

IP Video Advice For Surveillance Newbies

Leverage megapixel technology, face detection, video analytics, and more to best position your company to successfully sell IP video surveillance.

BY SCOTT SCHAFER, EVP OF SALES AND MARKETING, ARECONT VISION

What is the most significant current trend in video surveillance you think integrators should know about?

The most significant video surveillance trend is the transition to high definition IP-based video security systems, which provides much better images for retail customers. Cameras used in analog systems are limited to the NTSC standard resolution of 480 TV lines, which equates to a 0.3 megapixel image (640 x 480 pixels). And standard resolution VGA network cameras provide about the same resolution. Neither of these older technologies provide the video quality that retailers need to manage their loss prevention activities. Cameras are now available that provide resolutions from 1.3 to 20 megapixels. Megapixel cameras are quickly gaining traction for mainstream applications and will continue to be the prevailing imaging trend moving forward. More pixels provide more information. In practical terms, greater resolution might mean the ability to view the cash denominations in a point-of-sale transaction, to clearly see the face of a shoplifter, to gain situational awareness of the front of the store or parking lot, and to even pick up license plate numbers in parking lots.

In restaurants and general retail, higher-resolution cameras offer the ability to view larger areas with fewer cameras. Fewer cameras mean fewer housings, fewer NVR license fees, fewer network and power cable runs, and lower installation time and cost. So costs can be reduced while providing superior image resolution, which leads to a very compelling return on investment (ROI). A single panoramic 8 or 20 megapixel camera can view an entire parking lot, for example, and take the place of a dozen or more analog or standard-definition cameras.

Face detection, advanced video analytics, and integration of POS data to the video management system have dramatically improved in recent years and continue to gain traction for general surveillance applications. These technologies also benefit from the increased volume of data made available by megapixel cameras to perform more complex functions.



SCOTT SCHAFER

Arecont Vision
megapixel technology...
beyond imagination

Scott Schafer is the EVP of sales and marketing for Arecont Vision, a company exclusively focused on megapixel technology and the advancement of HD megapixel imaging for professional security applications.

Identify the most significant pitfalls integrators should consider.

On the selling side, the major pitfall is assuming the customer is set in the old ways of utilizing surveillance solutions. Many integrators fail to introduce new technology like megapixel IP video because they are afraid to try to move their customer from old, analog systems. This can be a critical mistake. We see examples every day where the systems integrator fails to be the "trusted security advisor" to their customers by not showing their client what is available. Integrators should be providing thought leadership on new compelling technologies that can improve their customer's business and provide migration plans to make the transition. When incumbent sales people make this mistake, other systems integrators come in and change the game.

On the implementation side, the major pitfall is not having properly trained installation and support people prepared for the task. Often times we see challenges in implementation when the installer lacks the experience in deploying IP networks and systems. This can be overcome with proper training and support from experienced manufacturers and distributors who can effectively coach the team through this process. ●