



by Schneider Electric

## News and Information

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### **Pelco Sarix IP Cameras Now Supported by Instek Digital MatriVideo Surveillance System**

Clovis, CA; Taipei, Taiwan; and Reston, VA (March 11, 2010) – Pelco and Instek Digital have entered into a strategic partnership, as Instek Digital joined the Pelco Partner First program. Instek Digital and Pelco are pleased to announce the successful integration of the Instek Digital MatriVideo Surveillance System with the Pelco Sarix IP network camera with built-in ObjectVideo Analytics.

“This Pelco IP Camera integration clearly signals our intention for an even stronger presence in the competitive integrated surveillance market of today,” says Instek Digital Marketing Manager, Peter James Rankin. According to Instek Digital officials, as a pioneer in the IP surveillance industry, Instek Digital continuously searches for advanced technology to maximize the user experience in video monitoring and management. The benefits of Pelco high-definition video security imaging and built-in analytics with OV Ready technology, provides Instek Digital with the opportunity to deliver a truly powerful Enterprise Class Digital Video Surveillance System.

Pelco Sarix technology defines the next generation of video security imaging performance by delivering high-definition (HD) resolution, advanced low-light capabilities, consistent color science, and fast processing power, according to Pelco management. The H.264 compressed video files are up to 20 times smaller, making high-definition video more affordable.

Instek Digital’s Enterprise Video Surveillance System – “MatriVideo” – is a comprehensive solution for the digital video surveillance industry. Instek Digital uses an open architecture platform to implement solutions for megapixel cameras; virtual matrix switches; and analog, hybrid and IP video recorders. This is combined with an innovative design of the best video streaming management to reduce network bandwidth and storage. The MatriVideo Intelligent Video system is ideal for deployment in critical infrastructures such as Airports, Transportation stations, Ports, Casinos, Banks, Borders, and more. Users can select the required application, comply with different criteria, and adopt strategies based on specified requirements.

“Our companies’ cooperation is an excellent example of Pelco’s desire and commitment to offer more choices and flexibility to our customers and end users,” says Stéphane Lantoiné, Pelco Business development Manager EMEA. “Usage of Object Video analytics embedded in Sarix cameras with the Instek Digital MatriVideo solution is a perfect example of the powerful integration solutions we can provide.”

ObjectVideo is the leading provider of intelligent video software, which converts video to data in real-time through the detection, classification and tracking of activities. Its intelligent video network protocol – OV Ready – standardizes analytic rule, alert and configuration communications between the VMS platform and the Object-Video-enabled device. “Pelco’s commitment to open architected IP enables Instek Digital’s customers to receive the benefits of analytics within their management platform of choice – MatriVideo,” says Edward Troha, managing director of global marketing for ObjectVideo. “We are thrilled that the OV Ready standard has helped to make this powerful solution a reality.”

“With a strong synergy between Instek Digital, Pelco, and ObjectVideo, the partnership can provide the best resolution for security applications and business intelligence for our mutual customers,” says Albert Pan, CEO of Instek Digital. “In order to conquer the challenges presented by megapixel technology, such as bandwidth, CPU



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performance, storage issues, etc., Instek Digital provides a solid, comprehensive platform that can not only handle these problems but take full advantage of the benefits high-definition images bring.”

## **About Pelco**

Pelco, Inc. by Schneider Electric is a world leader in the design and development of video and security systems ideal for any industry. Pelco produces the security industry’s most respected offering of discreet camera domes and enclosures, video matrix systems, next-generation digital video recorders, Full HD LCD displays and megapixel cameras, IP solutions and fiber optic transmission systems for video/data – and much more. For additional product or company information, please visit [www.pelco.com](http://www.pelco.com). To learn more about the Pelco Partner First Program, simply visit [www.partnerfirst.pelco.com](http://www.partnerfirst.pelco.com).

## **About Instek Digital**

Instek Digital proudly designs, manufactures and markets a truly Enterprise Class Digital Video Surveillance system. Our strong Research & Design team uses cutting edge technology to implement solutions for megapixel cameras, virtual matrix switch, hybrid analog and IP video recorders with innovative design of the best video streaming management to reduce network bandwidth and storage size. Our core design principles continue to be “User-Friendly,” “Scalable” and “Reliable.” Our responsive and helpful technical support team is always available to provide assistance during all crucial phases of the project – before, during and after the sale. For more information, please visit [www.instekdigital.com/id](http://www.instekdigital.com/id).

## **About ObjectVideo**

ObjectVideo® is the world’s leader in intelligent video software, utilized by organizations worldwide to enhance security, streamline operations and provide business intelligence. ObjectVideo’s flexible intelligent software can be easily and effectively deployed anywhere within a video system and is available to market through leading manufacturers as a high-value ingredient. The Company’s network of partners includes more than 70 manufacturers and technology providers around the world. To stay up-to-date on ObjectVideo news and views, read [blogOV](http://blogOV) at [blog.objectvideo.com](http://blog.objectvideo.com) and visit [www.objectvideo.com](http://www.objectvideo.com).

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