INTERNET PROTOCOL VIDEO SURVEILLANCE

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Physical Security, IP Networks, Project Execution
Three Disciplines, One Goal – YOUR SECURITY
Key Topics

• Video Surveillance moving from traditional (analog) CCTV to IP Video Surveillance (IPVS)
• The benefits of IP Video Surveillance
• Layer3 Security Services
• Video analytics
Trend to IPVS Started Earlier in Decade

• First saw trend from Analog CCTV to IPVS while leading Tyco Fire and Security Latin America ’02-’06:
  – ADT: Residential
  – Sensormatic: Retail and Commercial
  – SimplexGrinnell: Industrial

Convergence of Physical Security and Internet
My Experience with Convergence

- Pay TV/Digital TV – General Instrument/Motorola
- Video Streaming – Aerocast
- Buzztime – Digital Signage

Disruptions Lead to Opportunities
BENEFITS OF IP VIDEO SURVEILLANCE

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The Benefits of IPVS

- More Detail – MegaPixel, fewer devices needed
- Intelligence – Video Analytics
- Plug and Play (IP) Systems – Promotes innovation
- Significant ecosystems – Protect your investment
- Best of breed – Reliable, Available
- Ease of support – Just another IT application
- Objections: bandwidth, network impact, costs

ROI, Ease of Support, Lower TCO
Field of View with Forensic Detail

Recognition of human face or auto license plate requires 40 pixels/foot!

Best Analog

PIXELS ON TARGET

Confidential
Enterprise Class – IP VMS* System

*Video Management S/W features:
- Central Management
- Multi-site support
- High Availability – fail over
  - Multicast and streaming
  - COTS servers, storage

Courtesy: Milestone Systems
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LAYER3 SECURITY SERVICES
Layer3 – IPVS Integration Services

- **Site Survey and System Design**
- **Product Selection**
- **System Integration**
- **Installation and Training**
- **On-going Maintenance and Support**
- **Related solutions: Partnerships in IT, Infrastructure and Physical Security**

**Knowhow, Tools and Processes**
Layer3 Solutions for the Enterprise

- Industrial
- Business campuses
- Hospitals
- Distribution Centers
- K-12 Schools and Universities
- Government agencies

Common Goals: Assets Protection and People Safety
Layer3’s KEY Partners

- **Milestone Systems** – Video Management Software
- **Axis Communications** – IP video cameras
- **IQinVision** – IP MegaPixel cameras
- **Mobotix** – 180/360 IP video cameras and more
- **The Siemon Company** – Infrastructure
- **Cisco** – Networking Products

**Best of Breed Components**
Knowhow Makes Layer3 Unique

Capabilities

1. Physical Security
2. IP Networking
3. Project Execution, Infrastructure

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VIDEO ANALYTICS
Video Analytics (VA) Defined

- **Video motion detection - VA or NOT VA?**
- **Most common VA applications**
  - Perimeter violation; trip wire
  - License plate recognition
  - People counting (biz app)
- **Other applications include**
  - Direction of travel
  - Dwell time
  - Items left behind....

Generate Alerts for Recording and Response
Big Debate: Where does VA Belong?

At the edge?  
.. save on B/W  
Centralized?  
... capability  
“Depends on the application”

Courtesy: Milestone Systems
Issues with Video Analytics

- False alerts – organizational impact
- System maintenance – calibration
- Cost of System - $300 to $500 per channel
- Unrealistic expectations have been set: “VA eliminates human interaction”

There is a place for VA; makes traditional solutions (Guards etc.) more effective
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