

Introducing March Networks' AI-enabled ME6 Series IP Cameras



One of the biggest challenges for any business deploying IP video surveillance is how to quickly locate the people, objects or events in the video of most interest.

Cameras that are recording 24/7 capture a lot of information, but only a small portion of that data is ever used. How exactly to zero in on the most vital information, and best discern what's occurring in a camera's field of view, is the challenge, and it's the reason March Networks® has launched its new ME6 Series IP Cameras.

Featuring next-generation security analytics powered by Artificial Intelligence (AI), the ME6 Series combine ultra-sharp 6MP resolution images with deep neural network (DNN) processing power for greater insights about people and objects. The camera lineup, which includes the ME6 IR DuraBullet and ME6 IR Dome, uses Ambarella's revolutionary CVflow® chip technology for accurate, real-time analysis and detection of events, allowing users to more quickly understand and respond to security incidents.

"The AI models used in the ME6 Series are powered by the most advanced system-on-chip technology to accurately distinguish between people and objects like vehicles," explained Nathan Dinning, Edge Devices Product Manager for March Networks. "This can greatly help to reduce false alarms, because the camera is first identifying the object of interest, and then applying configurable analytics to the scene, based on user-defined zones or trigger points."

Because they are powered by AI, the ME6 Series' analytics go beyond standard security analytics to deliver highly reliable object tracking and detection. The following analytics are embedded on the cameras, and ready to use out-of-the-box for no additional cost: ➤

1. **Abandoned Object:** This analytic detects objects placed within a defined zone and triggers an alarm if the object remains in the zone longer than the user-defined time allows. Potential uses may include detecting a suspicious bag left in an airport terminal, or objects such as skimming equipment left behind at an ATM.
2. **Object Removal:** Conversely, this analytic triggers an alarm if an object is removed from a user-defined zone. Businesses that want to detect the removal of high value objects, such as a painting from a wall or a statue from a pedestal, can configure this analytic to apply to the area of interest.
3. **Wrong Direction:** This analytic generates an alarm in a high-traffic area when a person or vehicle moves in a specified direction. Ideal installations may include an airport gate or tunnel where cameras can detect objects moving in the opposite direction of the normal flow of traffic or an individual entering through an exit door.
4. **Loitering Detection:** Ideal for real-time notification of suspicious behavior around ATMs, stairwells, and school grounds, this analytic identifies when people or vehicles remain in a defined zone longer than the user-defined time allows.
5. **Tripwire Alarm:** This analytic triggers an alarm when people or vehicles cross a virtual line. Potential uses may include around bank vaults or other highly sensitive areas like around museum artifacts that require video to be tagged with an alarm.
6. **Stopped Vehicle:** This analytic detects vehicles stopped near a sensitive area longer than the user-defined time allows. It is ideal for monitoring airport curbside drop-offs, parking lots or vehicles waiting near gates.
7. **Intrusion Detection:** Ideal for perimeter monitoring, this analytic detects and triggers an alarm the moment a person or vehicle enters into a defined zone.

Conveniently, all seven analytics are easy to setup and visualize in March Networks Command Client™ software.

“The ME6 Series provide our certified partners and customers with the intelligence they need to rapidly and accurately detect security incidents,” said Dinning. “Each camera also delivers crystal-clear 6MP resolution, and leverages March Networks’ next-generation HDR sensor technology for maximum clarity in all lighting conditions. This powerful combination of accurate security analytics with superior image quality will undoubtedly make the ME6 Series one of our most popular camera lines yet.” ♦

Ultra-sharp images and advanced compression technology

In addition to accurate, AI-powered security analytics, the ME6 Series also include a host of advanced features including:

- New Region of Interest (ROI) compression technology that allows users to adjust the compression within identified zones and save on storage. Areas of less importance in the scene can be isolated and additional compression applied. This feature further builds on March Networks’ Low Bit Rate (LBR) feature with smart H.264/H.265 encoding for as much as a 65% reduction in data rates.
- Cutting-edge High Dynamic Range (HDR) sensor technology capturing three exposures displayed across alternating lines of resolution. The result is exceptionally clear images, even in scenes with highly contrasted lighting.
- Powerful IR LEDs that can uniformly illuminate objects in the dark at distances of up to 131 feet (40 metres).
- Both cameras have weather-resistant (IP66) and impact-resistant (IK10) ratings.
- ONVIF Profile S support.
- Support for March Networks Shadow Archiving™, motion histograms, mass management, smart search and privacy masks in March Networks Command Client.