitivity

Fail-safe Recording

32GB SD Card Slot provides day to day on-board storage or can be used in the event of a network outage or server failure

Future Proof

Remote focus module with interchangeable lenses allow for changing security needs & customization for the best possible field of view

Pixel Optimization

CorridorView allows for image rotation ideal for hallways and corridors

Captures Missing Details

Wide Dynamic Range enables details from both bright and dark areas of scene for capturing detailed images

Plays Nice with Others

ONVIF Profile S and PSIA Compliant

Increased Sensitivity

Pixel Binning combines pixel clusters for improved low light sensitivity

Virtually Invisible

Discreet, compact design fits in tight spaces such as ATMs, height strips, gas pumps, and transportation

Adaptable Design

PoE provides users with a flexible install

Never Miss a Thing

Casino Mode via select 1080p models ensures 30fps

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Shifting the balance of power in the fight against ATM crime

- Skimming is the most prevalent type of ATM crime
  - *According to the US Secret Service, ATM skimming is now the fastest-growing electronic fraud risk for financial institutions*
- Skimming attacks damage customer relationships
- Skimming devices can easily be placed over the machine while an overview camera captures the PIN number

Sources: McAfee Security, ATM Industry Association, BankInfoSecurity.com

ATM Sales Potential

3 million is the estimated number of ATMs deployed globally

- 425,000 are deployed in the United States.
- 48% of ATMs are owned by financial institutions / 52% are deployed independently.
- 280 ATMs are installed globally each day.
- Companies with the highest number of ATMs:
  - Cardtronics: 32,856
  - Payment Alliance: 26,000
  - Bank of America: 18,426
  - JP Morgan Chase: 14,144
  - Wells Fargo: 12,353

ATM Industry Association (ATMIA)

CAMERAS INSIDE ATMS

60% of ATMs do not contain a video surveillance camera inside the unit

- Due to the small footprint design, the **Mega**Video® Flex can easily be integrated into most ATM machines.
  - Criminal investigation
  - Deter robberies
  - Prevent violent confrontations
  - Deter skimming

ATM Crime Statistics

Captures 3ft. of ATM user at close range

30% of all data fraud is related to ATM crime

- Each attack is estimated to cost victims $50,000.

- The **Mega**Video® Flex optics are ideal for capturing ATM users at close range.
  - The 2.8mm lens delivers a comprehensive view of the front of the ATM; capturing a ~3ft vertical view of the customer.

ATM Camera Skimming

$2 billion is lost globally due to ATM skimming

- ATMs that skimmers work best on are Wincor Nixdorf, NCR or Diebold.

- The **Mega**Video® Flex works with leading ATM machines.

Putting a face on criminal mischief at the gas pump

- According to a manager at a Shell gas station who fell victim to skimming devices, employees are required to check the pumps for tampering between 2-4 times a day since they do not have outdoor video surveillance.
    - Severe outbreaks have been reported across the US, notably Florida and Utah. In one recent check-up,180 pumps had been hijacked.

Sources: McAfee Security, ATM Industry Association

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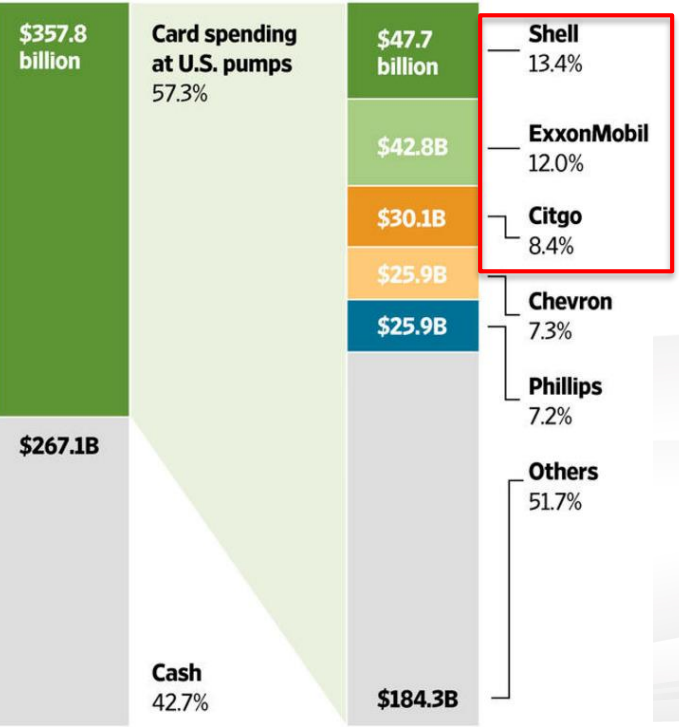
Gas Pump Skimming



Source: 2015 The Nilson Report via The Wall Street Journal

$250 million was lost in 2013 due to ATM skimming at U.S. gas pumps

- Due to the small footprint design, the **Mega**Video® Flex can easily be integrated into gas pumps.
  - Deter / catch criminals
  - Aide in prosecution
  - Alert personnel

Gas Pump Skimming

3 minutes is all it takes for an expert skimmer to install their device inside a gas pump

- Skimming devices can easily be purchased online and are easy to install.
- Skimming machines are capable of storing up to 2,000 card swipes.
- Gas station pumps can be accessed with a universal key that can be bought online.

- The **Mega**Video® Flex optics are ideal for capturing gas pump users at close range.

Product Introduction

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Ordering Information

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MegaVideo® Flex Installation Overview

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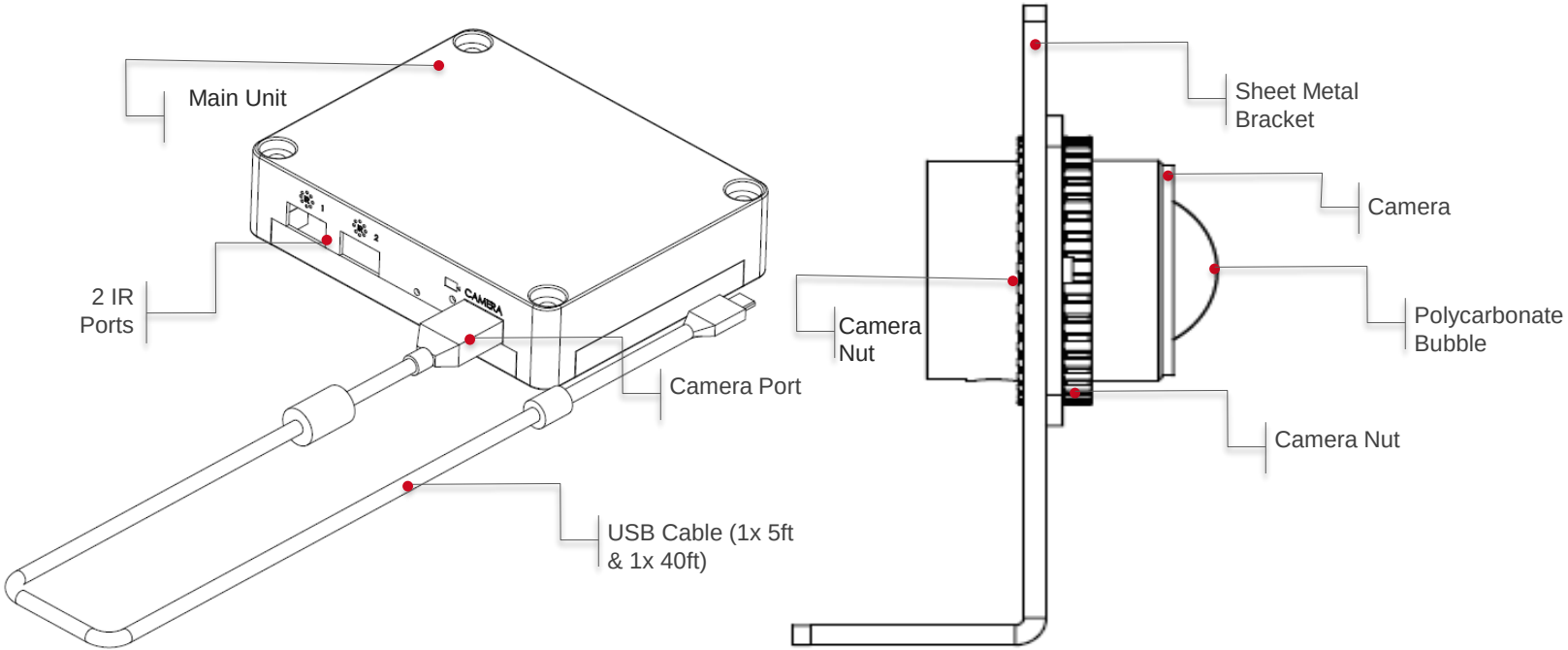

Sheet Metal Bracket Side View

MegaVideo® Flex Installation Overview

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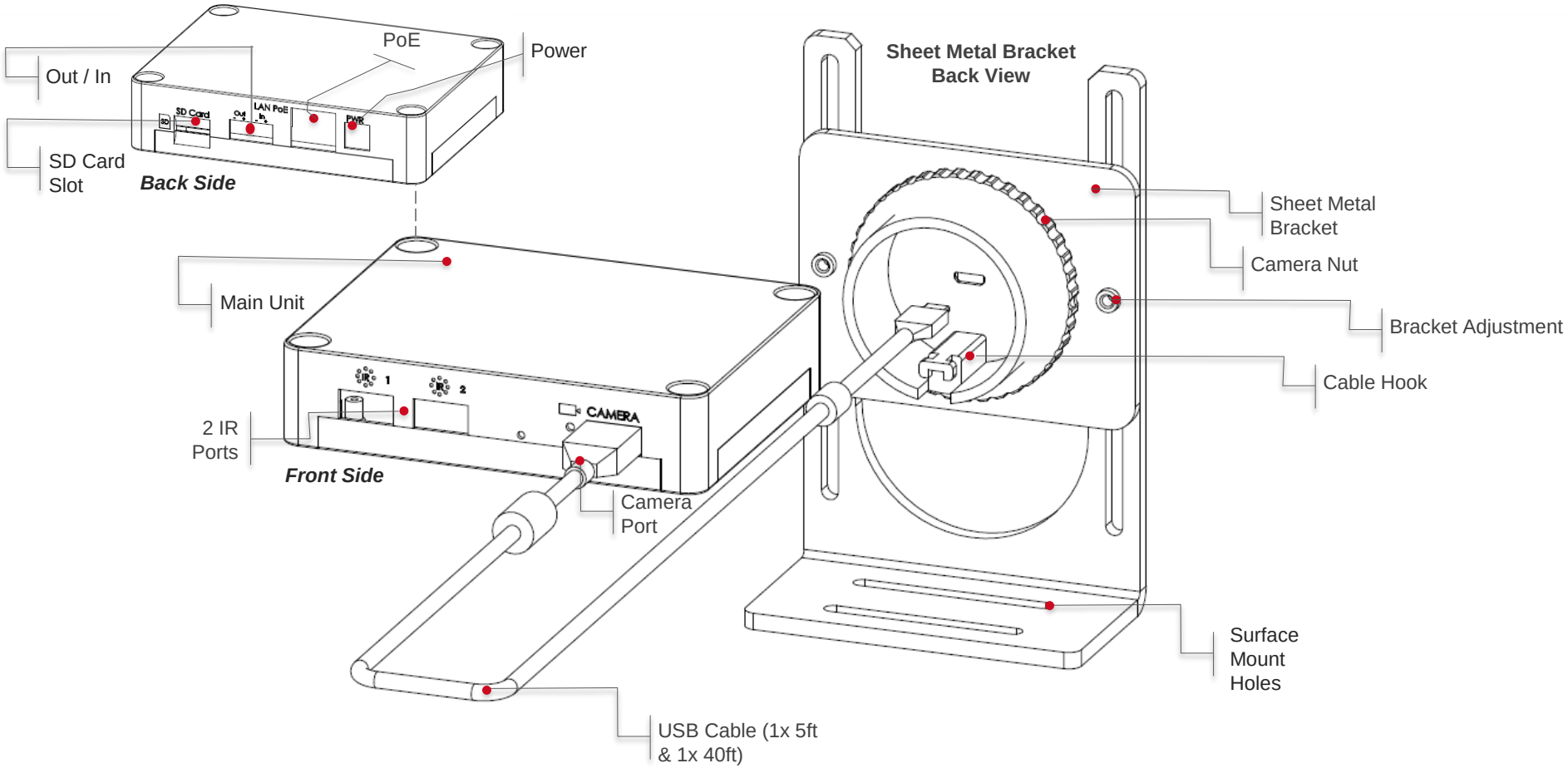

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MegaVideo® Flex Ordering Information

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MegaVideo® Flex Camera Models

	*All parts below include a main unit, 40ft cable, 3ft cable and mounting bracket.
AV1195DN	1.2MP Day/Night, 1280x960, 37 fps, MJPEG/H.264, Remote Focus, SD Card, 2.8mm Lens, NightView™, Discreet, IP66, 12VDC/24VAC/PoE
AV1195DN-NL	1.2MP Day/Night, 1280x960, 37 fps, MJPEG/H.264, Remote Focus, SD Card, NightView™, Discreet, IP66, 12VDC/24VAC/PoE, NO LENS
AV2195DN	1080P Day/Night, 1920x1080, 30 fps, MJPEG/H.264, Remote Focus, Casino Mode, SD Card, 2.8mm Lens, Scaling, Discreet, IP66, 12VDC/24VAC/PoE
AV2195DN-NL	1080P Day/Night, 1920x1080, 30 fps, MJPEG/H.264, Remote Focus, Casino Mode, SD Card, IP66*, Scaling, Discreet, IP66, 12VDC/24VAC/PoE, NO LENS
AV2196DN	1080P WDR, Day/Night, 1920x1080, 30 fps, MJPEG/H.264, Remote Focus, SD Card, 2.8mm Lens, IP66*, Scaling, Discreet, IP66, 12VDC/24VAC/PoE
AV21956N-NL	1080P WDR, Day/Night, 1920x1080, 30 fps, MJPEG/H.264, Remote Focus, SD Card, IP66*, Scaling, Discreet, IP66, 12VDC/24VAC/PoE, NO LENS
AV3195DN	3MP Day/Night, 2048x1536, 21 fps, MJPEG/H.264, Remote Focus, SD Card, 2.8mm Lens, Scaling, Discreet, IP66, 12VDC/24VAC/PoE
AV3195DN-NL	3MP Day/Night, 2048x1536, 21 fps, MJPEG/H.264, Remote Focus, SD Card, Scaling, Discreet, IP66, 12VDC/24VAC/PoE, NO LENS
AV3196DN	3MP WDR, Day/Night, 2048x1536, 21 fps, MJPEG/H.264, Remote Focus, SD Card, 2.8mm Lens, Scaling, Discreet, IP66, 12VDC/24VAC/PoE
AV31956N-NL	3MP WDR, Day/Night, 2048x1536, 21 fps, MJPEG/H.264, Remote Focus, SD Card, Scaling, Discreet, IP66, 12VDC/24VAC/PoE, NO LENS
AV5195DN	5MP Day/Night, 2592x1944, 14 fps, MJPEG/H.264, Remote Focus, SD Card, 2.8mm Lens, Scaling, Discreet, IP66*, 12VDC/24VAC/PoE
AV5195DN-NL	5MP Day/Night, 2592x1944, 14 fps, MJPEG/H.264, Remote Focus, SD Card, Scaling, Discreet, IP66*, 12VDC/24VAC/PoE, NO LENS
	IR Accessory
AV-IRF	Single IR illuminator includes 6 pcs 850nm LEDs / 15 meter IR distance (max) / 80° IR angle, for use with MegaVideo Flex only

Compatible Lenses

MPM2.1	Arecont 2.1mm, 1/3", F1.8 M12-mount; Fixed iris, IR CORRECTED, for use with 1.2MP, 1.3MP, 2MP & 3MP models ONLY
MPM2.8A	Arecont 2.8mm, 1/2.5", F1.8 M12-mount; Fixed iris, IR CORRECTED
MPM4.0A	Arecont 4mm, 1/2.5", F1.6 M12-mount; Fixed iris, IR CORRECTED
MPM6.0	Arecont 6mm, 1/2.5", F1.6 M12-mount; Fixed iris, IR CORRECTED
MPM8.0	Arecont 8mm, 1/2.5", F1.6 M12-mount; Fixed iris, IR CORRECTED
MPM12.0A	Arecont 12mm, 1/2.5", F1.6 M12-mount; Fixed iris, IR CORRECTED
MPM16.0	Arecont 16mm, 1/2.5", F1.6 M12-mount; Fixed iris, IR CORRECTED

MegaVideo® Flex Marketing Collateral

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External Collateral

- **Press Release**
- **Updated Line Card**
- **Marketing Memo**
- **Customer Product PPT Presentation**
- **Newsletter Announcement**
- **Customer Webinar**
- **Rep Banner**

Web

- **Home Page Banner Advertisement**
- **New Product Category Added**
  - Datasheet
  - Installation Manual
  - CAD Drawings
  - A&E Specs
  - Product Brochure
  - Product Series Matrix
- **Product Video**
- **Product Selector Updates**
- **Banner Affiliate Ads**
- **Teaser Banner Series**
- **Social Media Posts**

Tech Tips and Tricks:

Megapixel Design and Calculation for Large Enterprise

Megapixel Design and Calculation for Large Enterprise

Arecont Vision®

Leading the Way in Megapixel Video™

- Provides a variety of surveillance solutions
- Have reliable in-house Support staff equipped to assist in every way.
- Maintain a multitude of field sales and support staff to engage in solutions.
- Provide professional field design and support through their Field Application Group (FAE)

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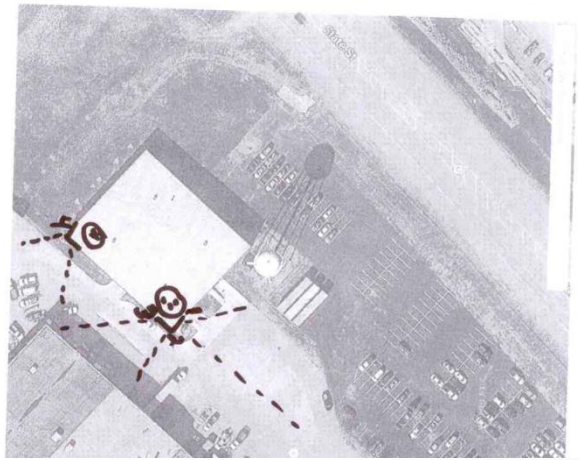
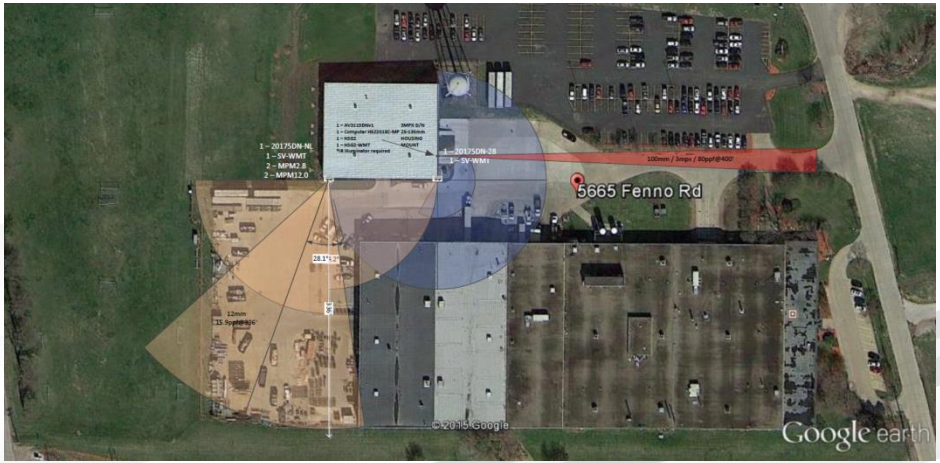
- Regardless of size; our goal is not to meet, but always exceed expectations.



Before



After

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- In the design phase, we never take the cookie cutter approach.
- Each location is unique in application which often require unique approaches to solutions.

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- There are typically three unique requirements requested from a surveillance system.
    - General Observation

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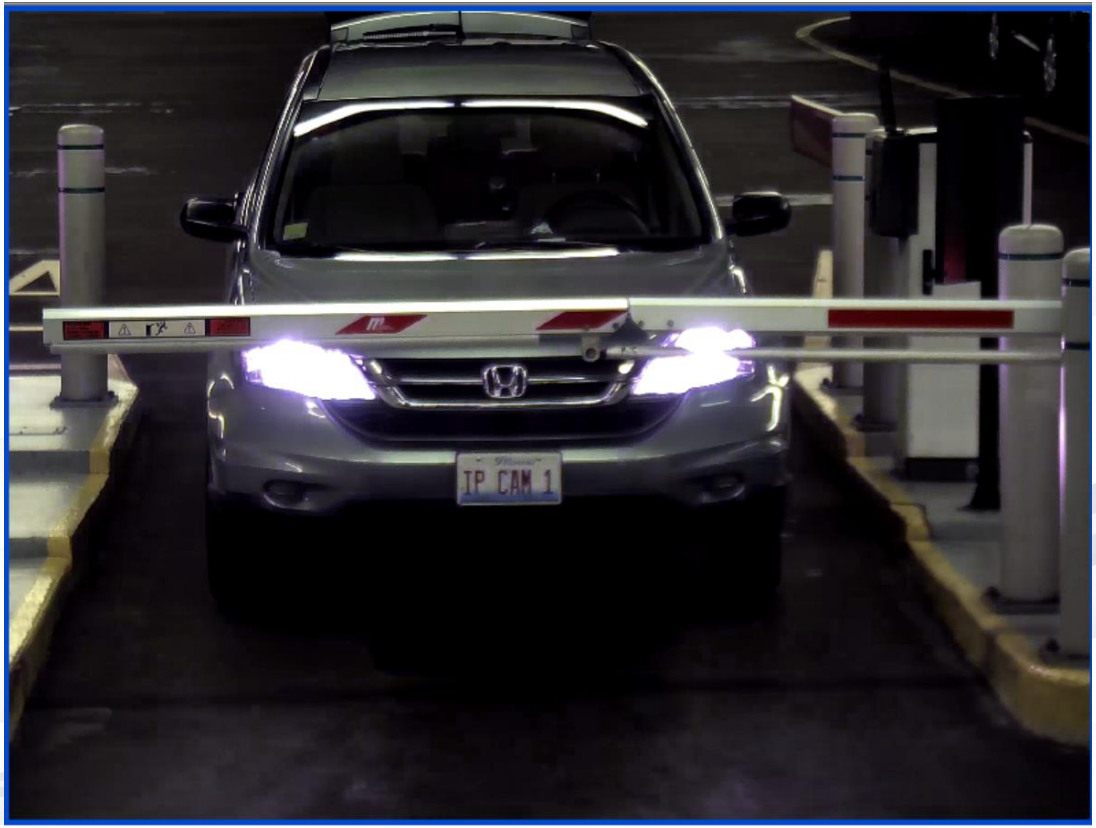
- There are typically three unique requirements requested from a surveillance system.
  - General Observation
  - License Plate Recognition



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- There are typically three unique requirements requested from a surveillance system.
  - General Observation
  - License Plate Recognition
  - Facial Recognition

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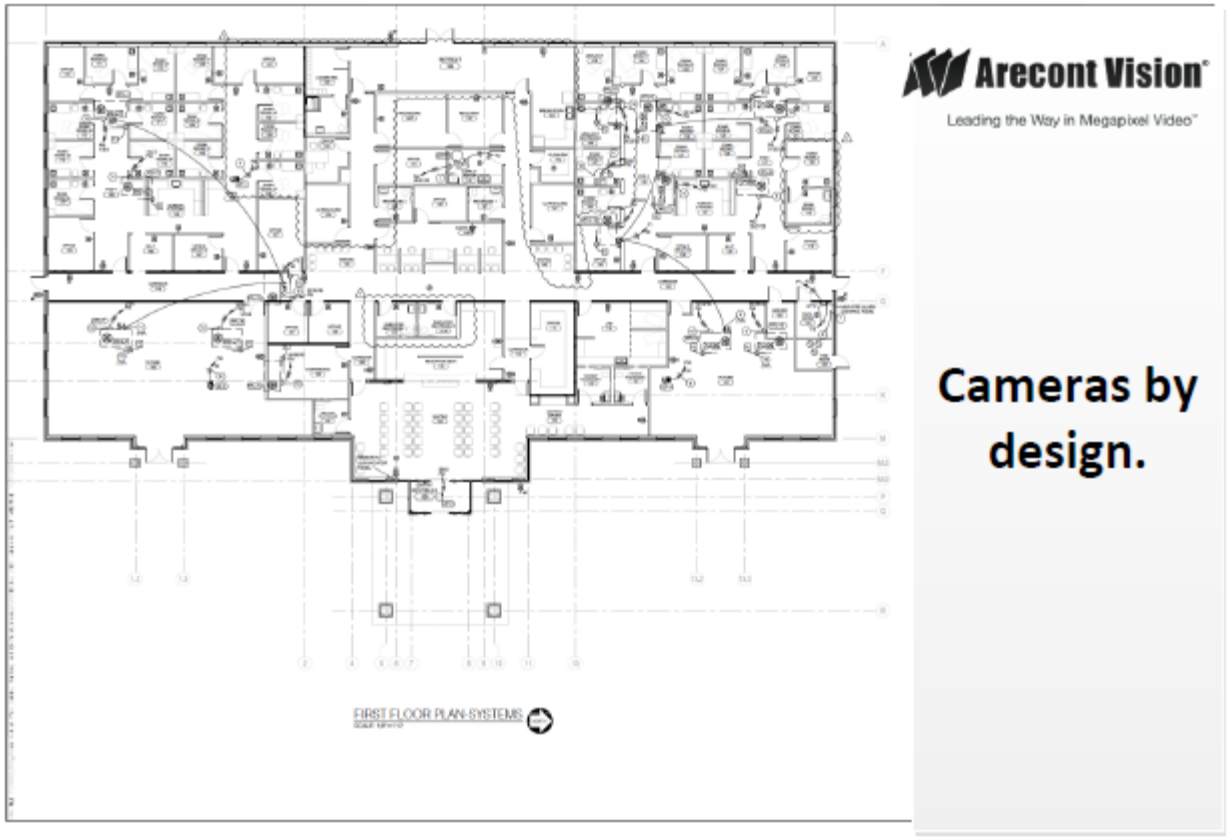

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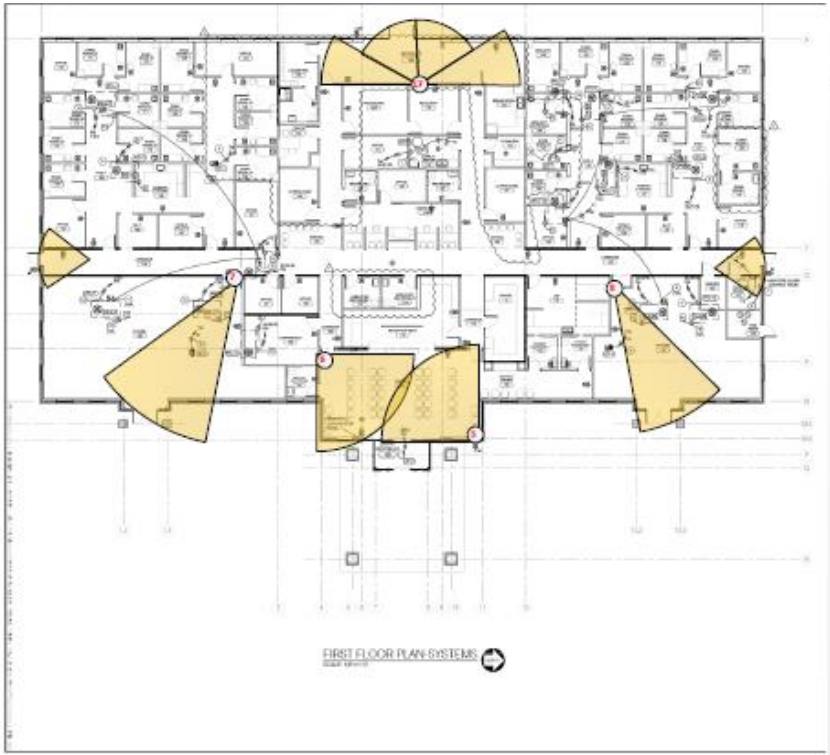

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Cameras to cover the perimeter exits.

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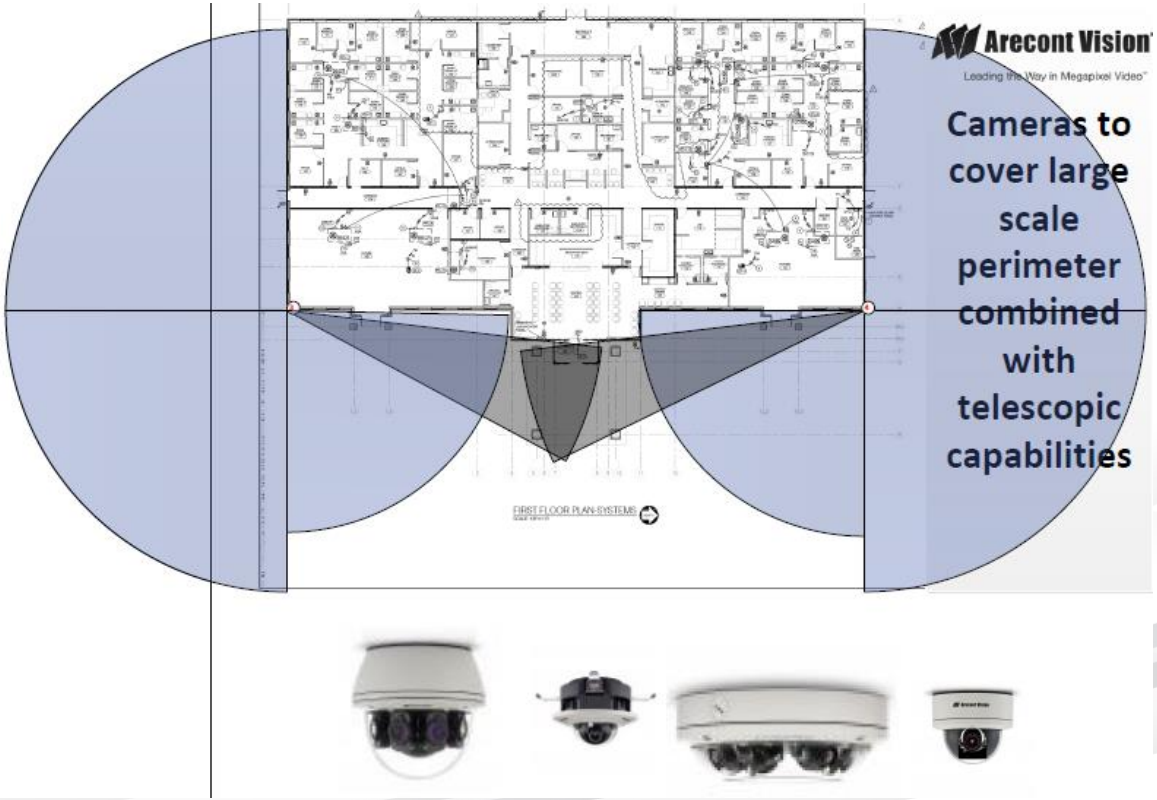

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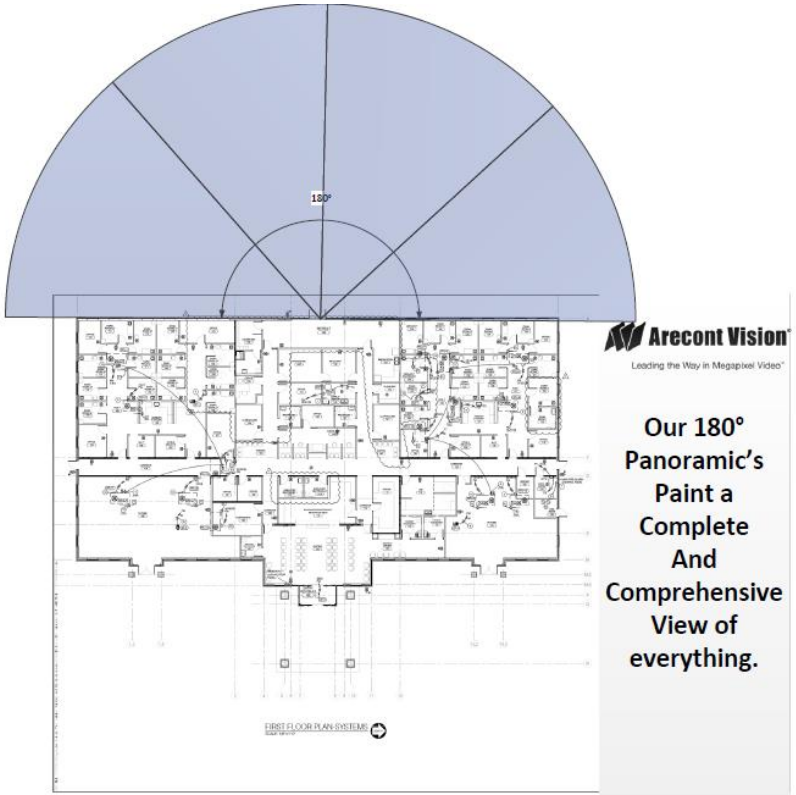

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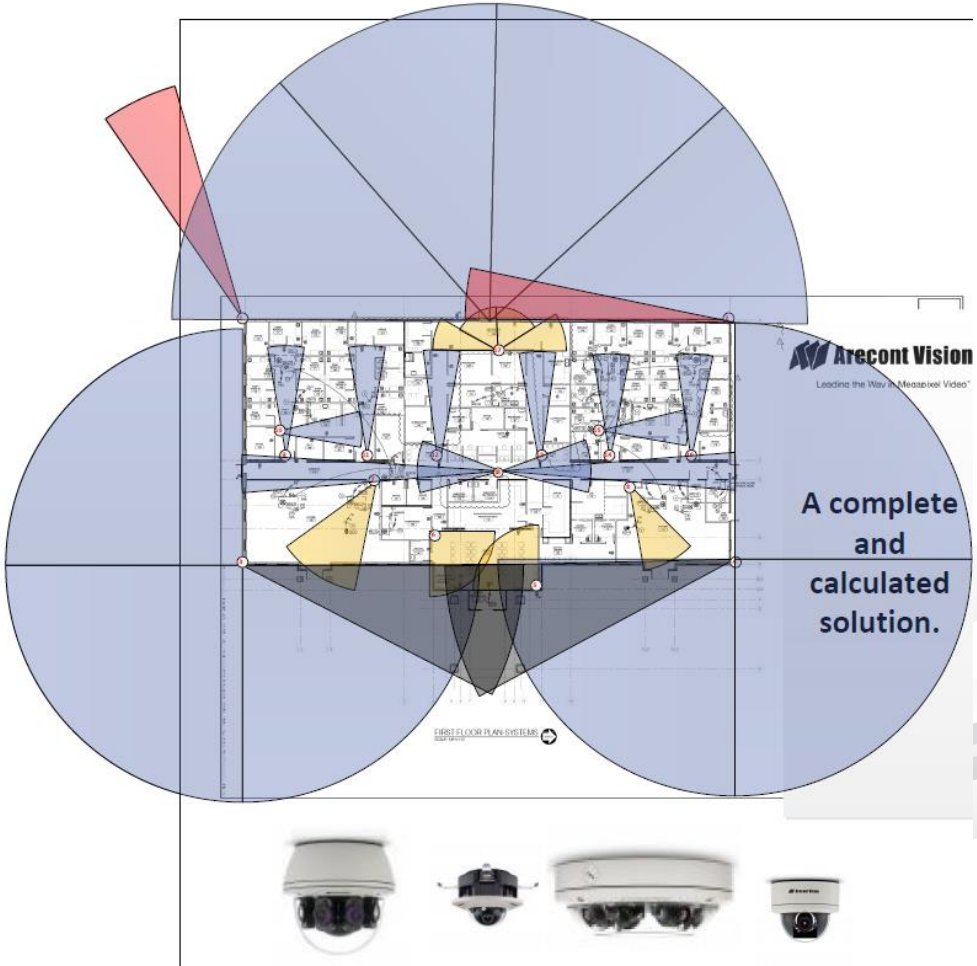

Questions & Discussion

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