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The webinar will start soon...

Increase Your Business with Arecont Vision
Megapixel IP Technology:

Arecont Vision Update

Focus on Entertainment Venues

Customer Webinar
17 June 2015



Leading the Way in Megapixel Video

- **Arecont Vision Update**
- **Tech Partner Program Update**
- **Product Update**
- **How I Shot the Bear**
- **Tech Tips and Tricks**
- **Firmware Update**
- **Q&A**

Scott Schafer [Executive Vice President]

Jason Schimpf [Director of Sales Operations&Partner Relations]

Jennifer Hackenburg [Product Marketing Manager]

Tom Tazey [Regional Sales Manager]

Richard Kennedy [Field Applications Engineer]

Darrel Tisdale [Director of Quality Assurance]

Arecont Vision Update

Scott Schafer

Executive Vice President



Leading the Way in Megapixel Video

- Record May Results...starting off a strong 2015
- New people on-board in sales, engineering and services
- New products are on way
- Excellent Progress with VMS/NVR Partner integration
- Quality and Service
 - RMAs continue to be at very, very low levels!
 - New on-line RMA process ready for launch very soon.
- New Pricing for MicroDome (and MegaBall) is significant

BETWEEN US PROS

Challenging Integrators' Top 10 Challenges



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WITH SOME PEOPLE everything is a problem, even seemingly minor or reasonably expected circumstances. Every challenge elicits a complaint, hysterics, brooding or withdrawal, often accompanied by an angry tirade, emotional outburst, pained grimace or exasperated sigh. They are the vessels of negative energy and disruptive forces, the sticks in the mud who put a major damper on our personal and professional lives. At their worst they are like a cancer draining the essence from your life or poisoning the well of your organization. These are the folks you want to avoid at all costs!

We all know or have encountered such pessimists and malcontents; and as the saying goes, if you haven't then that so-and-so is you! In which case, if you are a company owner or manager, your business is suffering the consequences because (to reference another oft-referenced but apt proverb) the fish stinks from the head.

Conversely, those who project a positive outlook and are eager to face tasks head-on instill same in those around them and elevate any endeavor. They are the ones you want to work for or surround yourself with; they are the people on track for achievement and success. Much to its great credit, I have found that the electronic security industry, in no small part due to its entrepreneurial core, is awash with solution-oriented individuals of high moral fiber and tenacity. So the foundation is solid, but there is always room to strive further onward and upward.

It is with that mindset I share with you the **Top 10 Challenges** respondents identified in 2015's Systems Integration Study (see page 44). Rather than just list them, I conferred with SS's esteemed Editorial Advisory Board to get their combined hundreds of years' of wisdom on how to cut those mountains down into molehills, turn the lemons into lemonade, convert the challenges into opportunities. Here's a few of their ideas (for much more go to securitysales.com/category/blog):

1. Eroding Gross Margins

"We have taken our eyes off margins out of fear. Fear combined with no training forces many to compete on low price instead of value. Blow a little dust off the wallet to invest in your team with some real industry-specific sales training. A training effort that engages salespeople with compelling specifics will empower them with proven tools to defeat low price by differentiating your company from every one else's!" — Bob Harris, *Attrition Busters*

2. Technician Shortage

"Take good care of the technicians you have, treat them well, reward them appropriately, and ensure they enjoy coming to work every day. This may have the effect of becoming your competitor's problem, as their best technicians will get the word and approach you." — Bob Grossman, *R. Grossman & Associates*

3. Security Integrator Competitors

"Competition is a wonderful thing. We all would probably prefer not to have to compete for business, but doing so forces us to not only stay competitive and lean, but also remain relevant. If we are forced to compete, we want to compete against other competent and professional integrators because when we do, we always benefit in some way. If we don't win the deal, we usually learn some things about ourselves and try to improve our offering as a result." — Carey Boethel, *Securadyme Systems*

4. Cybersecurity Threats

"Cybersecurity needs to be an integral part of any integrator's operation today. This is a new security service that all should be offering to their customers and systems. Employees need to understand the danger of direct infection in systems by something as simple as a USB thumb drive. Cybersecurity auditing and monitoring services should be as common as alarm monitoring." — Bob Dolph, *Tech Talk's* Columnist

5. Direct Competition From Manufacturers

6. Lack of Technical Training

7. Lack of Sales Training

8. Current Economic Conditions

9. Government Regulation
"Response issues are critical. It is important for integrators to understand the efforts of local, state and national governments, and other groups, such as SCA, to protect and to educate local government on the need for enforcement. Stricter licensing laws will impact the profit traditional security and alarm companies by providing stronger law enforcement." — Mike Reitman, *SIC Consulting*

10. Physical-IT Security Convergence

Editor-in-Chief and Associate Publisher SCOTT GOLDFINE has spent more than 10 years with Security Sales & Integration. Follow him online via SS's blog section at securitysales.com/category/blog.

SECURITY SALES & INTEGRATION

10

TOP



1. Eroding Gross Margins
2. Technical Shortage
3. Security Integrator Competition
4. Cyber Security Threats
5. Direct Manufacturer Competition
6. Lack of Technical Training
7. Lack of Sales Training
8. Current Economic Conditions
9. Government Regulation
10. Physical-IT Security Integrators

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

- | | |
|---|-----|
| • Arecont Vision stands behind their products | 95% |
| • Arecont Vision is a valued partner to your business | 94% |
| • Quality | 89% |
| • Product Performance | 88% |
| • Satisfaction with Arecont Vision product line | 88% |
| • Overall Satisfaction with Arecont Vision | 85% |
| • Presale Support | 83% |

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

- End Users activity is high
 - Distribution Centers for single sensor and 180/360 Panoramics
 - Hotels for single sensor and OMNI
 - Excited for Omni, STELLAR
 - Megapixel cameras provide the best ROI
- Architects & Engineers and Consultants are doing much more design work
 - Leading technology
 - Unique designs
 - High Performance
- Systems Integrators are working more closely with Arecont Vision
 - Positioning Arecont Vision as a leading product line
 - Training
 - Demonstrations
 - Project Registration is a great way to gain margin and protect their deals
- Distributors are leading with Arecont Vision
 - Distributors driving more intensity
 - Distributors and their SI/dealers make more money with Arecont Vision
 - SI/Dealers requesting Arecont Vision products more than ever before!

- Excellent shows 2Q15 shows around the world, started with our best-ever ISC West in Las Vegas and a great showing at IFSEC in London!
- Many new programs were announced
- Many new products were released

Technology Partner Program Update

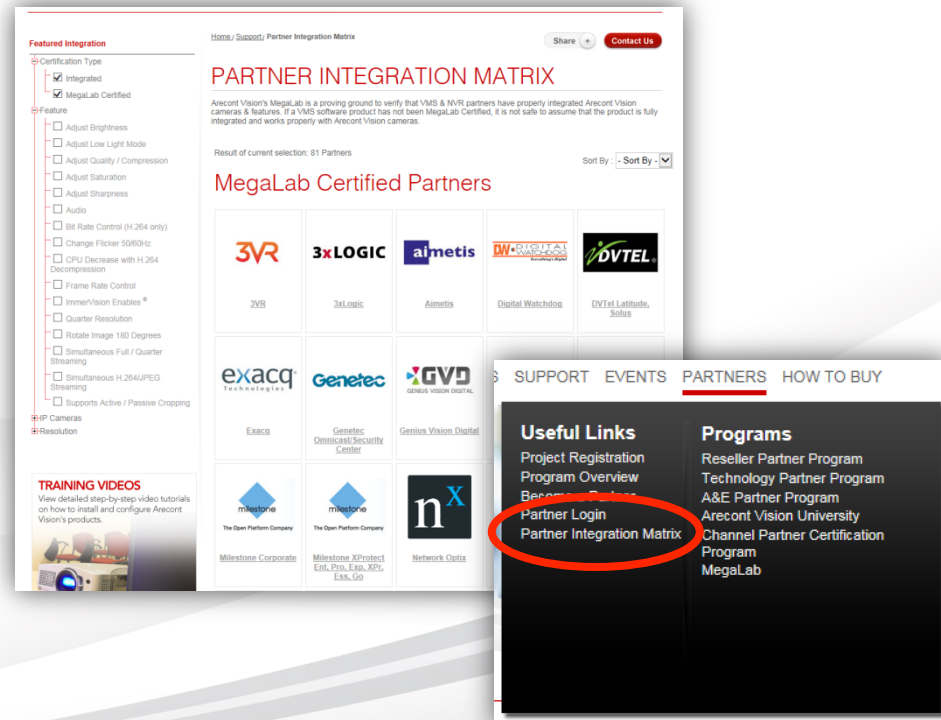
Jason Schimpf

Director of Sales Operations & Partner Relations

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<http://www.arecontvision.com/nvrmatrix.php>

- Find a MegaLab certified VMS partner
- VMS partners with integration
- Filter by supported features or cameras
- Contact your inside sales or local sales person if you do not see your preferred VMS or NVR listed.



Home / Support / Partner Integration Matrix

Share Contact Us

PARTNER INTEGRATION MATRIX

Arecont Vision's MegaLab is a proving ground to verify that VMS & NVR partners have properly integrated Arecont Vision cameras & features. If a VMS software product has not been MegaLab Certified, it is not safe to assume that the product is fully integrated and works properly with Arecont Vision cameras.

Result of current selection: 81 Partners

Sort By: - Sort By -

MegaLab Certified Partners

3VR	3xLOGIC	almetis	DW	DVTel
ZVR	3xLogic	Almetis	Digital Watchdog	DVTel Latitude, Solis
exacq	Genetec	GVD		
Exacq	Genetec Omnicast Security Center	Genetec Vision Digital		
Milestone	Milestone	nX		
Milestone Corporate	Milestone XProtect Ent, Pro, Exp, XPS, LSA, GS	Network Optix		

TRAINING VIDEOS
View detailed step-by-step video tutorials on how to install and configure Arecont Vision's products.

Useful Links
Project Registration
Program Overview
Become a Partner
Partner Login
Partner Integration Matrix

Programs
Reseller Partner Program
Technology Partner Program
A&E Partner Program
Arecont Vision University
Channel Partner Certification Program
MegaLab

- Several VMS partners have told us:
 - “Arecont Vision has the **easiest product to integrate** because it is consistent across the entire portfolio, there are no separate APIs for different product families, like other camera manufacturers.”
 - “Arecont Vision has the **easiest cameras to maintain integration** to because they are all backward compatible and offer a truly dynamic driver. This **saves in development time and cost**.”
 - “It is great that **Arecont Vision uses a unified firmware** across several product families versus a new firmware per family or individual product.”
- Many VMS partners who started with ONVIF integration have migrated to a custom Arecont Vision driver because they see how easy it is.



- Deeper analysis of integrated cameras and features
- Wireshark traces captured and analyzed
- Dedicated MegaLab Test Engineer
- Currently scheduling MegaLab certification for July

MegaLab
CERTIFIED

Best of Breed Open Video Surveillance Systems.



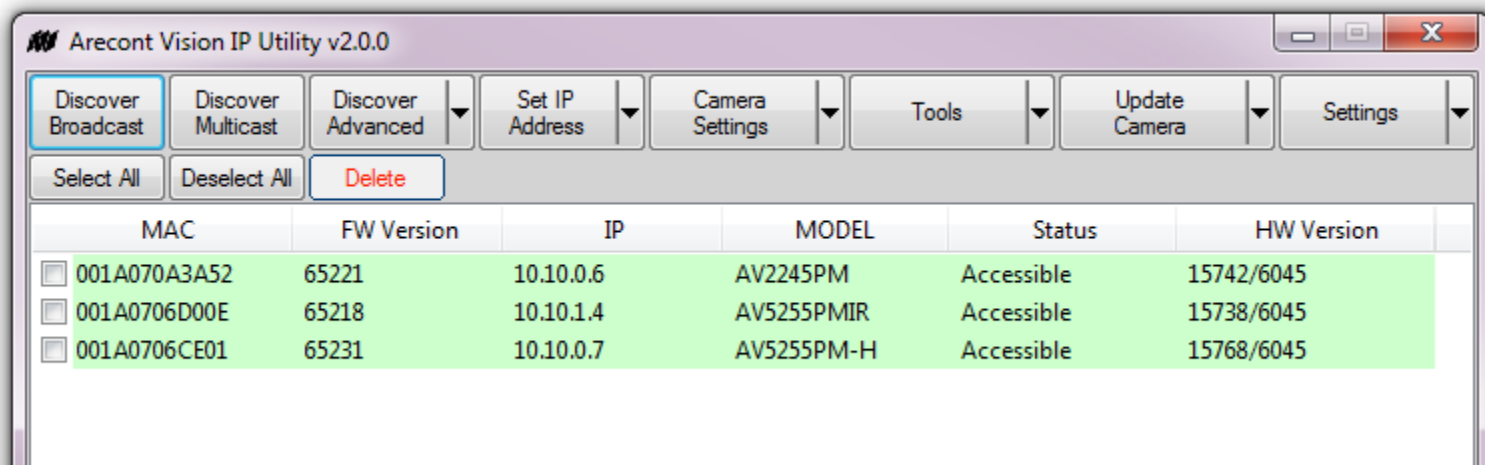
Product Update

Jennifer Hackenburg

Product Marketing Manager

AV-IP Utility

- New Name and New Look
- Faster Discovery with More Options for Discovery (Broadcast for TFTP and HTTP, Multicast, Advanced Discovery Methods)
- Improved Compatibility with Windows 8
- New Tools (such as password reset, reboot, and HTTP function)



MegaVideo® G5

With New Features

Highlighted New Features Include:

- **STELLAR™** Models For Strong Low Light Performance
- Remote Focus and Remote Zoom P-Iris Lenses Available (Shown)
- CorridorView™, SD Card, Scaling



SurroundVideo® G5

Highlighted New Features Include:

- Remote Focus And P-Iris Lenses
- Double the Frame Rate Compared To Existing 12MP And 20MP Models
- New 5MP **STELLAR™** Model
- All Black Gimbal



SurroundVideo® G5 Compact

Highlighted New Features Include:

- Now in 20MP Resolution and 12MP WDR and Non-WDR Models
- Double the Frame Rate Compared To Existing Models



MicroDome® G2

Highlighted New Features Include:

- Remote Focus – Still Able To Change Lenses!
- 1.2MP Model For Strong Low Light Performance
- 3 Axis Gimbal
- CorridorView™



How I Shot the Bear



Pacha Ibiza Dubai

Souq Madinat Jumeirah, Dubai, UAE

Tom Tazey

Regional Manager – KSA, Kuwait, Oman, Bahrain & UAE

+971 50 344 8424 | ttazey@arecontvision.com



Celebrating 10 Years of Leading the Way in Megapixel Video





- Pacha Ibiza Town 1973
- Pacha Sao Paolo, Brazil
- Pacha New York City, USA



- Located in Luxury 5 star Hotel Resort
- Set over 3 floors
- 2 indoor rooms, 1 rooftop terrace & a restaurant
- 1,500 people capacity



The Challenge

- Low light environment
- Fluctuating lighting conditions
- Aesthetically demanding installation
- No additional power available





360° Model 180° WDR Model 180° Model

SurroundVideo®

- H.264 All-in-One 180° and 360° Panoramic
- True Day/Night Functionality with Mechanical IR Cut Filter (DN Models)
- 8 Megapixel resolution
- IK10 Rated



MegaView® 2

- All-in-One Day/Night Bullet-Style
- Integrated IR
- Reduced Size
- IK10 Rated

‘By designing the surveillance system using our **SurroundVideo**® series cameras, we were able to maximise scene capture resolution and reduce the total camera count to effectively secure the premises whilst overcoming the power restrictions that were imposed on the facility’

Thank you!

For Entertainment Venues (Technical Tips & Tricks)

Richard Kennedy

Field Applications Engineer - Central

815-999-5830 rkennedy@arecontvision.com

Whether your Venues are:

Night Club's

Casino's

Convention Centers

Stadiums

Local Pub

The basic rules still apply when determining which camera best fits each application!

Outdoor
Coverage



Are we looking for General
Observation?

Facial Recognition?

License Plate Recognition?

*These three different applications alone may require three different camera types!

Outdoor
Coverage



1) General Observation?

Single Sensor Cameras or Surround Video Cameras
More questions to ask: Mounting height of proposed camera, Ambient lighting condition, Field of View blockages to name a few!

2) Facial Recognition?

Mathematical formulas are utilized to accurately guarantee facial recognition at different distances.
3 Megapixel – 5 Megapixel – 10 Megapixel

3) License Plate Recognition

Mathematical formulas are also utilized to accurately guarantee license plate recognition at different distances.
3 Megapixel – 5 Megapixel – 10 Megapixel – IR

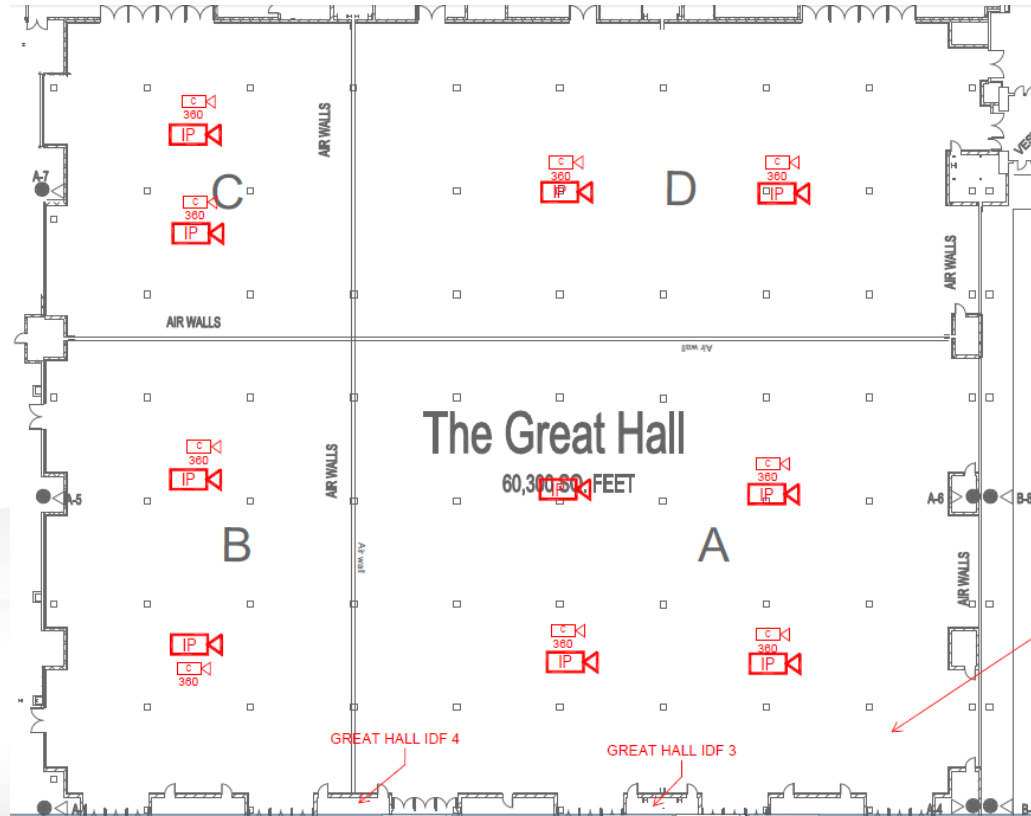
*Allow your Local Arecont Vision Representatives and Field Application Engineers:
To Assist with these difficult choices!

Outdoor Coverage



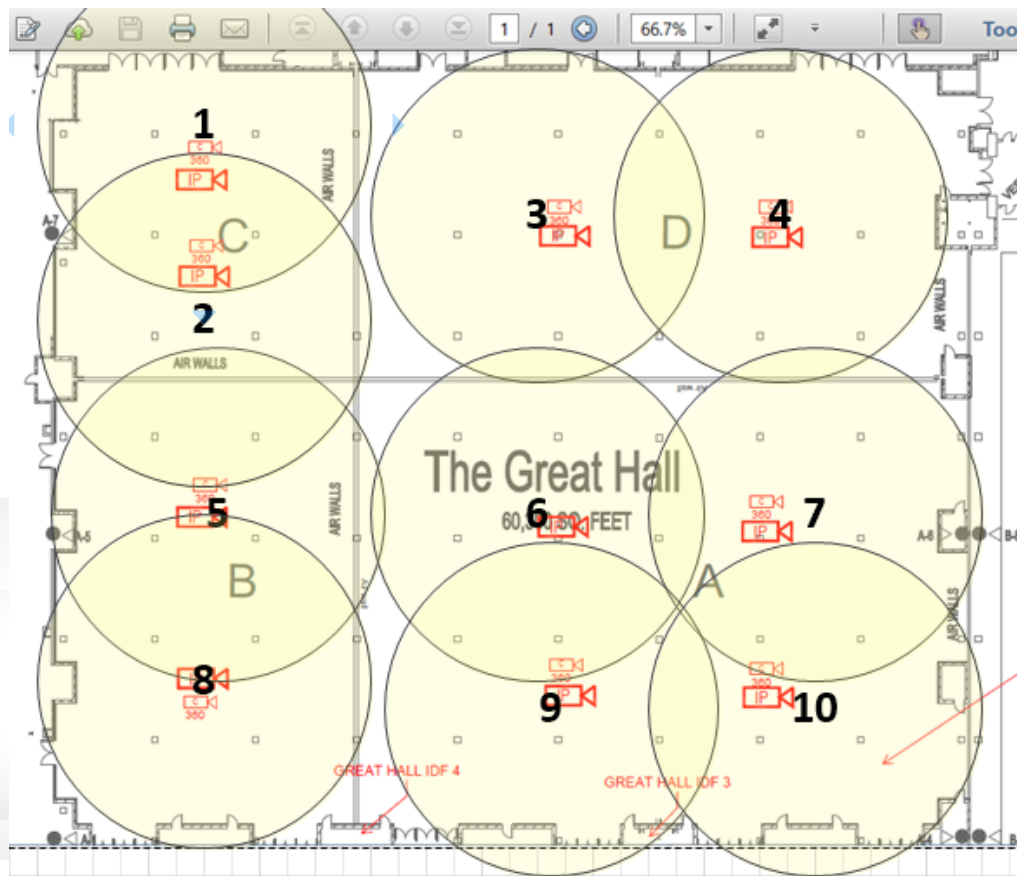
Multi-Sensor Omni

Before:
10 Cameras



Before:

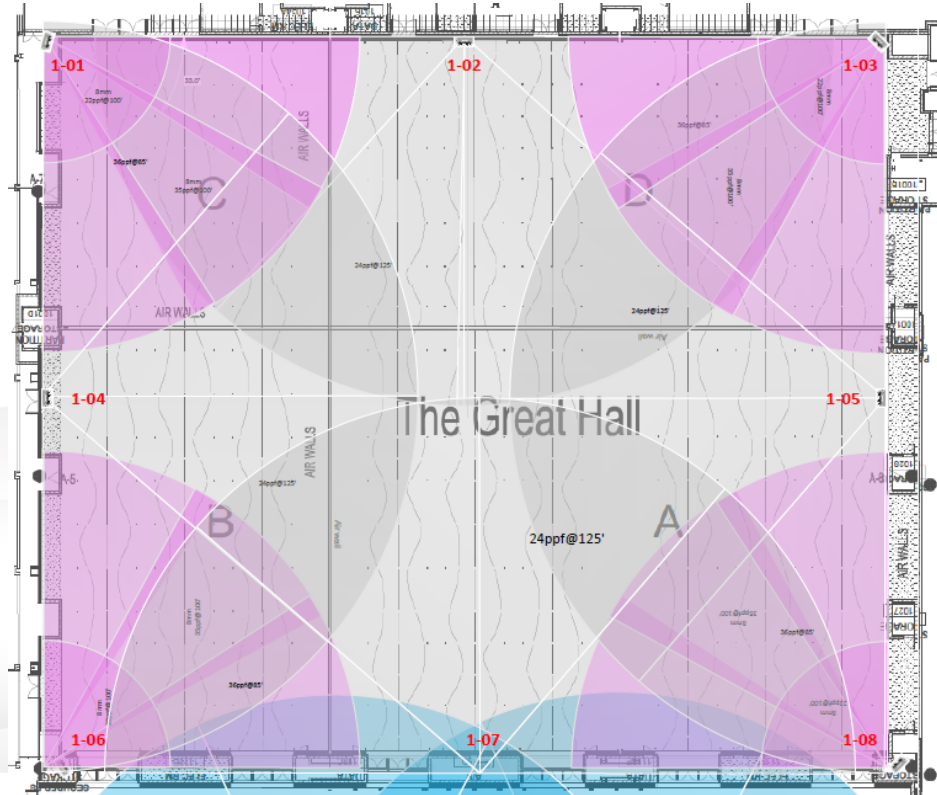
10 Cameras
Spotty Coverage



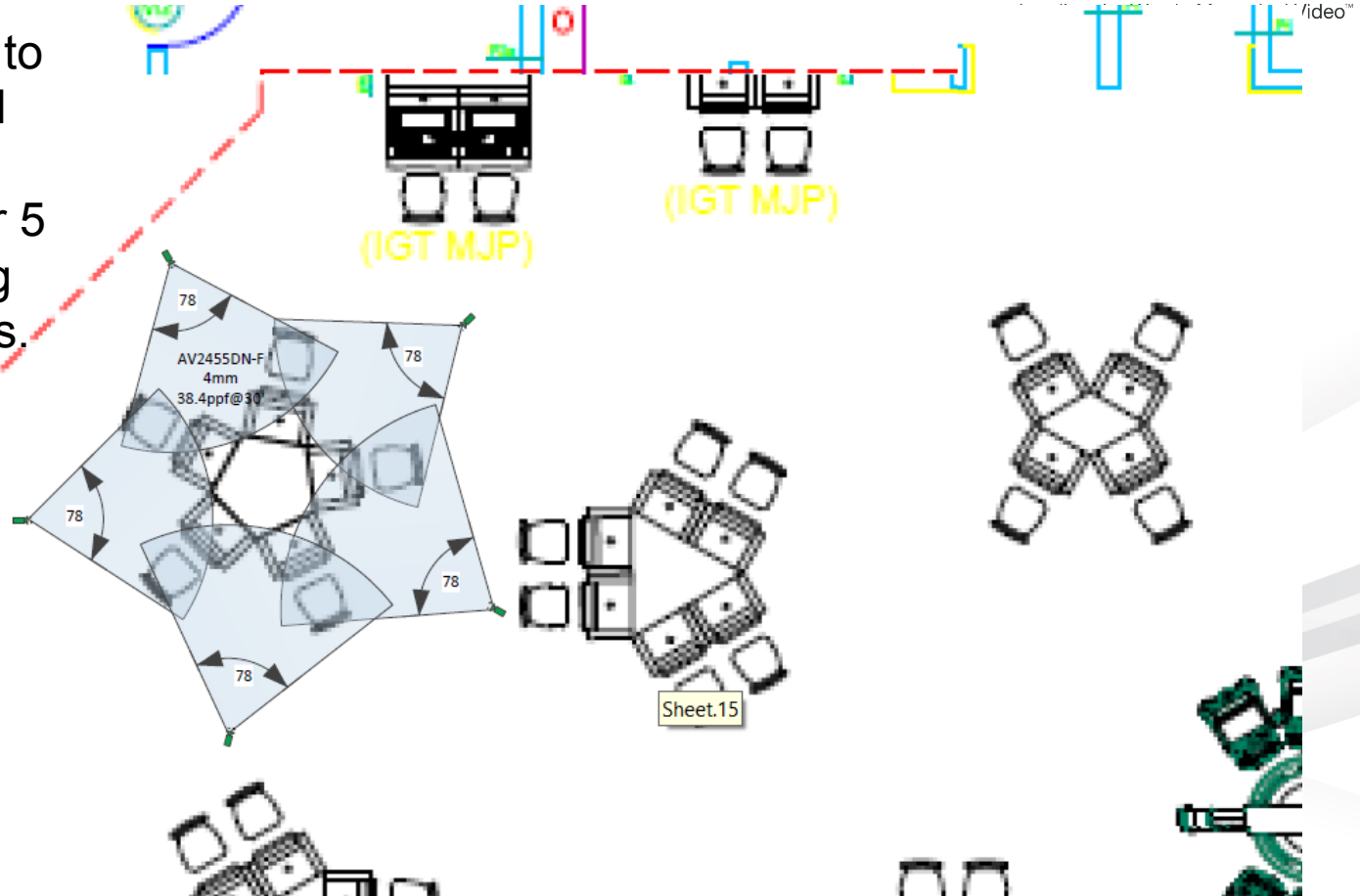
Through a Series of questions and a detailed understanding of the customers needs!

The re-design of
this application
gave the
customer better
coverage with
less cameras.

8 Cameras Total
Overlapping
Coverage.



Here is what seems to be a straight forward application. The application called for 5 cameras overlooking these slot machines.



Things we must always consider:

Frame Rates (Typically 30fps)

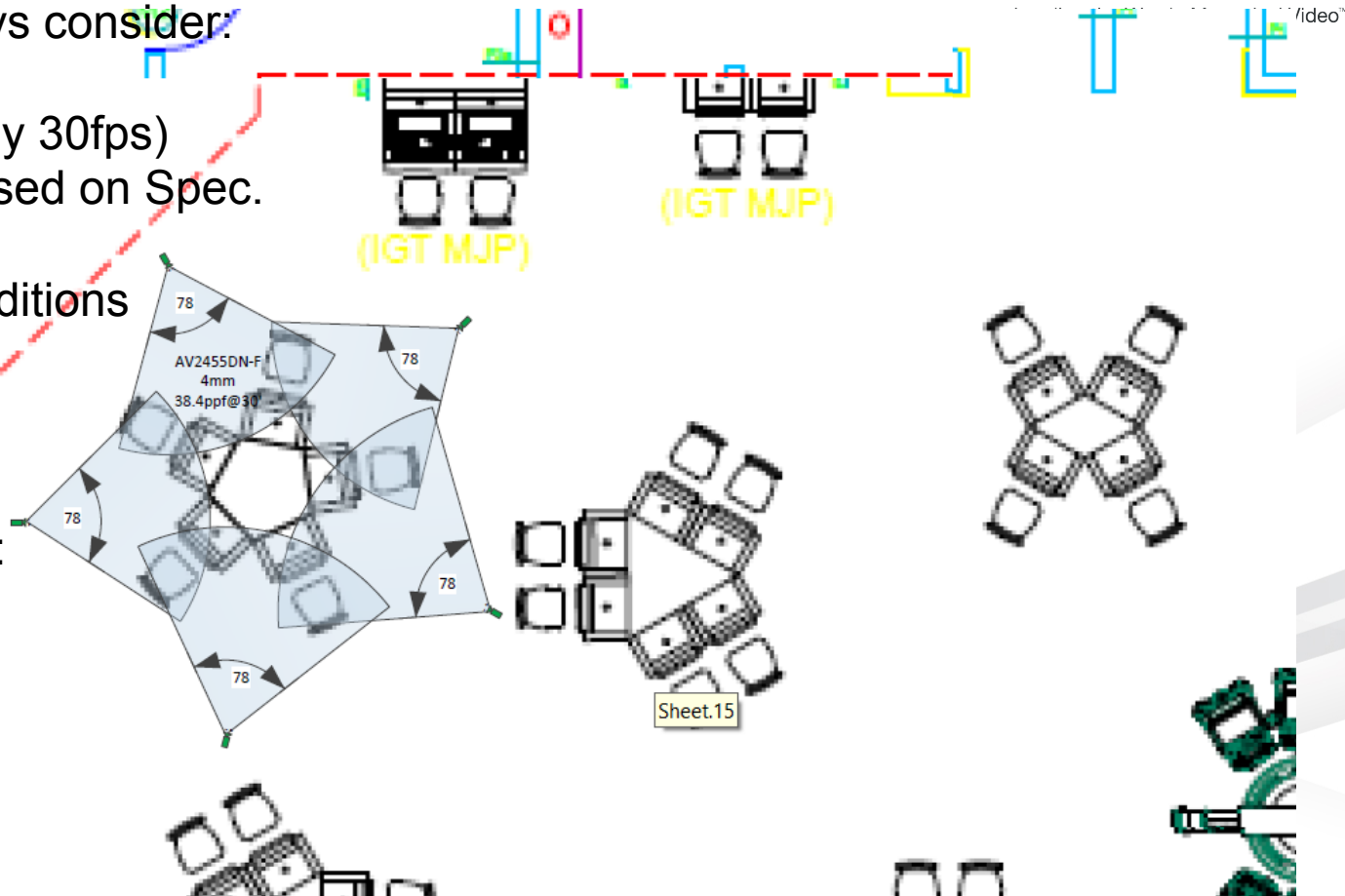
Resolution (Varies based on Spec.)

Fields of View

Ambient Lighting Conditions

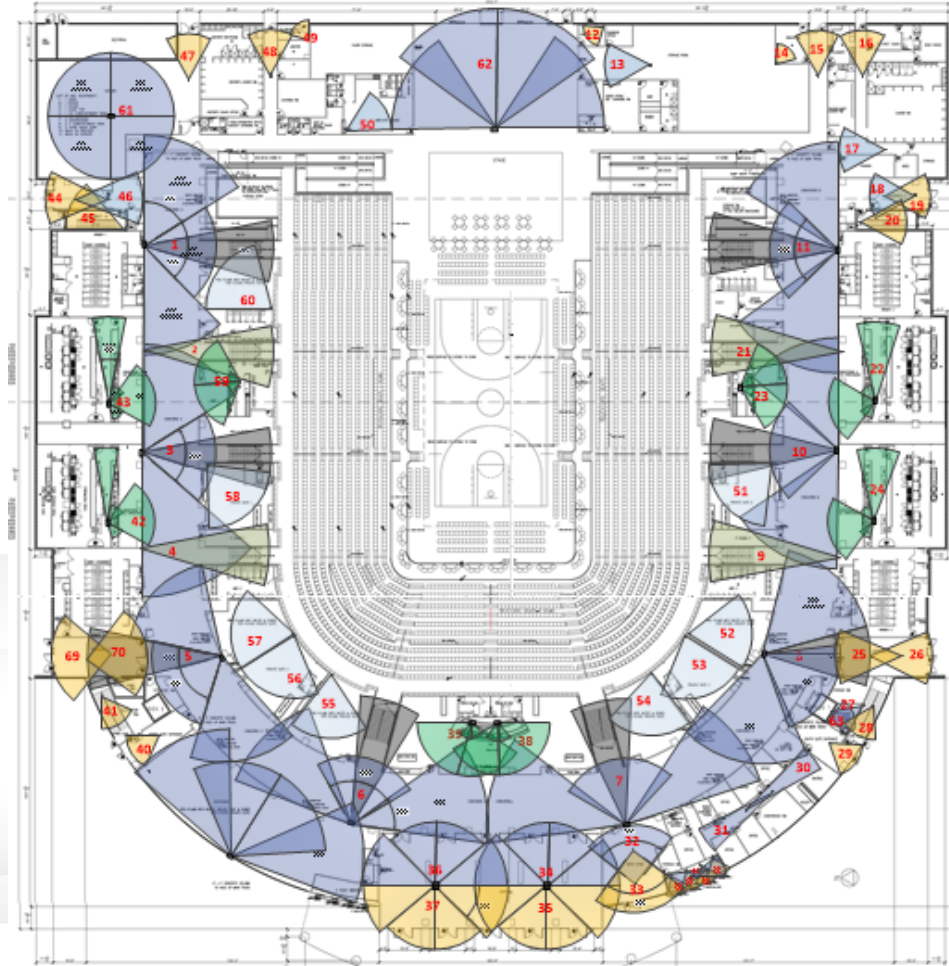
A Word to the Wise:

Things are not
always what they
appear to be on
paper!



Entertainment Venues – Sports Arenas

These might now
be the most
complex of
designs.



Most Stadium
Standards are
calling for facial
recognition
throughout the
public areas!

Entertainment Venues – Sports Arenas

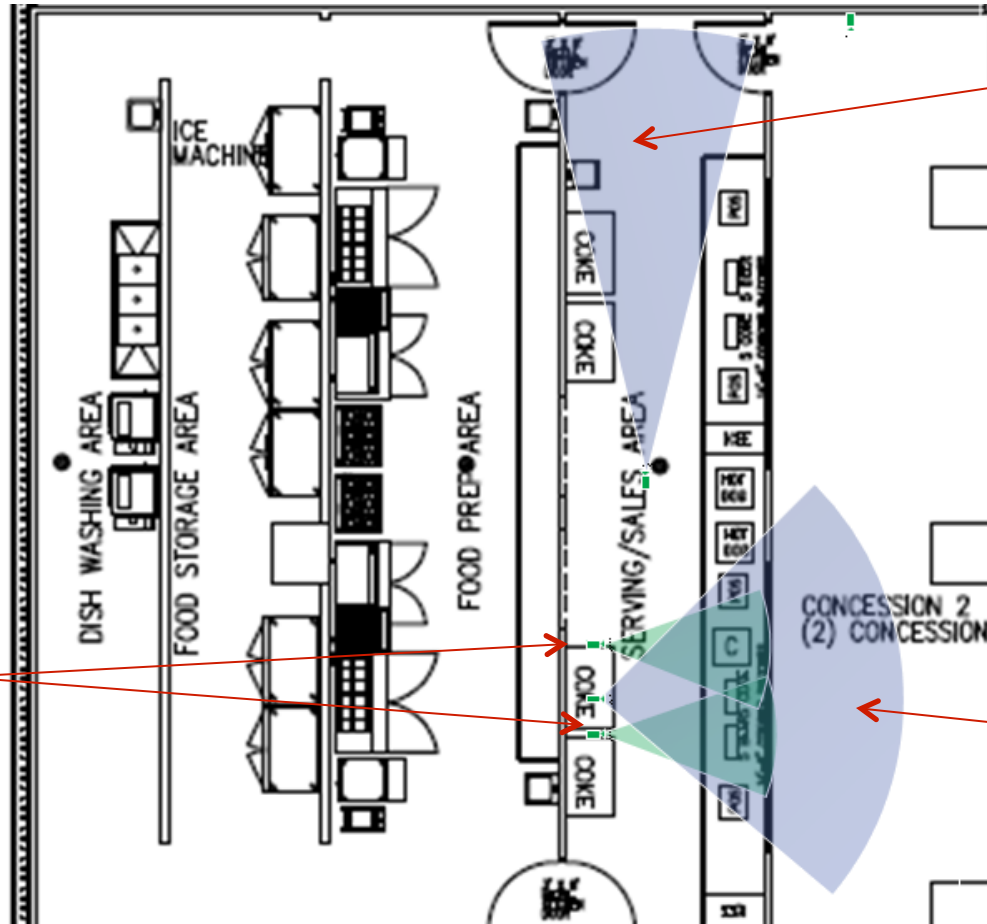
Note the
concession stand.

Spec called for:

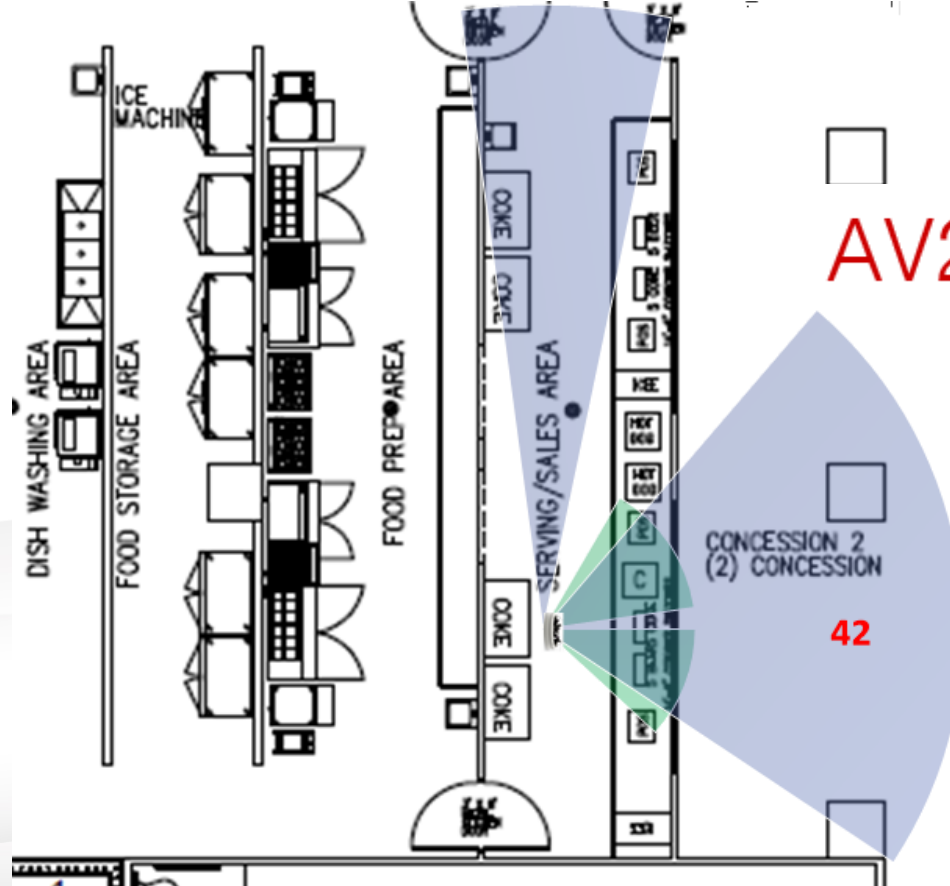
2 cameras to
cover the
registers

1 covering the
perimeter exit
door.

1 camera to
cover the
customers



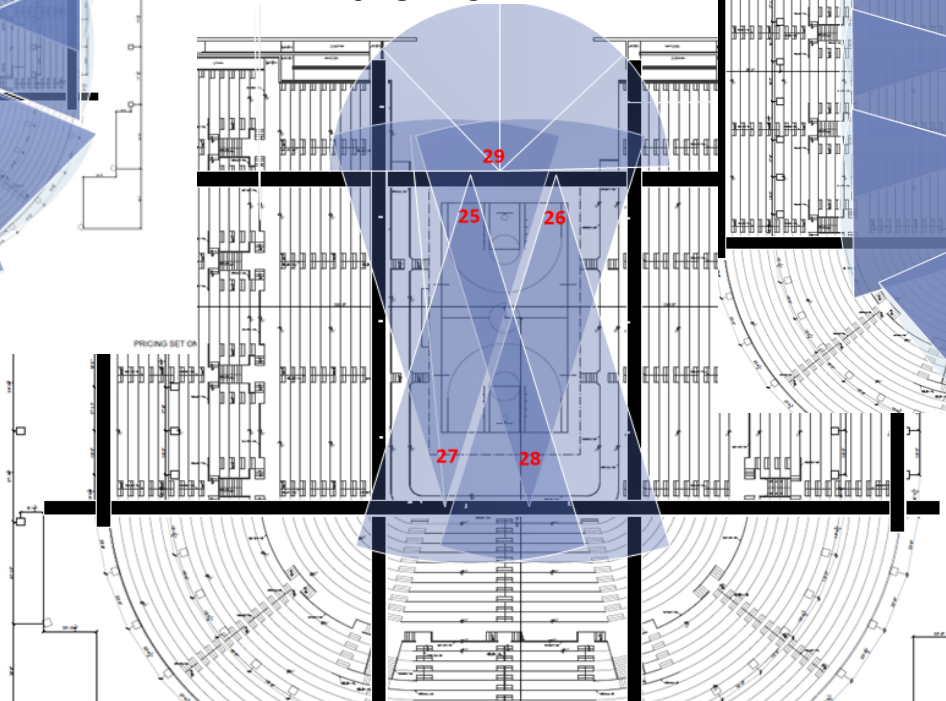
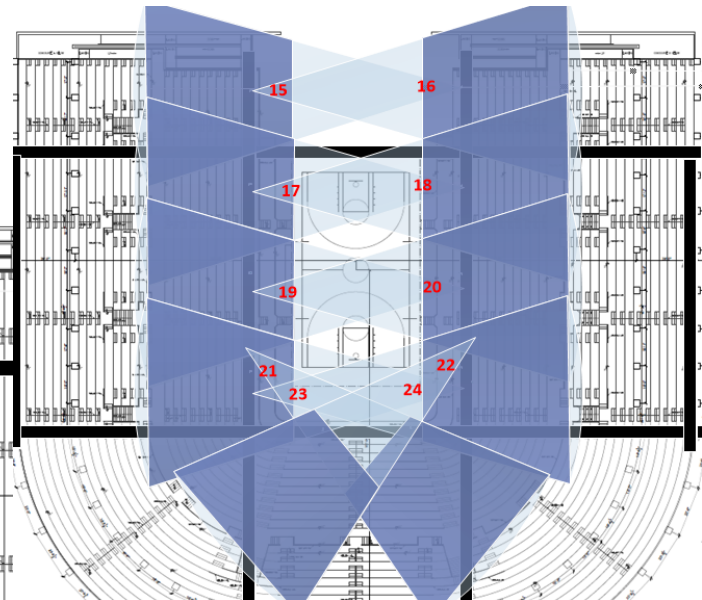
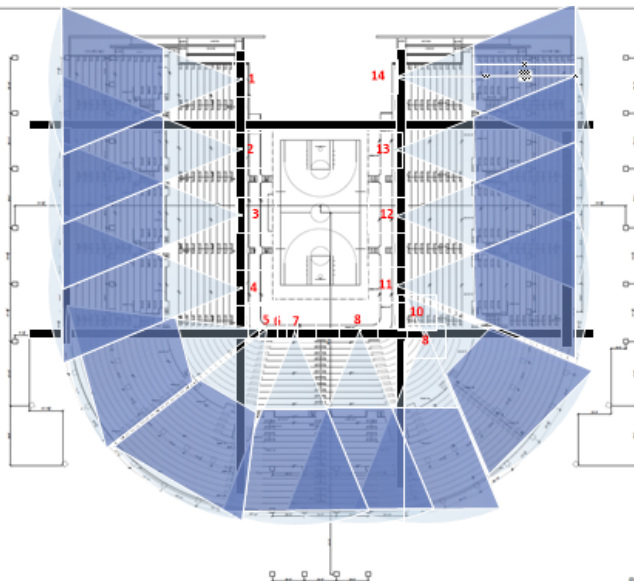
Note the
concession stand.
The utilization of
our new Surround
Video Omni Series
Camera with
various lens
configurations
reduces the
installation cost of
4 cameras to 1.



AV20175DN-NL



28 Cameras to
Guarantee Facial
Recognition throughout
the Bowl!

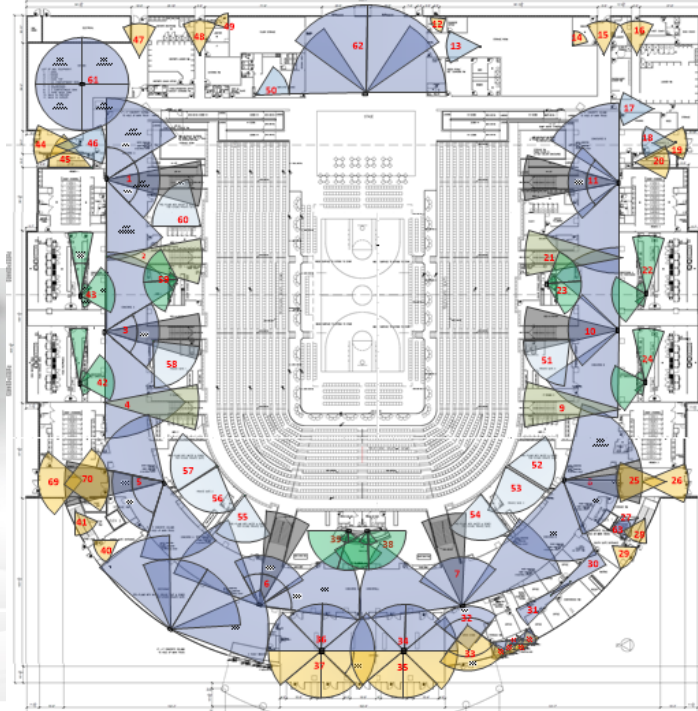


AV10115DNv1



*Allow your Local Arecont Vision Representatives and Field Application Engineers:

To Assist with these difficult choices!



Thank You!

(Technical Tricks & Tips) For Entertainment Venues

Richard Kennedy

Field Applications Engineer - Central

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Firmware Update

Darrel Tisdale

Director of Quality Assurance & Tech Support

- AV IP Utility 2.0.2
 - Available for download
 - Revised Menu
 - New camera discovery
 - Password reset function
- Panoramic firmware update

