

Channel Partner Certification Program

CPCP General Certification Course

Purpose:

Arecont Vision's Channel Partner Certification Program - General Certification is designed to educate the market on the benefits of megapixel technology. In this one day class, attendees learn how to properly design, sell, implement and support megapixel technology. Key takeaways include: Understanding pixel density, increasing profitability and overcoming objections.

Content:

- 8:00am Megapixel camera marketplace
- 8:15am Identify the obstacles to selling and designing megapixel technology
- 8:30am Market verticals that are deploying megapixel technology
- 8:45am Implementing megapixel technology
 - Reducing camera count to increase cost efficiency (with Use Cases)
 - Increasing pixel count for better image quality (with Use Cases)
 - Maximize ROI by reducing camera count and increasing pixel count (with Use Cases)
- 10:15am Break (15 minutes)
- 10:30am Pixel Density
 - Designing a camera layout based on the image quality desired (pixel density)
 - How to calculate the pixel density based on image quality desired
 - Use cases of layouts: Stadium, retail, education, LPR, hallway, etc.
- 11:30am Optics / Lens
 - Picking the correct lens for the resolution
 - Picking the correct focal length to maximize pixels into the distance and depth of field
- 12:00pm Lunch Break (60 minutes, supplied by Arecont Vision)
- 1:00pm Benefits of CMOS versus CCD
 - Low light capabilities
 - Controlling exposure time
 - Electronic Auto Iris vs. DC Auto Iris
 - IR sensitivity
 - Cropping the image to save bandwidth/storage
 - Understanding exposure time and how it affects low light and motion blurring performance
 - Binning for enhancing low light performance
- 2:00pm Calculating bandwidth & storage properly and how to use the calculators
- 2:30pm H.264
 - What is it, how it works, why the security marketplace has adopted it
 - Differences between HD and megapixel
- 3:00pm Break (15 minutes)

- 3:15pm Arecont Vision's product line
- 4:00pm Hands on training of how each feature and setting affect megapixel image quality, file size, etc.
- 5:00pm Adjourn

Course Material:

- PowerPoint attached
- MegaKit – an optional available demonstration kit that includes all items needed to do a successful megapixel camera demonstration; includes:
 - Megapixel H.264 Day/Night camera
 - Megapixel rated vari-focal lens
 - Power injector
 - Tripod
 - Retractable Ethernet cables (2x)
 - Focusing tool

Target Audience (alphabetical order):

- A&Es and Consultants
- Project Managers
- Sales
- Sales Engineers
- Service Managers
- System Designers

Logistics:

- Locations:
 - At local distribution partners' offices, if classroom style room is available
 - At local hotels or other local venues with classroom style setting
 - At Arecont Vision's headquarters in Los Angeles, CA

Additional Resources:

- Website & Upcoming classes: <http://www.arecontvision.com/channelpartner.html>
- Registration site: <http://www.regonline.com/ArecontVisionCPCP>
- Picture of MegaKit: <http://www.arecontvision.com/uploads/images/MegaKit-8.1.jpg>