



# HD IP Video Surveillance Networks

*Gain the Altura Advantage with increased clarity, coverage, and protection*

VIDEO  
SURVEILLANCE

## AFFORDABLE QUALITY, PERFORMANCE, AND SECURITY

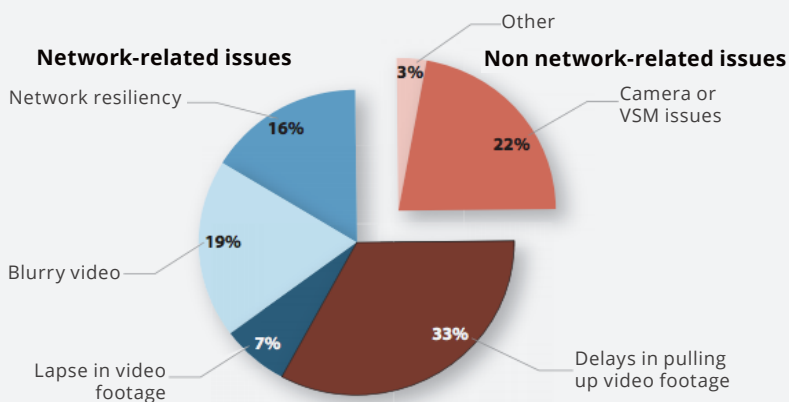
There have been significant advancements in the technology of video surveillance cameras over the past few years. Historically, the industry was inundated with low-quality analog cameras built on dedicated networks that were costly to deploy and maintain.

Today, most video surveillance cameras are built on Internet Protocol (IP), which offers high-definition endpoints at a more affordable cost. Organizations can now deploy their video surveillance on the same IP network used for their other IT services and applications. The video quality will only equal the quality of the network; therefore, it is important to work with a company that understands the challenges of an IP Video Surveillance Network - a company like Altura.

## IMPROVE YOUR VIDEO QUALITY & ELIMINATE NETWORK COMPLEXITY

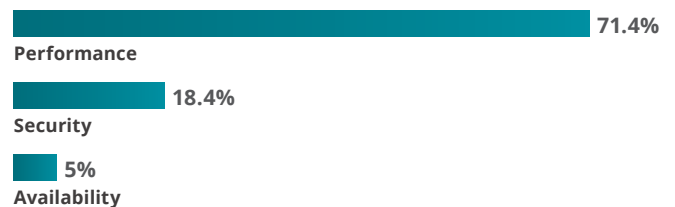
Only 25 percent of video surveillance issues are non-network related. In 2014, network or storage-related issues made up 75 percent of all complications.

**Primary Challenges with IP Video Surveillance Operations**



And, according to an IP Video Surveillance Survey conducted by ZK Research in 2014, **Network Performance** was the most pressing priority related to IP video surveillance. It ranked 71.4 percent, with **Security** at 18.4 percent and **Availability** at 5 percent.

### Top Networking Priorities Related IP



Source: IP Video Surveillance Survey conducted by ZK Research in 2014



## HD IP Video Surveillance Network

- **4X the Clarity**
- **10x the Coverage**
- **50x the Protection**

### Increase Your Security and Safety

***IP Video Surveillance is the cornerstone to a stronger and more secure physical security practice.***



### ALTURA UNDERSTANDS NETWORKS

Altura's Integrated Security Practice understands the advancements in video surveillance technology, and the ability to integrate IP video cameras with other security systems. We represent over 19 years of experience in security integration and will be your guiding hand from selection to implementation, to support.

Through a discovery meeting, we will match your business needs with the right solutions. Our years of experience and strong partnerships provide market leading products and security integration skills.

We will help you:

- Select the right HD video camera to fit the business need, including low to no light capable cameras. Covert 360-degree cameras with perimeter protection, demographics and thermos-graphic analysis
- Transition from analog to IP-centric operations
- Upgrade older analog-based system to Enterprise NVR integrated with video analytics technology
- Understand your storage options including server based to cloud based storage
- Select the right Video Management System (VMS) that controls and manages your video security network

Learn more on how Altura can help you build a rock-solid network that meets the high demands of IP video.

### FOR MORE INFORMATION CONTACT:

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