

# *Channel Partner Certification Program*

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## **Innovative Designs and Implementation of Complete Megapixel Solutions**

Updated: 2013.10.01

### **Purpose:**

Educate customers on technology trends in the surveillance marketplace. Learn about Arecont Vision's value proposition. Extended look at vertical market examples of the megapixel value proposition in action. Learn about the common challenges encountered deploying megapixel and how to avoid them. Review Arecont Vision's overall product offering and features of our newest model releases.

### **Content:**

- 00:00 Megapixel camera marketplace
  - Market verticals that are deploying megapixel technology
- 00:15 Resolution benefit and use cases Education:
  - Surveillance concerns and surveillance applications of educational institutions
  - Benefits and solutions offered by 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)
  - Product applications for education
  - Customer testimonials
- 00:55 Resolution benefit and use cases Big Box Retail:
  - Surveillance concerns and surveillance applications of retailers
  - Benefits and solutions offered by 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)
  - Product applications for retail
  - Customer testimonials
- 01:35 Resolution benefit and use cases C-Stores:
  - Surveillance concerns and surveillance applications of retailers
  - Benefits and solutions offered by 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)
  - Product applications for C-Stores & gas stations
  - Customer testimonials
- 02:15 Common Challenges encountered with megapixel deployments
  - Power and network

- VMS integration
- Communication breakdown
- Unrealistic end user expectations
- Best practices to avoid these pitfalls
- 2:55 Arecont Vision's product line
  - Product family overview
  - Key features of each product family
  - Deeper look at new products and features (12mp WDR, MegaBall, MicroDome)
  - Product roadmap to the future
- 03:30 Tools for success
  - Marketing support
  - Sales incentive and organization
  - Project registration
  - Resources online
  - Bottom line – winning with megapixel
- 03:40 Adjourn

### Course Material:

- PowerPoint

### Target Audience:

- Systems Integrators
- Installers
- Distributors
- End Users

### Logistics:

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

### Additional Resources:

- Website & Upcoming classes: <http://www.arecontvision.com/certificationcourses.php>