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Security MAGAZINE

A MSM Publication, Visit Us at Booth # 2087

September 21-23, 2009, Anaheim, CA

Tomorrow's Products...Today's Infrastructure An interview with Scott Sereboff, CEO of Veracity USA

MSM: Tell us about Veracity USA.

SS: Put simply, Veracity's products make the move from analog to IP systems easy. Whether you are using IP cameras, IP intercoms, digital signs, etc. Veracity has a product that can help you. HIGHWIRE allows Ethernet to be delivered over existing coax. OUTREACH solves the Ethernet distance limitation by extending Ethernet and POE in 328-foot increments without the need for locally



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0 to 60 in 12 years . . . An Overnight Success Story!



SOS International Ltd. (SOSi) is proud to be joining the impressive collection of security professionals, sponsors and exhibitors at ASIS 2009. The event provides the perfect venue in which to continue the company's month-long celebration of our 20th anniversary.

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Ionit Delivers... Connectivity, Performance and ROI

An Interview with
Ionit Technologies



MSM: What distinguishes Ionit Technologies solutions in the digital video marketplace?

IONIT: In a word, *compression*. When Ionit began providing digital video solutions to the process control and security markets in 1998, we took the long view and understood the coming requirements for network-centric products and services. From inception, we have maintained our leadership position in development of ad-

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An Interview with Robert P. Marcus – CEO, RGB Spectrum

DMG: I understand RGB Spectrum started out as a vendor of surveillance and command-and-control systems for the military. How does that color your market perspective?

RM: We're used to catering to end-users who are very demanding in terms of product quality, features and robustness. But we have never been a "milspec" house. We have always sold commercial "off-the-shelf" which means we adhere to a very high industrial standard but without the overhead of military environmental standards. We have always been cost effec-

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M.C. Dean, Inc. Supports U.S. Army Child and Youth Service Centers Worldwide

SPAWAR Systems Center Europe was tasked by the U.S. Army Europe's Office of Morale, Welfare, and Recreation (MWR) Child and Youth Services (CYS) to design, install, and integrate CCTV systems for Child Development Centers at military installations throughout North America and Western Europe. The Video Monitoring Project stems from the U.S. Army requirement that there be two caregivers present at all times in each room of a child-care center, as well as the general public's desire for classroom safety and security.

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The LCD reader is ultra modern

(CONTINUED FROM PAGE 1)

vanced video compression algorithms, and DSP technology application.

MSM: How does Ionit apply these technologies to the benefit of the integrator and end-user?

IONIT: Because Ionit's Optimized H.264 AVC on DSP solution affords file sizes less than 25% of even the leading MPEG4 and baseline H.264 products, the customer realizes significantly reduced bandwidth consumption, substantially reduced storage usage, and owns excess CPU capacity to comfortably operate third party video analytics and business intelligence software.

MSM: In these tough economic times, how does this translate to increased ROI?

IONIT: More often than not, the customer can utilize their existing analog cameras and

retrieve live and archived video over their existing networks, minimizing both network and video component upgrades required by other solutions. Additionally, many are finding it both feasible and desirable to retain archived video for longer periods according to insurance or regulatory requirements. The Ionit platform enables these customers to do so in the most economical manner. Less bandwidth consumption also means that authorized personnel can instantly access higher quality video streams from anywhere on the network, as well as over the Internet worldwide.

MSM: How does the new IonitEMS solution impact ROI?

IONIT: We are proud to be introducing our Enterprise Management Solution at the ASIS Conference and Expo this year, because we know

that today's customers have to do more with less in all aspects of their business. IonitEMS enables the enterprise customer large and small with multiple sites/users who each have various administrative, operational, and investigative roles, to access networked Ionit recording platforms and view or program them as required. Optimizing their access and reach to thousands of streams of live or archived video via IonitEMS from one or more locations affords immediate situational intelligence, remote management and process control from a central location and smarter allocation of limited resources, all of which adds to enhanced productivity and an improved bottom line.

MSM: So, today's video surveillance system is not just a

security or loss prevention tool?

IONIT: Companies are under pressure to increase contributions to the bottom line, and the security professional owns a corporately valuable tool in their surveillance system. More than a security solution, today's surveillance system is becoming a valuable management and operational tool. When combined with increasingly intuitive business intelligence and data correlation solutions, Ionit customers get the complete picture of both employees and customers, enabling them to make informed decisions that markedly improves their ROI. Ionit Technologies understands these issues and is helping integrators and end-users worldwide achieve their goals.

See us in booth #1712 to learn more or www.ionitusa.com.




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