# HOT SEAT: Compression Is in Session

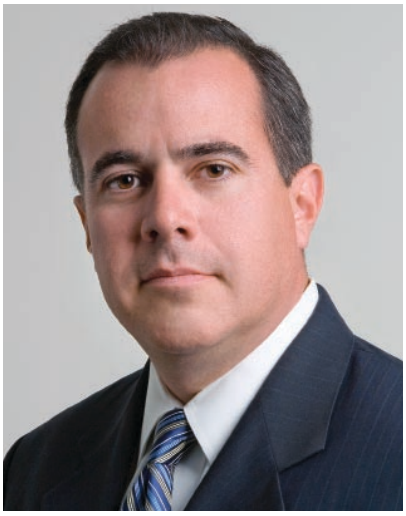
H.264, a standardized video compression format, is billed as providing a more cost-effective solution giving rise to megapixel video at VGA bandwidth and storage requirements. Raul Calderon, vice president of strategic relations for Glendale, Calif.-based Arecont Vision, a supplier of megapixel cameras that utilize H.264, discusses the technology.

**How is H.264 changing the economics of designing video surveillance systems?**

Simply put, H.264 enables broader usage of megapixel cameras, which are ideal for applications where a single camera can take the place of multiple lower-resolution cameras. This escalates the economic advantages for implementing megapixel cameras versus conventional analog and IP cameras. To take the economic benefits of employing megapixel cameras further, you need to look at the cost per "unit area under surveillance," and you you'll easily conclude that one megapixel camera can provide superior coverage over multiple conventional cameras as a result of their ability to capture extreme detail.

**How should dealers explain the benefits of H.264 to end users?**

They should note that with the addition of H.264 to our megapixel cameras, Arecont Vision is able to achieve up to 10 times greater compression efficiency on average compared to MJPEG equivalents, thus addressing the concerns related to bandwidth and storage. Dealers should further explain to users that they can take full advantage of megapixel technology in terms of image size and resolution with manageable bandwidth and storage requirements and full frame rates at full multi-megapixel resolution. With H.264 compression, megapixel video now achieves the same real-time frame rates as VGA at MJPEG VGA bandwidth requirements.



Raul Calderon
Vice President of Strategic Relations
Arecont Vision

**What is the best transition strategy for an end user interested in megapixel technology?**

Incorporating megapixel functionality should be considered for any system expansion, which could tie into an existing IP system or even an analog system using encoders. More and more users are looking to transition to IP video, and now is the time to consider implementation of megapixel cameras. There is a world of opportunities for megapixel technology, and we are seeing wide interest across all vertical markets including the gaming, municipal, health-care, education, transportation, financial and retail markets. A transition to megapixel technology is worthwhile anywhere video surveillance is being used and the need exists for high-resolution imaging.

For more from our conversation, search "**Raul Calderon**" at **www.securitysales.com**

## Alarm MANAGEMENT

Beginning July 1 in **Jacksonville, N.C.**, residents who have three or more false alarms within a 12-month period will have to pay a fine, starting at $50. Ten or more false alarms will result in a $500 fee for each false alarm.

The **Seattle** Police Department credits an Enhanced Call Verification (ECV) policy, which went into effect in January, with reducing false dispatches by 26 percent compared to the previous year.

In **Morgan Hill, Calif.**, police have proposed a new registration requirement and more fees for the owners of repeated false alarms. The proposed annual registration rates are $25 for residential alarms, $50 for commercial alarms.

## TRANSACTION TICKER

… **ASG Security** acquires the assets of **NetVersant Solutions**' Mid-Atlantic operations (*see page 16*) … **Mace Security Int'l** acquires wholesale monitoring company **Central Station Security Systems Inc.** (CSSS) (*see page 19*)… **Westec Intelligent Surveillance**, a supplier of remote video monitoring services, acquires **Vyne Industries**, a video surveillance equipment supplier … **Fike**, an industrial and commercial safety solutions provider, acquires **axonX**, a provider of video smoke detection products.