



Physical Security, IP Networks, Project Execution  
Three Disciplines, One Goal - YOUR SECURITY

*IP Video Surveillance Solutions, which deliver the image resolution needed for subject identification and decision making while integrating easily and cost-effectively with your existing IT infrastructure*



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# The Convergence Opportunity

*The disruptive power of 'IP Convergence' has swept across many industries:*

- *Written communications: e-mail, SMS*
- *Telephony: VoIP*
- *Entertainment: digital audio and video*
- *Advertising: digital media*
- *Business services: SaaS*



*IP Convergence has now arrived in the Physical Security space; particularly, in Video Surveillance, offering a quantum leap in value and capabilities*

**'IP Convergence' = GREATER Customer Value**

# Benefits for the Enterprise – An Outline

- Layer3's IP solutions Deliver ROI
- Three Disciplines, One Goal – Your Security
- All IP Video Surveillance needs in One Provider
- Security through On-Going Education
- Best of Breed system components means lower total cost of ownership (TCO)
- Significant Ecosystem protects your investment
- Intelligent systems can reduce operating costs
- Past Successes in the security space



# *Solutions for the Enterprise*

- *Public and Private Institutions*
  - *Industrial and Research facilities*
  - *Business campuses*
  - *Hospitals*
  - *Distribution Centers*
  - *K-12 Schools and Universities*
  - *Government agencies*



*Different Needs with Shared Goals  
Assets Protection and People Safety*

# *IP Video Surveillance Delivers ROI*

- *More likely to deter and convict – word gets around*
- *Megapixel cameras capture more detail*
- *Lower costs*
  - *Fewer cameras needed to get the job done*
  - *Simplicity in wiring: all Ethernet, mostly POE*
  - *Enterprise features: open standards, familiar network protocols*
- *Higher reliability and availability*



*Return on Investment Driven through Actionable Video*

# Three Disciplines

- *Physical Security Expertise*
  - *Our Security DNA includes ADT, SimplexGrinnell, Sensormatic*
  - *Hold certifications from Milestone, Axis, IQinVision and others*
- *IP Networks Knowhow*
  - *Our IP networking DNA includes Motorola/GI, Aerocast*
  - *PSNP Certification, Cisco training*
- *Project Execution Capabilities*
  - *Civil Engineering Degree*
  - *California Contractor License*

Physical Security

IP Networks

Project Execution

*Three Disciplines, One Goal – Your Security*

# Past Security Projects

*While President of Tyco Fire and Security Latin America, Dario Santana, now President of Layer3 Security Services, oversaw security projects for multinational corporations and major industrial and institutional clients. These include:*



Chile's National Copper Corporation



World renowned Teatro Colón,  
(Colón Theatre) Buenos Aires, Argentina



# *All Your Needs - One Provider*

- *Layer3 Security Services provides a full range of IP Video Surveillance (IPVS) services*
  - *Site Survey and System Design*
  - *Product Selection*
  - *System Configuration*
  - *Installation and training*
  - *Maintenance and Support*
- *Layer3 is also able to provide other physical security solutions such as intrusion detection and access control*



*Layer3 is the Smart Choice for ALL your  
Physical Security Needs*



# Security Starts with Education

- *Layer3 Security Services believes that your security also hinges on information and education*
  - *Monthly IPVS newsletter*
  - *Quarterly educational seminars*
  - *White papers*
  - *Case studies*
  - *Ongoing dialogue*
- *Optimal solutions require robust needs assessments*



**Security Through Knowledge**

# Best of Breed Solutions

- *System Elements Leverage IP Standards*
  - *Video Management Software*
  - *Network Video Recorders*
  - *IP Cameras*
  - *Network Attached Storage*
  - *Networking equipment (layer 2)*
  - *Various clients: smart, remote, Web, PDA*



*Reliability, Availability*

# Extensive Ecosystem

- *Standards-based ecosystem protects your investment*
  - *System grows as your needs grow*
  - *No dead-ends or obsolete platforms*
  - *Significant partner integration:*
    - *Security*
    - *Operations*
  - *Includes analytics and intelligence*



*Upgradeability and Extensibility*

# *Intelligence Means Lower Costs*

- *Analytics includes:*
  - *License plate recognition*
  - *Virtual trip wire*
  - *Vehicle size, direction and speed determination*
  - *Missing or abandoned item detection*
  - *Rule-based alerts*



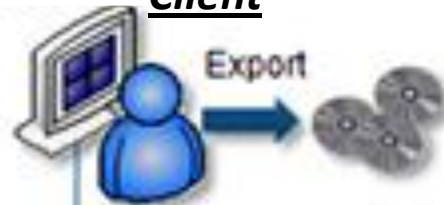
*Analytics Increases System Effectiveness and  
Can Reduce Manpower Costs*

# IPVS System Overview

Third Party Applications



Client



Management Application



# Layer3 Leadership

***Dario Santana** is President of Layer3 Security Services (DBA for Net.Surveillance, Inc.) a California Corporation that provides Internet Protocol (IP) Video Surveillance systems for the enterprise. Until July of 2008, Dario Santana was CEO and President of NTN Buzztime, Inc., a multipoint social interactive entertainment company located in Carlsbad, California and trading in the American Stock Exchange under the symbol 'NTN'. Before joining Buzztime, Dario was the President of Tyco Fire and Security's Latin American Division, which offers security and fire protection solutions throughout Latin America under the brand names ADT Home Security, Sensormatic and SimplexGrinnell, employs over 4000 people and invoices approximately \$300 million US dollars per year. Prior to Tyco, Dario was President of Aerocast Inc., a streaming media services company funded by Motorola and Liberty Media and focused on delivering entertainment quality video to the broadband enabled home. Before Aerocast, Dario held a number of roles at Motorola/General Instrument including General Manager of Advanced Network Systems. Dario holds a MBA from the Harvard Business School and an engineering degree from Purdue University*



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# *Return on Investment Through Actionable Video....*



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