

# PACKING A PUNCH

A whole new breed of intelligent applications is propelling a surge in IP-based video surveillance. Magesh Srinivasan, Marketing Manager, Sony Professional Solutions Middle East, talks about the key trends and new technologies in the digital video surveillance market.

**Do you see a transition from analogue CCTVs to networked, IP-based systems?**

Yes our IP business is growing much faster than the analogue business and the average market growth of 40%.

**What technology trends are accelerating this shift?**  
The growth of IP broadband networks and the acceptance of our customers to connect IP cameras across their existing network. This offers a big cost saving to the customer. Also, Sony is leading the way in adding intelligence to the camera with features like Intelligent Motion Detection. These features are proving very popular with customers.

**What are the benefits of IP-based digital systems as compared to analogue?**

The main benefit is the ability to use the existing IP infrastructure. This saves time and money because the customer does not have to install co-ax cables. Also features like Intelligent Motion Detection are not as easy to achieve in the analogue world. Finally most of our IP cameras are PoE, this saves a lot of installation time and cost for the customer.

**What kind of intelligent applications are possible with the new breed of IP cameras?**

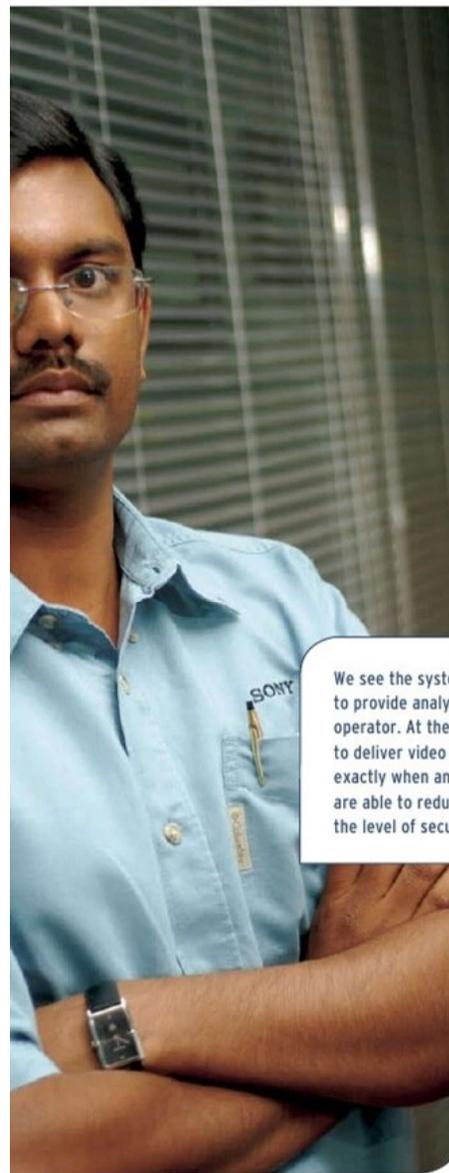
By adding intelligence into the camera we are able to provide features like

intelligent motion detection. In addition to this our multi-codec cameras can generate Metadata. This can be analysed by either "Real Shot Manager (RSM)" software or "Network Surveillance Recorder (NSR)". This enables us to create new applications like people counting across a virtual line or in a virtual zone. Can you give us a few examples by vertical? The people counting application makes our cameras ideally suited to many vertical markets such as retail, transport and venues. In addition, this technology leads the way in the traditional security business.

Video surveillance is evolving beyond passive



Magesh Srinivasan, Marketing Manager, Sony Professional Solutions Middle East



**monitoring to embedded intelligence in systems. Is video analytics a key area of focus for Sony?**

Very much so. We see the systems of the future being able to provide analytical support to the security operator. At the current time, Sony is able to deliver video on demand to the operator exactly when an alarm occurs. In this way, we are able to reduce false alarms and improve the level of security for the customer.

**What kind of migration path do you recommend? How can users protect existing investments in their CCTVs?**

Many of our customers are

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already choosing Sony NVM solutions to upgrade their camera systems.

We also make a camera server or network interface to enable analogue cameras to be used on an IP network.

Additionally, our IP cameras feature both analogue and IP outputs. This means a customer can use the camera as part of their analogue system and take the IP signal for transmission across the LAN or WAN for IP monitoring.

**Do you offer wireless cameras? Do you have any industry partnerships in this area?**

Yes, most of our cameras feature a card slot for a wireless card and/or additional on board storage. We do not have partnerships with industry partners in this area as we believe the customer is best placed to decide whom to work with. Each country has a different set of wireless requirements.

**Is Power over Ether one of the key drivers of network cameras?**

Again yes. This is a very popular feature of our cameras. All of our mini dome cameras are PoE and selected box type cameras too. We believe this makes the installation much easier for the installer and more cost effective for the end user. You will see more PoE cameras in the future from Sony.

**What factors should users keep in mind while choosing an IP-based system?**

I believe they should carefully consider and assess their needs and requirements. Once these have been decided, it's important to work with a leading supplier who is committed to this industry and has a proven track record.

**How much bandwidth does a network camera use?**

This is a hard question to answer as it depends on so many factors such as codec used, frames per second, compression and resolution.

Sony provides on and off line tools to enable this to be calculated. For more information please visit our website: [www.sonybiz.net/nvm](http://www.sonybiz.net/nvm)