



Arecont Vision

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EDITORIAL CONTACTS

Jennifer O'Reilly / in | fusion

phone: 203-252-2173

fax: 203-252-2174

e-mail: joreilly@ifadvertising.com

Arecont Vision Introduces Industry's First Full Line Of H.264 IP Megapixel Cameras.

*Proprietary H.264 Implementation Supports 1.3, 2.0, 3.0, 5.0 Megapixels
With Up to 25X Greater Compression Than MJPEG.*



Glendale, CA (January 7, 2008) - Arecont Vision, the industry leader in IP megapixel camera technology, is debuting the industry's first full line of H.264 IP cameras at INTERSEC Middle East which opens on January 14th in Dubai, United Arab Emirates. Comprised of four models offering 1.3, 2, 3 and 5 megapixels, the new line features Arecont Vision's proprietary H.264 compression technology to provide security professionals with the broad range of video formats and resolutions required for various applications. The new H.264 megapixel cameras support multi-streaming capabilities for

the transmission of several H.264 video streams at different video formats, frame rates, and/or resolutions.

Arecont Vision's new H.264 megapixel camera line was developed by applying the company's world-class expertise in the field of FPGA-based hardware image processing. The resulting proprietary H.264 encoder implemented on a single FPGA delivers 80 billion operations per second, a feat that would require 25 Pentium computers. The compression improvement (stream size reduction) with high video resolution is up to 25 times greater than conventional MJPEG compression when capturing a typical street surveillance scene with moving vehicles and people. As a result, a high-quality 3 megapixel video stream at 20fps can be as low as 2 Mbps.

"Arecont offers the industry's first and only full line of H.264 megapixel video surveillance cameras," said Dr. Vladimir Berezin, President, Arecont Vision. "With up to 25 times higher compression than MJPEG, our new H.264 line of megapixel cameras offers the perfect combination of high resolution and bandwidth efficiency at a very competitive price point."

Images from Arecont's H.264 megapixel cameras can be scaled to 1920 x 1080, or 1280 x 720 resolution with a 16 x 9 aspect ratio for a true High Definition format. Up to four virtual cameras can be streamed by selecting regions of interest within the image and acquiring them independently. Resolution is fully controllable making it possible to stream full resolution or less in order to conserve bandwidth. It is also possible to stream the full field of view at a lower resolution while streaming regions of interest at full megapixel density.

With support for compliant Power-over-Ethernet (PoE) and auto-iris control functionality, Arecont's H.264 megapixel surveillance solutions deliver full motion progressive scan resolution along with a host of features including Ultra Forensic Zooming to zoom in on recorded video with simultaneous viewing of zoomed and full field of view images. The new cameras will also support RTP protocol for direct streaming of H.264 video into third-party software players, such as Apple's QuickTime, as well as custom TFTP protocol for

streaming into Arecont Vision's own AV100 software, and other custom software applications developed using Arecont's SDK (Software Development Kit).

Arecont Vision's new H.264 1.3, 2, 3 and 5 megapixel cameras are available for evaluation with full-scale production of the single- and dual-sensor camera models slated for the second quarter of 2008. Arecont will release quad-sensor panoramic cameras with their proprietary H.264 compression technology later in 2008.

For more information contact Arecont Vision by calling toll free 1-877-CAMERA-8, or visiting www.arecontvision.com

About Arecont

Arecont Vision is the leading manufacturer of high-performance megapixel IP cameras and associated software. Arecont Vision products are made in the USA and feature proprietary low-cost massively parallel image processing architectures MegaVideo® and SurroundVideo® that represent a drastic departure from traditional analog and network camera designs. These innovative technologies enable Arecont Vision to deliver multi-megapixel digital video at standard IP camera price points.

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***EDITORS' NOTE: Electronic files and photos are available upon request by emailing Jennifer O'Reilly at in | fusion advertising at joreilly@ifadvertising.com**