

# COMING SOON: a Video Apps Superstore

“One day, March Networks will have an apps store on its website where partners and end users will be able to browse dozens, maybe even hundreds, of applications to add to the power of their video surveillance systems,” muses Jesse Frye, March Networks Product Line Manager for IP Video Management Solutions. “They’ll be able to buy them online, download them and start using them right away.”

The vision is exciting and ambitious, but not at all unrealistic. With the release of March Networks® Command™, a powerful new, web-based video management system, integrations with third-party applications are a breeze.

A dozen or more integrations are already in the pipeline. They range from access control and mass notification apps to a license plate recognition solution. As developers see the potential to solve specific business problems by developing apps that integrate with March Networks’ video surveillance systems, the list will grow, predicts Frye.

One of the most obvious video surveillance integrations is with access control systems, said Jammy DeSousa, March Networks Product Manager for IP Video Management Solutions. Integrations are in the works for access control products from UTC Fire & Security, Maxxess Systems Inc. and the Software House.

A so-called level one integration with UTC’s Facility Commander Wnx access control system imports triggers such as door forced alarms and invalid card reads into March Networks’ Command system. “You can then decide to push video of the event to a particular monitor or alert security staff in some other way,” said DeSousa.

The integration with Maxxess is a level two integration and works in the opposite direction. “They came to us wanting to do the integration, so we gave them our software development kit and they wrote to

our application,” said DeSousa. “When an event happens in their system, they send us a request for video and it’s automatically streamed to their system. That allows them to use one application and to have a more holistic view of their environment instead of switching back and forth between two systems.”

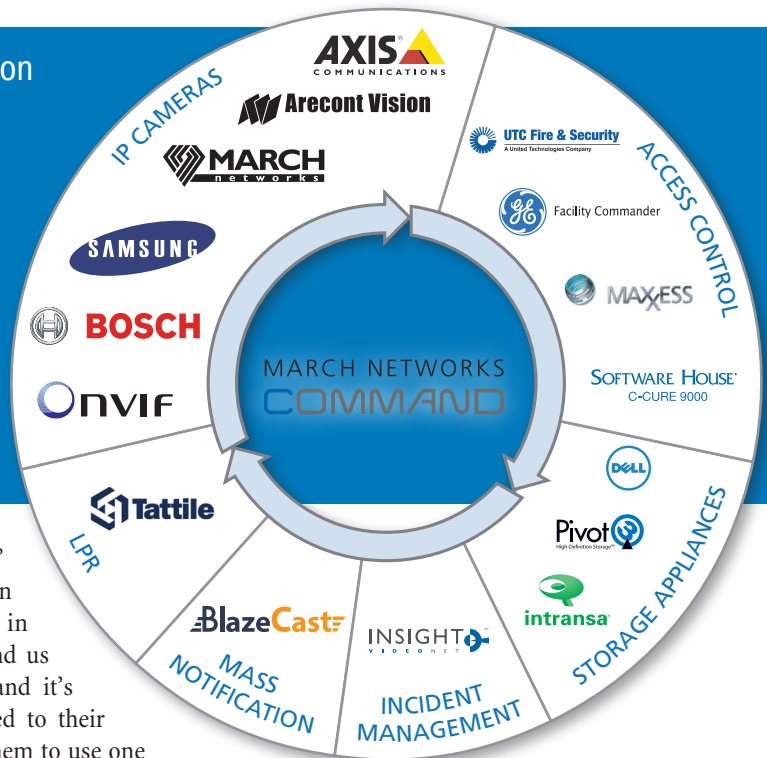
An integration with the Software House C-Cure 9000 access control system is currently in progress.

The BlazeCast mass notification system is a perfect example of an application that can augment the power of video surveillance.

“Say you have a March Networks video surveillance system monitoring a water treatment facility and a camera with our video analytics software detects someone climbing a perimeter fence,” said Frye. “Command sends an alert to the BlazeCast product and it starts dialing phone numbers or notifying the police.”

In an emergency situation on a university campus, for example, a security guard monitoring live video of an armed intruder can trigger BlazeCast to call students who may be at risk, prompt prerecorded messages over loudspeakers and call police.

Another interesting application which will be part of the Command ecosystem is a license plate recognition solution from Tattile, an Italian hardware and software developer. Integration of the license plate



recognition solution with a March Networks video surveillance system allows a parking garage operator, for example, to search its video archive using part or all of a license plate number.

Law enforcement authorities can use the application to confirm the precise details of a vehicle of interest even when only part of a plate number is known. It can also be used to investigate damage claims or auto thefts from parking lots.

Command’s specially designed camera extraction layer and compliance with the ONVIF standard speed the development of integrations to third party cameras. A typical camera integration can easily be done in 30 days. “In the past, it would take double that,” said Frye. Cameras from Bosch, Axis and Arecont Vision will also be supported, and the list is growing.

March Networks will be highlighting the integration capabilities of Command at the **ISC West Conference and Expo in Las Vegas April 6 to 8. If you’re a developer with an idea for a video surveillance app, come and visit us at Booth 23068.** ✨