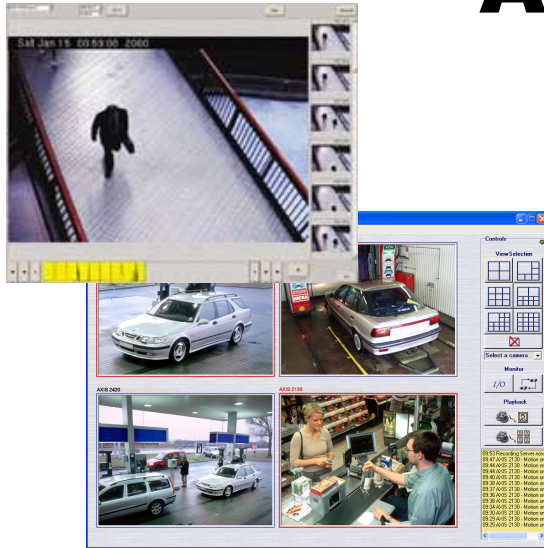




digital surveillance

*focused on protecting your environment*

# An introduction to digital cctv



*security · health & safety · improving working practice*

**InCAM** Digital Surveillance Limited  
Unit 6b Fort Fareham Business Park  
Newgate Lane, Fareham, Hampshire PO14 1AH

Registered in England, company number 3098575.  
Registered office 27 St John's Avenue, Leatherhead, Surrey KT22 7HT

*design, installation and maintenance  
of digital, networked surveillance systems*

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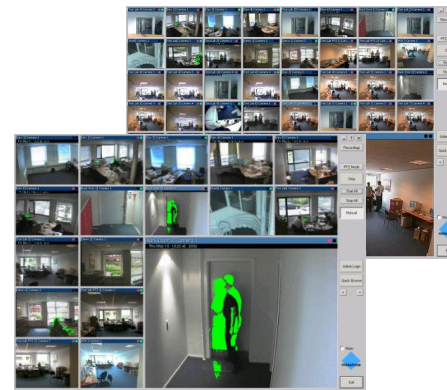
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## the benefits of a digital system

A superior feature set, unrivalled image quality, lower total cost of ownership and rapid return on investment for many applications:

- security
- business management
- staff development
- health and safety
- third party litigation defence



..across a broad spectrum of industry, public and private sectors

Setting a new image standard

*Superior video quality and performance for professional indoor applications*





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## analogue versus digital

analogue 	digital 
Often poor imaging, motion blurred	High quality imaging and motion capture
Tape-based suffer from: <ul style="list-style-type: none"> <li>• degradation of media over time</li> <li>• administration burden</li> <li>• time consuming to search</li> <li>• tapes often misplaced, no fall-back</li> </ul>	Hard disk based: <ul style="list-style-type: none"> <li>• resilient</li> <li>• real-time or delayed duplication – even off-site</li> <li>• low cost, high capacity</li> <li>• self-managing</li> </ul>
Expensive to install and upgrade – specialist cabling, multiplexors to interconnect cameras, VCR or DVR specialised recording equipment	Often installable on existing computer network infrastructure, saving cabling overheads
Requires designated area or control room in which to operate the system	Operates from any authorised workstation on the network – or from remote location. No designated area required
No remote access. No alerting mechanisms	Full remote access to live and recorded imagery. Alerting via email, SMS text, pda or 'smartphone'. Pan/tilt/zoom cameras fully controllable remotely.
16 fixed-position camera system circa £24k	16 fixed-position camera system, fully featured circa £20k





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## cameras for all applications



**InCam** can supply and install a range of cameras to suit requirement and budget:

- fixed-position
- pan/tilt/zoom (PTZ)
- infra-red capable (for darkness)
- covert (masquerading as smoke detectors etc)
- 'video servers' to digitise analogue cameras
- wireless network-enabled
- internal or external



Product comparison

More than 250,000 network video products installed worldwide



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## audio integration



- from simple door entry systems..
- ..to full video conference applications \*
- see *and* hear real-time through your internet browser
- send audio alerts upon motion detection:



**“intruders beware; authorities are en route”**

\* requires appropriate network ‘bandwidth’ at each location taking part in conferencing



Product comparison

More than 250,000 network video products installed worldwide



AXIS 2191 Audio Module  
Sight, speech and sound - over IP



**AXIS**  
COMMUNICATIONS

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## mobile · access live imaging on the move



- remote access via laptop, pda or 'smartphone'
- excellent for roaming security or site staff
- review multiple sites from wherever you may be
- receive alerts and connect to live camera images
- even control pan/tilt/zoom cameras!
- range of devices available



Introducing the AXIS 205 Network Camera

Live images from anywhere your network goes



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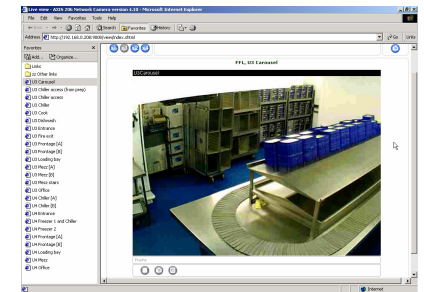
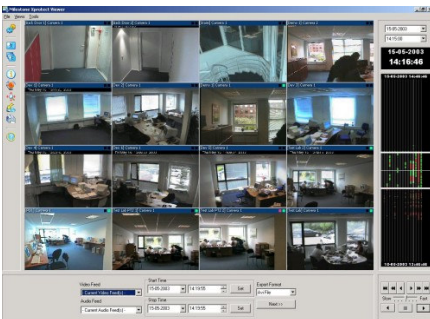
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## the digital feature set



- record to hard disk; vastly configurable:
  - frames per second from 1 to 30 (near DVD quality)
  - individual camera motion detection settings
  - exclude areas from motion detection
  - configure 'patrolling areas' for moving cameras
- motion-based or continuous recording
- remote access to live and recorded imagery
- remote control of pan/tilt/zoom cameras
- multi-user centric
- securely accessible from anywhere you can find an internet connection



AXIS 2120  
Network Camera



AXIS  
COMMUNICATIONS

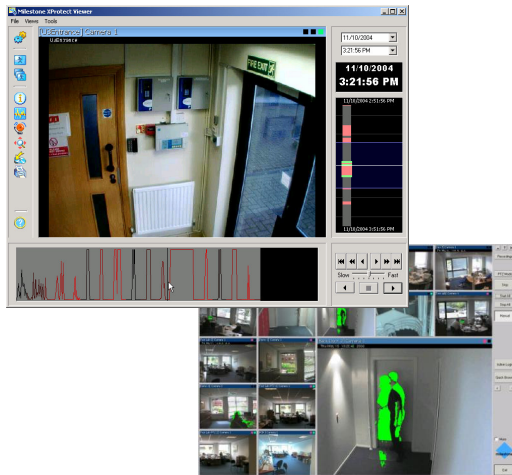
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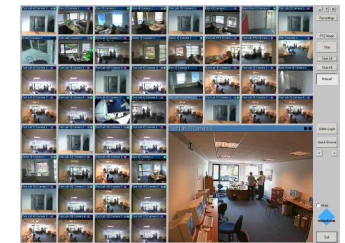
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flexibility · control · ease of use



- multi-pane view of some/all cameras
- timeline 'graph' for rapid assessment of recordings and 'incidents'
- in-image motion coloured highlights for at-a-glance monitoring
- video extracts to CD/DVD or email
- total control, incredibly easy to use
- licence formats and feature sets to suit all budgets



**milestone**  
Surveillance for the Digital Age

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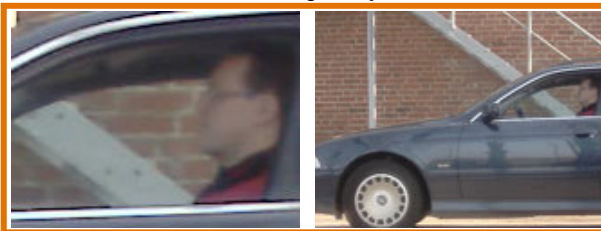
## image quality comparison



'2cif' used in digital video recorders (DVR's)



'interlaced' used in analogue systems



'Progressive Scan' used in Axis digital cameras

Vehicle travelling at 15mph. All cameras using the same lens

'2cif' DVR – poor image resolutions  
'interlaced' analogue – poor motion capture

Significant advance in image quality with  
new digital technology:

- enhanced image processing with 'Progressive Scan'
- non-loss, minimal blur for moving objects
- cameras use standard lenses; vast array available



AXIS 230 MPEG-2 Network Camera  
Market's most advanced network camera



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leading hardware · excellent support



- the very best hardware from leading manufacturers
- on-site and 'hot-swap' warranties and support
- reliable and scalable foundation for system growth
- robust, highly capable systems
- excellent value



PowerEdge Servers

Next-Generation PowerEdge:  
Leading the Way to the Future



For Business



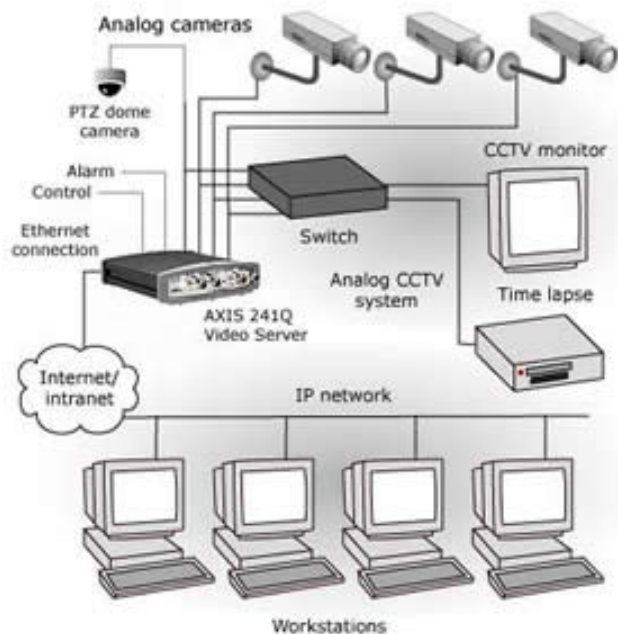
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## analogue integration · maximising your previous investment



Suitable for sites with good analogue cameras:

- 'video servers' digitise the analogue camera imagery
- digitised images pass across the computer network
- data now recorded to hard disk
- images available remotely
- realise all the benefits of a digital system



Protect your current investment and get all the benefits of IP-Surveillance

Axis helps you migrate your analog security system into an IP-based video solution.

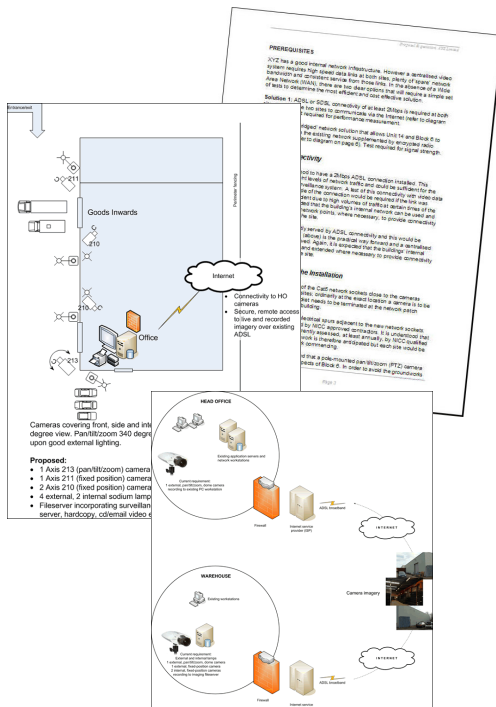
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## inCam's approach · thorough and completely tailored



- comprehensive, no obligation, site survey
- detailed proposals, site plans and costings
- certificated installation:
  - network, computers, cameras and associated electrics
- training and full documentation
- compliance. Simplifying the requirements of the Data Protection Act
- excellent support:
  - support contracts, 'hot swap' hardware
  - remote diagnostics and proactive system management



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further information

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