

## MAKE IT EASY SHEET

### **MOBOTIX**

**Who are Mobotix?** Mobotix AG headquartered in Kaiserslautern, South West Germany, design, develop and manufacture an advanced range of IP based digital surveillance cameras. To date there are in excess of 55,000 cameras installed worldwide with installations as varied as casinos in Las Vegas, Coventry airport, mines in South Africa and weather stations in Antarctica.

**Is it a CCTV system?** Yes and No! – It can be used effectively to provide the same level of security that traditional analogue cameras provide but because it's IP based it can be accessed from any device worldwide that has a browser installed. It is not a 'closed circuit television system'.

**Is it a 'webcam'?** No – although it can be viewed over the Internet it is classed as a 'Professional, Networked IP Surveillance Camera System'.

**Who is a typical customer for Mobotix?** Anyone who is looking to install a camera system for security and health & safety reasons, monitoring of industrial plant, Internet viewing of remote leisure facilities (especially outdoor pursuits) etc.

**Who is a typical customer for Mobotix?** Anyone who installs structured cabling and is familiar with IP. With the price erosion seen in the Cat5e marketplace over recent years, many forward thinking installers are looking at new revenue streams that they can bring on with products based on IP.

With power to Mobotix cameras provided via pins 7 & 8, any installed Cat5e/Cat6 infrastructure can support a fully functional intelligent surveillance system from Mobotix.

**Why Mobotix?** There are many unique features that can be turned into sales advantages over competitive products (although there is no comparable product on the market at present).

- ⇒ **No moving parts** – no ongoing maintenance costs
- ⇒ **Intelligent device** – image storage and retrieval handled by the camera
- ⇒ **Megapixel resolution** – high quality images for prosecution purposes
- ⇒ **Dual lens capability** – two cameras for the price of one
- ⇒ **Integrated VoIP (SIP)** – two way voice capability over IP (softphones etc.)
- ⇒ **Multiview** – full management of multiple cameras from Internet Explorer

**Where are the images stored?** 'Out of the box', the Mobotix camera can store event generated images to a local or remote Windows based server. The camera can store, retrieve and manage all stored images with browser software (Microsoft Internet Explorer 6 for example) – no licensed, proprietary software is required. This equates to major cost savings on large projects.