

Arecont Vision and 3VR Partner To Deliver Enhanced Return on Investment and Superior Customer Experience

3VR SmartCam Program Ensures Highest Standard of Performance and Interoperability Between 3VR SmartRecorders and Arecont Vision Cameras

San Francisco, CA April XX, 2010 – [3VR Security, Inc.](#), the global leader in intelligent surveillance and search, and Arecont Vision, the industry leader in IP-based megapixel camera technology, today announced that the entirety of Arecont Vision's line of advanced IP megapixel cameras are [3VR SmartCam Certified](#). This makes Arecont Vision the first camera manufacturer to be certified across 3VR's complete product line. Likewise, 3VR has completed participatory testing in the Arecont Vision Megalab, a dedicated testing environment with more than 80 cameras which includes every model Arecont Vision offers. With the assistance of Arecont Vision engineers, 3VR completed three certifications over a two-day period: Camera integration, feature integration and load testing.

"Customers are increasingly demanding higher performing solutions and a greater return on investment," said Scott Schafer, executive vice president of sales and marketing, Arecont Vision. "Partnering with 3VR allows us to provide a superior solution that offers more value for customers and is easier for integrators to configure and support."

This high level of compatibility between Arecont Vision and 3VR technology ensures customers and integrators the highest standard of performance and interoperability between the cameras and the 3VR platform. Arecont Vision and 3VR have already partnered to deliver their integrated solution to a major retailer. Deployed in more hundreds of locations, the joint solution allows stores to lower camera counts, improve storage capacity and provide enhanced imagery for analytics and data correlation.

The [3VR SmartCam Program](#) highlights advanced capabilities that make cameras function more effectively with the 3VR platform, delivering improved performance for analytics and storage, as well as reducing the support and configuration burden for both customers and integrators. Cameras are rigorously tested by 3VR to ensure the highest standard of performance and interoperability before they are deemed "3VR SmartCam Certified." All 3VR SmartCam Certified products, including the full line of Arecont Vision cameras, offer a set of features that optimize integration with the 3VR platform, including auto-discovery; flexible configuration from the 3VR interface; and dual/multiple-streaming allowing for high quality video streams for analysis and more compressed streams for long-term storage.

Customers who have already deployed Arecont Vision cameras with 3VR are also seeing unprecedented storage results. The joint solution enables megapixel storage well in excess of forty-five days on standard storage, eliminating the necessity of adding extra Networked Attached Storage (NAS), and directly improving ROI. Additionally, customers are able to keep high quality images for a significantly longer period of time. For example, facial images can be stored for up to two years.

All Arecont Vision cameras provide multi-streaming capabilities delivering non-identical regions of interest as independent video streams. This allows end users to record footage from a camera with a large field of view as multiple virtual cameras. This enhances analytics and provides for comparison with data from external systems like point of sale (POS), teller transactions, access control and more. Virtual cameras present tremendous potential for return-on-investment (ROI) on IP megapixel cameras by allowing customers lower camera counts without sacrificing analytic features or picture quality. Leveraging these camera capabilities with 3VR technology enables the unique ability to run multiple analytics simultaneously. By breaking down the video captured by one camera into multiple streams, customers leveraging Arecont Vision and 3VR technology can do separate analysis on each stream, dramatically accelerating the security team's ability to process and analyze footage.

“The goal of our SmartCam Program is to help customers and integrators easily identify which cameras will provide the most sophisticated functionality, while simultaneously being easy to support,” said Stephen Russell, chairman and founder of 3VR. “3VR technology is highly compatible with all of Arecont Vision’s IP and megapixel cameras and we are proud to announce the latest line of industry-leading products to be 3VR SmartCam Certified.”

About 3VR

3VR Security, Inc. is the global leader in Intelligent Surveillance and Search (ISS) – a faster, more reliable, and less expensive way to fight crime, ensure people’s safety and improve business efficiency. With 250 billion hours of video captured every year in the U.S., the award-winning 3VR Intelligent Surveillance Platform makes it possible to efficiently mine and manage it. 3VR is the security standard for hundreds of global customers, including leading banks, retailers, governments and law enforcement agencies. Based in San Francisco, CA, the company is privately held with funding from Kleiner Perkins Caulfield & Buyers, VantagePoint Ventures, In-Q-Tel, Menlo Ventures and DAG Ventures. 3VR’s SmartRecorder is the three-time winner of the SIA Best New Video Product Award and was named Security Product of the Year from Frost & Sullivan in 2006 and 2007, among other awards. For more information, please visit www.3vr.com.

About Arecont Vision

Arecont Vision's cameras range in image resolution from 1.3 to 10 megapixels, including camera models providing advanced capabilities such as dual sensor day/night, quad sensor panoramic viewing, and Dual Mode 10MP/1080p solutions. Using H.264 compression, Arecont Vision cameras provide greater compression efficiency to solve system issues related to bandwidth and storage. The Arecont Vision line also includes the MegaDome™ series of all-in-one dome cameras and a new compact JPEG series of cameras to address cost-sensitive applications.