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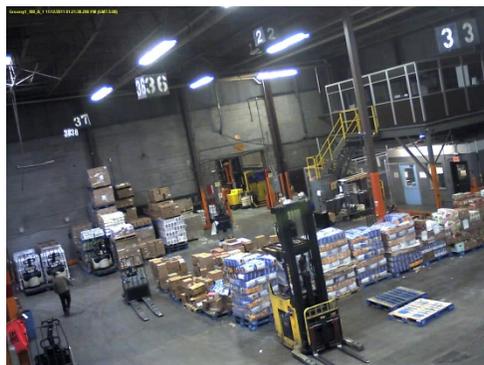
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## Arecont Vision Megapixel Cameras Facilitate Business Operations for the Distribution Center of the Future



Los Angeles, CA (January 31, 2012) -- The high quality, detail-packed images originating from Arecont Vision megapixel cameras are finding new applications above and beyond conventional video surveillance solutions. At General Trading Company, a private wholesale food distribution company in Carlstadt, NJ, the Arecont Vision cameras were installed to update the operation by providing an overview of employee

performance and productivity and to review inbound and outbound shipments for quality control as well as expand existing surveillance coverage of the facility.

“The Arecont Vision megapixel cameras offered us the future of advanced distribution operations today,” said Frank Covello, Director of Security at General Trading Company. “Everything that was on our wish list was made possible with the megapixel technology. It gave us new levels of empowerment to advance and modernize our operation at a cost that was reasonable.”

Previously, the 350,000 square foot distribution center was secured and monitored with analog cameras. Rather than add to the existing system to try and achieve their goals, General Trading Company opted to do a “rip and replace” installation. The analog cameras and servers were completely removed and 350 new Arecont Vision IP megapixel cameras were installed in their place.

Megapixel imaging enables the company to identify and view any case, pallet or person with clarity beyond the capabilities of the previous low resolution system. Specifically, the Arecont Vision IP cameras provide quality assurance in the pallet reconciliation area; situational awareness in the warehouse loading docks and parking and truck lots; detail of pick selection, including integration with voice picking timestamps; condition of pallets leaving through truck door, in the warehouse aisles and on the loading docks; viewing the warehouse aisles for pallet reserve location; and, to cover outdoor parking lots.

In addition to their use in expanded applications, the Arecont Vision megapixel camera solution provides General Trading Company with a host of other benefits. All cameras can be viewed from the same program rather than operators having to go to separate analog servers to view live video and history; central storage of 30 days of video using iSCSI IP-based storage; a single megapixel panoramic-view camera provides coverage

equivalent to four individual 2 megapixel cameras; and, the video system has taken the place of – and saved the expense of – several security personnel who would otherwise have to be stationed throughout the building 24 hours a day.

“Megapixel technology is a leading-edge imaging solution that can drive greater efficiencies in a wide range of applications, including overall business processes and operations” said Scott Schafer, Executive Vice President, Arecont Vision. “Arecont Vision’s state-of-the-art megapixel cameras bring the benefit of this technology to users like General Trading Company and enable them to optimize their business operations.”

The cameras deployed at General Trading Company incorporate Arecont Vision’s MegaVideo® image processing at 80 billion operations per second. Features include forensic zooming to zero-in and view the details of a recorded image, motion detection and image cropping. The cameras can output multiple image formats, allowing the simultaneous viewing of the full-resolution field-of-view and regions of interest for high-definition forensic zooming.

## **ABOUT ARECONT VISION**

Arecont Vision is the leading manufacturer of high-performance megapixel IP cameras and associated software. Arecont Vision products are made in the USA and feature low-cost massively parallel image processing architectures MegaVideo® and SurroundVideo® that represent a drastic departure from traditional analog and network camera designs. All-in-one products such as the MegaDome®, MegaView™ and D4F/D4S/D4SO series provide installer friendly solutions. Compact JPEG and H.264 series of cameras address cost sensitive applications. These innovative technologies enable Arecont Vision to deliver multi-megapixel digital video at IP VGA camera price points.

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**\*EDITORS' NOTE:** Electronic files and photos are available upon request by emailing Ashley Palermo at in | fusion advertising at [apalermo@ifadvertising.com](mailto:apalermo@ifadvertising.com).