

Smarter Security Starts With **Linklogix.io**

Selecting a Surveillance System for your Business

Every business owner should consider the benefits a video monitoring system can provide:

- It can help deter theft by customers, employees, and intruders.
- It can provide surveillance footage to help with investigations if such crimes occur.
- It is evidence that can prevent liability litigation.

Today's IP video surveillance systems are much more sophisticated than the old CCTV systems of the past. They provide better image quality, more secure storage options, mobile notifications, integrations, insights, and more. Here are a few features to consider when choosing a system that's best for you.

1 Image Quality and Angles

The most important feature of any surveillance camera system is the quality of the video footage it captures. Here are the factors to consider:

- **Camera resolution.** The higher the resolution, the clearer the picture will be. Standard resolution is 480p, high definition starts at 720p, and full high definition is 1080p. If your surveillance needs include facial recognition or other identification of detailed information, like license plates, you'll want high-definition cameras.
- **Field of view:** The wider the camera angle, the more area covered. Using wide views can also decrease the total number of cameras you need.
- **Night vision:** If you need to ensure high-quality images at night, select cameras with infrared technology.
- **Camera placement:** Determine your budget and the number of cameras you want. Also consider whether you want the cameras to have high visibility to deter crime, or be unobtrusive. It's a good idea to protect both the interior and exterior of your business location.

2 Motion Detection and Alerts.

A modern surveillance system can help you monitor your property, even when you're not there:

- **Motion detection.** Cameras can be set to trigger an alarm when they detect an intrusion. Alarms scheduled can be customized to what works best with your business.
- **Alerts.** Email and text notifications can be enabled when the system alarms are triggered by certain types of activity on the premises.

3 IP Functionality

Motion detection is one of the features available with an IP video surveillance system, and they can do so much more than an analog system:

- **Flexible storage.** Recordings can be stored on a network video recorder or in the cloud.
- **Remote access.** You can view footage remotely — from a computer, tablet, or phone—so business owners can keep an eye on things without being onsite.
- **Scalability.** IP systems are scalable, so it's easier to add, remove, or modify the system after set up.

LinkLogix.io can evaluate your security requirements to design and install a professional surveillance system that meets current and future requirements.

HIGH QUALITY SURVEILLANCE IS MORE AFFORDABLE THAN YOU THINK.

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