



# IP VIDEO TECHNOLOGY VALUE PROPOSITION

SECURITY WANTS THE BEST IMAGE  
IT WANTS THE BEST INFRASTRUCTURE



- 1 Reduce Cost
- 2 IT Friendly
- 3 Improve Images
- 4 Fast Awareness

## Good | Better | Best



- 1 **Cost** Wide range of imaging solutions for basic, commercial, & industrial applications
- 2 **IT** IP cameras with IT-friendly features regardless of price point
- 3 **Images** Crystal clear, high definition imaging capability at all levels
- 4 **Aware** With the right camera deployed in the right place, security captures all evidence

## intelligent Dynamic Noise Reduction (iDNR)



- 1 **Cost** Reduce cost by storing only relevant video data, not noise in the picture
- 2 **IT** Reduce bandwidth consumption, critical as camera resolution increases
- 3 **Images** Process critical scene content more than irrelevant portions of the scene
- 4 **Aware** Cleaner images mean earlier recognition of critical incident development

## Intelligent Video Analysis (IVA)



- 1 **Cost** Increase recording rates based on specific behavior violations
- 2 **IT** Stream video based on specific incident criteria depending on bandwidth
- 3 **Images** Automatically use more camera processing on the important part of the scene
- 4 **Aware** Alert security personnel of critical incidents even when no one is watching the camera

## Starlight Imaging



- 1 **Cost** Capture activity in the lowest light levels for the least amount of money
- 2 **IT** Starlight keeps the image clearer for network bit rate and storage reduction
- 3 **Images** Clear images in low light situations at 720p, 1080p, 5MP. Fixed and PTZ options
- 4 **Aware** Security knows what's happening even when the lights are out

## Efficient and robust recording solutions (VRM)



- 1 **Cost** All-in-one appliance or choose an enterprise solution leveraging VRM storage pooling
- 2 **IT** Virtualize, centralize, SNMP, RAID, and more IT-friendly features
- 3 **Images** Recording solutions for High Definition cameras of today and tomorrow
- 4 **Aware** Receive automatic event alarm alerts from Bosch Video Management System