NEWS MARCH NETWORKS

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MARCH networks
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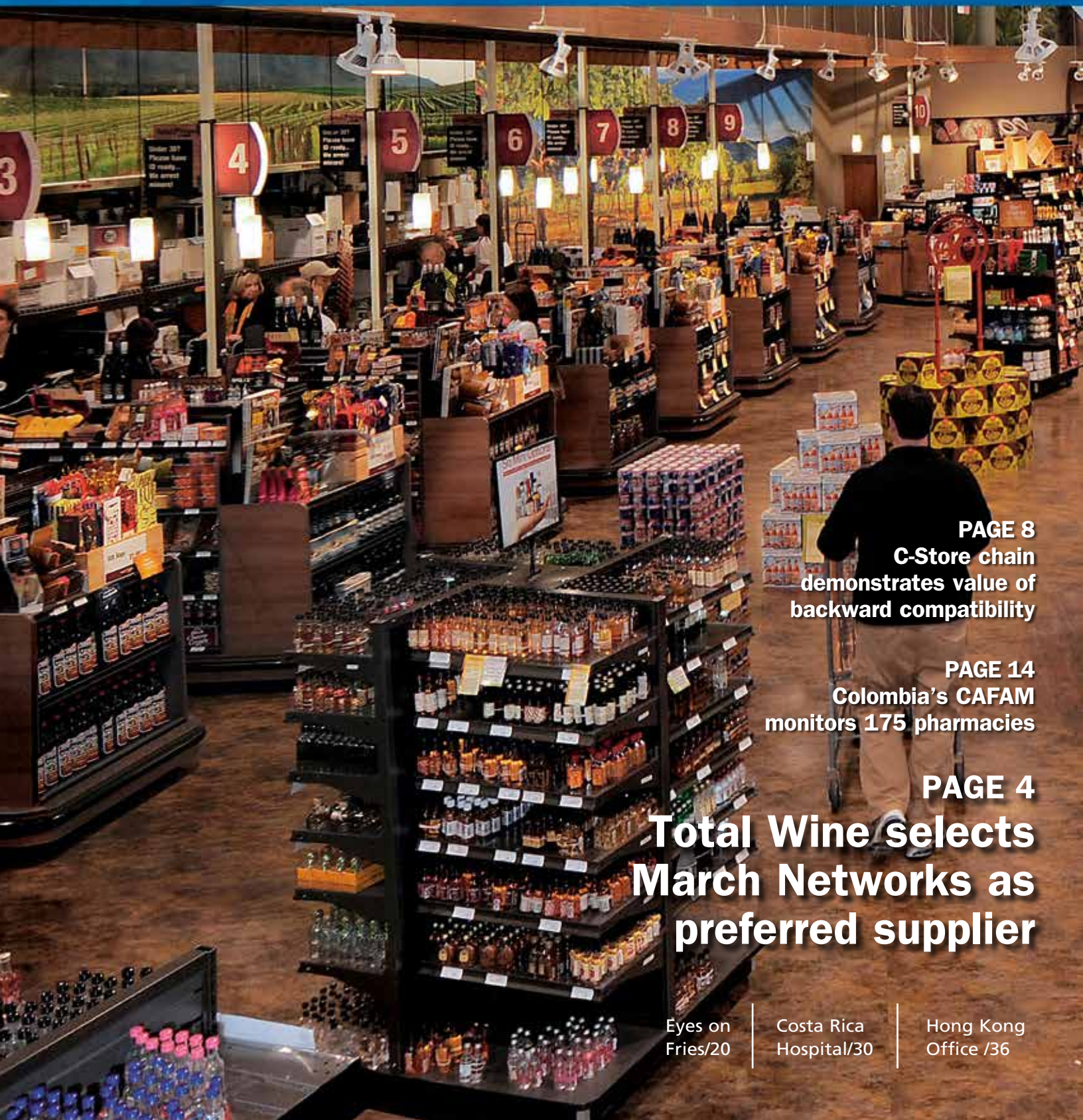

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A Breakthrough Year for March Networks

With 2013 now solidly behind us, I would like to take a moment to review some of the many achievements of this past year, thank our many loyal customers and recognize the hardworking and dedicated March Networks employees around the world.

In many ways, 2013 represented a breakthrough year for March Networks. From a product perspective, the new 8000 Series Hybrid NVR represents a significant step forward and the platform of the future for the company. This line of NVRs replaces the legacy 4000 C Series, one of the most successful products in the history of the industry and the standard today for leading Fortune 500 banks and retailers worldwide. The challenge for our R&D team was to add significant processing power to enable a mix of up to 32 analog and IP cameras, expand storage capability and run our suite of analytics while retaining the reliability and scalability of the 8000 Series' predecessor. An added challenge was the need for backward compatibility with the legacy 4000 C Series R^5 deployments in order to protect our customers' existing investments. With a full year now under our belts, I am pleased to report that the team delivered on every one of the requirements and the 8000 Series has become the most successful product introduction in the history of the company. Many of our enterprise customers have begun experiencing the power and flexibility of the 8000 Series and we look forward to continued momentum in 2014.

Another important breakthrough for the company came from our customer service department with the introduction of the GURU service app. GURU is powered by Android or Apple mobile devices and allows field technicians to wirelessly provision NVRs, diagnose system issues and get updates on warranty status while on site using their smartphones. Several industry publications have already touted GURU as one of the most innovative ideas of 2013. Downloads from iTunes and Google Play are growing daily and are now in the thousands. The idea for the app came from our technical support staff who interface with field installers on a daily basis and demonstrates their commitment to making information readily available and improving the customer experience. The app is having a significant impact on reducing technical support phone calls as installers can now quickly access information on their own. We look forward to continuing the development of this application and introducing additional innovative functionality in 2014.

While most industry observers think of award-winning NVRs when they think of March Networks, many of our partners are now also beginning to discover the power of our Command VMS software. With a stable and open platform, a simplified user interface and flexibility to run on either off-the-shelf servers or 8000 Series Hybrid NVRs, the Command platform is quickly becoming recognized as a strong alternative to many of the other leading brands in the market. With more and more integrators beginning to make the switch to Command, it won't be the best kept secret in the industry for long.

From a corporate perspective, we continued to advance the integration with Infinova in 2013 and began to see tangible results of the effort. The R&D teams in Milan, Ottawa and Shenzhen are now fully integrated and operating under one leader. With over 400 R&D staff now working together on the next generation of products, we are accelerating our product roadmap development and have improved our responsiveness to market changes and requests. From a manufacturing perspective, the operations teams are working closely together with the 8000 Series Hybrid NVR representing our first product manufactured in China. As a result of the teams' dedication and hard work, we have successfully lowered the 8000 Series price point while maintaining the highest quality standards our customers have grown to expect.

Geographically, we continue to grow our footprint and are adding partners in new markets every year. In 2013, we began the integration of the March Networks and Infinova operations in Asia-Pacific with our Sydney office and Hong Kong offices now reporting into one general manager. We expect to have all personnel cross-trained on both the Infinova and March Networks product lines in Q1 of 2014, which will position us to aggressively open up new markets throughout the region. With the region boasting the fastest growing CCTV markets in the world and continued expansion plans by many of our largest global customers, we are expecting great things in APAC in 2014.

With all the hard work in 2013, we now enter the New Year with the most comprehensive and competitive portfolio of products in the company's history. With continued geographic expansion, we now have the ability to compete and support our customers anywhere on the planet. Industry research points to sustained market growth over the next five years. When you combine all this with a team of 1,700 dedicated and hardworking employees around the world, it is not hard to see why we are excited about 2014 and beyond.

I would like to thank the entire team for all their efforts and, most importantly, our customers for continuing to put their trust in March Networks. I hope you enjoy reading this edition of March Networks News as much as we enjoyed putting it together.

Peter Strom
President
and CEO,
March Networks

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Wine Retailer Opts for Hybrid Solution

Total Wine & More Operates 100 Superstores in 15 States

Capturing a clear image of the denomination on a bill deposited in a cash register or the label on a $2,000 bottle of wine requires a high-definition IP camera, but if your video recorder limits your options to analog only, what do you do?

Total Wine & More, a privately-owned chain of 100 wine, beer and spirit superstores in 15 states, decided to transition to a new video surveillance system when it began opening Internet fulfillment centers in its retail stores.

Shipping expensive bottles of wine around the country was simply too risky without irrefutable evidence that the correct product was shipped and picked up by the courier.

A video surveillance system that limited Total Wine's options to all-analog or all-IP was out of the question.

"We knew that going forward, we weren't going to abandon our analog cameras, but we would progressively over time begin adding more IP cameras to our buildout as costs came down," said Total Wine Senior Project Manager Mark Ganter.

The solution recommended by another retailer also transitioning to IP cameras was a hybrid March Networks video surveillance system capable of accommodating both.

March Networks' hybrid NVRs allow for a mix of up to 32 analog or IP cameras, offering customers like Total Wine the freedom to transition to higher-definition video as the need arises and as budgets are freed up.

Total Wine's bricks and mortar sales accounts for the lion's share of its business. Its stores are 25,000-square foot emporiums selling 8,000 different wines, 3,000 spirits and 2,500 varieties of beer from around the world. They feature walk-in cigar humidors and keg rooms, wine tasting areas and classrooms.

Due to interstate wine shipment regulations, a centralized fulfillment centre for Internet sales wouldn't have worked, so Total Wine set up mini-fulfillment centres in its bricks and mortar stores, where product is pulled from the shelves, packaged and shipped to customers by courier.

"We installed IP cameras in the fulfillment rooms to capture images of shipping information and labels for proof of packaging and delivery," said Ganter. "We want to be able to verify that a particular bottle with a particular vintage was packaged and shipped.

"We position an IP camera directly above the packaging desk. The fulfillment worker takes a bottle, places it label side up directly beneath the camera, then proceeds to place it in a box. That image is recorded. The shipping label is time stamped, so we know exactly when the order was processed and can go back in the archives to retrace the steps of the fulfillment process in the event that product or shipment verification is needed."

"March Networks satisfies our immediate need for a hybrid system, but also provides us with the opportunity down the road to benefit from more powerful loss prevention and business intelligence functionality."

— Mark Ganter, Senior Project Manager, Total Wine & More

Additional cameras are positioned to capture the pickup by the courier.

"Once UPS enters our shipping area in the building and takes physical possession of the package, the burden of insurance is transferred from Total Wine to the courier," said Ganter.

High resolution cameras are also installed to cover each store's eight to 12 point-of-sale stations.

Overhead monitors installed in work areas at the front entrance of each store alert customers to the fact that they are under surveillance and offer Total Wine staff an overview of what's happening throughout the store. ▶

Total Wine, headquartered in Potomac, Maryland, has specified March Networks as its preferred video surveillance vendor. The company began rolling out 4000 Series Hybrid NVRs in 2013 and is now transitioning to 32-channel 8000 Series units with 6 TB of onboard storage as new stores are opened or existing ones are relocated or renovated.

Starting with two stores in Delaware in 1991, brothers David and Robert Trone are now opening an average of 12 to 15 stores a year.

While March Networks was selected primarily for its ability to accommodate both analog and IP cameras, the available software functionality and extensive video analytics made it an attractive option as the company's business requirements evolve.

Total Wine's video surveillance system is primarily used for loss prevention, but it also comes in handy when Ganter and his colleagues need to confirm or research a facilities issue from the head office.

"We have such vast coverage that we can see almost every part of a store, so we'll use the video surveillance system if we identify a problem or need to inspect an area," said Ganter.

At some point in the future, the system may also serve as a resource for Total Wine area managers and marketing executives for oversight of merchandising and store presentation.

"We're very happy with our March Networks system and the support we have received," said Ganter. "March Networks satisfies our immediate need for a hybrid system, but also provides us with the opportunity down the road to benefit from more powerful loss prevention and business intelligence functionality." ▼

Photography: Grant Swain

Total Wine & More

Total Wine & More (**www.totalwine.com**) is America's Wine Superstore® — and the country's largest independent retailer of fine wine. Founded in 1991 by brothers David and Robert Trone, the company now operates 100 superstores across 15 states. A typical store carries more than 8,000 different wines from every wine-producing region in the world.

Investment Pays Off

C-Store Chain Keeps Losses in Check

Digital video was still in its infancy when Quik-E Foods of Lynchburg, Virginia, began equipping its convenience stores with March Networks 3108 video recorders 10 years ago.

"I'm a bit of an IT geek, so for a small C-store chain, we've always been very proactive with technology," said Vice-President Todd Burgess. Times have changed. Today, Burgess can pull up video from any of the company's 12 stores and five car washes on his iPad using March Networks' Cloud service, but several of those original 3108s are still in service.

"We have replaced some of our original recorders with March Networks 4208 and 8516 recorders, but I still have four 3108s," said Burgess. "They've been up and running 365 days a year all this time. The only reason some of them have had to be replaced is because their power supplies have gone bad, but I guess nothing lasts forever."

Quik-E Foods experience is consistent with March Networks' reputation for rock solid reliability.

"The thing that most impresses me about March Networks technology is that it's a piece of equipment that I never have to fool with," remarked Burgess. "I'm the IT guy who has to fix every printer, every keyboard, every point-of-sale system. If it's plugged into a wall, I have to fix it, but I can honestly say that I never have to fool with a March Networks video recorder. I've never even had a hard drive go bad."

Todd Burgess, Vice-President, Quik-E Foods.

Burgess was especially impressed when all of his March Networks recorders came back to life following a derecho, a wall of storms with 60 mile-per hour winds that tore through Lynchburg and area last summer.

"We all lived on generators for an entire week, but when the power was restored, all of my recorders came back up. I had no issues at all."

Equally important, the C-store chain's collection of 3108, 4208 and 8516 recorders illustrates March Networks' commitment to backward compatibility. There was never a reason for Quik-E Foods to replace its perfectly functioning 10-year-old recorders to take advantage of software upgrades or other enhancements in video surveillance technology. When Burgess powers up his iPad and goes to the Cloud to review live or archived video from his 12 stores, for example, it makes no difference if it's a 3108 recorder or a brand new 8000 Series NVR. All three generations of March Networks recorders co-exist across the Quik-E Foods footprint.

The effectiveness of Quik-E Foods' video surveillance system is also attributable to March Networks' user-friendly interface.

"Our managers use the Live Viewer, Evidence Manager and Investigator software on a daily basis," said Burgess. "They all know how to use them as well as I do and they're all self-taught. I haven't had to do any training, which speaks to how easy it is to use."

QUIK-E FOODS

Quik-E Foods (**quikefoods.com**) was founded by Wilton Burgess with the opening of one small convenience store in Lynchburg, Virginia in 1973. Today, Wilton's three sons — Daryl, Todd and Dean — oversee 12 Quik-E Foods convenience stores and gas stations, as well as five laser car washes within a 30-mile radius of Lynchburg.

"... with an emailed report from Searchlight, I'll get a list of all the voids by store and click on a link to watch the video. There won't be a need to search for hours and hours. It's instant."

— Todd Burgess
Vice-President, Quik-E Foods

Five or six years ago, March Networks worked with Quik-E Foods to integrate its video surveillance and point-of-sale systems, allowing Burgess and the company's store managers to review recorded video with text overlay.

"It's invaluable to be able to pull up a camera and see what's being rung up overlaid on top of the video," said Burgess. "It's the greatest feature ever because a lot of theft occurs when a friend comes in with a two-liter drink, and a pack of cigarettes, and the employee just rings up the two-liter drink."

Quik-E Foods is now in the process of upgrading to March Networks' Searchlight application, which offers several advantages over the current POS integration.

"Before, with text overlay, I could only search for voided or canceled transactions by logging in at each recorder locally," explained Burgess. "With Searchlight, all the transaction data is stored at corporate on a server, so I can go in and ask to see all voided transactions at all locations in a specified time range."

Better still, Searchlight will automatically deliver a daily emailed report identifying suspect transactions with links to the corresponding video.

The integration of video and transaction data is critical for combatting POS fraud in a C-store environment.

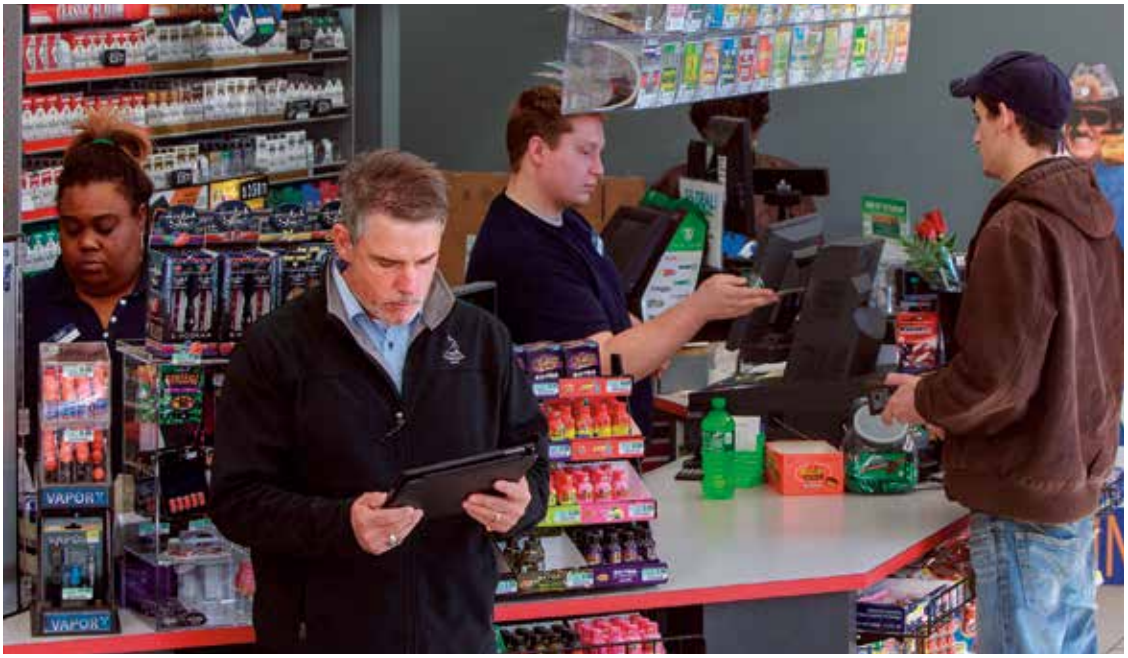
"Just recently," said Burgess, "we caught a cashier who was ringing up sales, putting them on hold, collecting the money and then canceling the transactions when the customer left the store. So far, our losses from this one employee add up to $6,000. These transactions show up as voids in my system, so with an emailed report from Searchlight, I'll get a list of all the voids by store and click on a link to watch the video. There won't be a need to search for hours and hours. It's instant."

Quik-E Foods is slowly transitioning to IP cameras for higher-resolution video of activity at its laser car washes as well as its gas pumps and parking areas.

An IP camera would have come in handy last year when a truck pulling a trailer with an asphalt paving machine decided to run through one of the company's car washes, knocking a $50,000 piece of equipment off its track.

Burgess posted the video on the Quik-E Foods Facebook page and the local media picked it up. Luckily, the contractor responsible for the incident saw it on the news and called Quik-E Foods offering to pay for the damage.

"If I had had an IP camera at that location, I would have known right away who it was because I would have been able to read the logo on the side of the truck or pick up the license plate," said Burgess.



INTEGRATED TECHNOLOGY GROUP

Integrated Technology Group is a Virginia-based technology company specializing in security and access control, IT products and services, IP telephony, building automation and structured cabling. ITG serves a broad range of customers in the financial, health-care, retail and commercial-industrial sectors. **www.itgroupva.com**

Each Quik-E Foods store is equipped with a microphone at the check-out counter and a centrally located speaker. Audio is recorded along with the video, and if absolutely necessary, Burgess or anyone else at head office can push a button and communicate with store staff.

The audio came in handy one day when a gang of cigarette thieves used sledge hammers in the middle of the night "to beat the brick out of the back" of one of company's stores and made off with $18,000 worth of cigarettes. There was no camera outside the back of the store to record them, but when Burgess checked the video the next day he found an image of a suspicious looking character peering through the window at the front of the store.

"It was 3 a.m. and you could hear the beating on the back of the building, so we just put two and two together," said Burgess. "We also went through archived video thinking they may have cased out the store in advance and, sure enough, there was the same guy. We also had an image of the car in the parking lot."

While the system is primarily used for loss prevention, Todd's father and Quik-E Foods founder Wilton Burgess also takes advantage of its live viewing capability to make sure the stores are neat and tidy. Physically inspecting all 12 stores and five car washes would take him two or three days. With the March Networks system, he can sit in front of his computer and accomplish the same thing in 20 minutes or less.

"It's invaluable to be able to pull up a camera and see what's being rung up overlaid on top of the video."

— Todd Burgess
Vice-President, Quik-E Foods

Over the years, Quik-E Foods' video surveillance system has paid for itself many times over. It's also a valuable source of evidence for Lynchburg Police Department officers investigating credit card theft, car accidents and other incidents in the community."The local police have the March Networks player on their PCs, so it's a piece of cake for them, and I'm in court a lot, even for matters that are unrelated to us," said Burgess.

Looking to the future, Burgess is resigned to the fact that his remaining 3108 recorders will eventually need to be replaced, but looks forward to standardizing on the more powerful 8000 Series hybrid recorder with additional IP cameras, web-based Command software and the investigative smarts of Searchlight for Retail's fraud fighting tools. ▼

Photography: Mark East

Quick and **Easy** Retail Solution Builder

Web-based Tool Offers a High-level Snapshot of a Video Surveillance Solution

Retailers looking for a quick and easy way to build a video surveillance solution are invited to take advantage of a new Retail Solution Tool on the March Networks website.

Launched in December, the tool offers a high-level snapshot of what a March Networks video surveillance solution would look like for a specific retail business.

Using drop-down menus, retailers identify the type of retail business and the number of locations along with a few other details about their business to instantly generate a recommended solution including the type and number of cameras and video recorders.

"Our goal was to simplify the process because it's hard for someone who's outside the video surveillance industry to understand what all the different products are and how they fit together," said March Networks Product Manager Ali Mahmoud.

The tool builds solutions for big box outlets, convenience stores, kiosks, specialty retailers, quick serve and fast casual restaurants, hospitality services and supermarkets, taking into consideration the number of point-of-sale devices and whether customers want to continue to use existing analog cameras.

High-definition IP cameras, for example, are recommended at point-of-sale stations to provide retailers with high-quality video evidence for combating POS fraud, while mid-range IP cameras or the customer's existing analog cameras are recommended for the rest of a store.

The tool takes into consideration the hybrid nature of March Networks' recorders, which allow customers to mix and match IP and analog cameras and upgrade to a 100 percent IP configuration when they're ready to do so and without incurring the expense of upgrading to new recorders.

Key components highlighted as part of a complete retail solution include March Networks Command, the company's browser-based video management software, and its Searchlight for Retail application, which links video with transaction data from a retailer's POS system and generates automated reports with images from selected cameras at user-defined intervals through the day for management oversight.

Users can email their customized recommendation to themselves, request a quote or ask for a March Networks representative to contact them.

"And, if customers want more information about the cameras, recorders or software included in a recommended solution, they can drill down to product information, case studies and videos elsewhere on our website," said Mahmoud.

"They'll still want to talk to a March Networks representative or one of our certified solution providers around the world to fine-tune a recommended video surveillance solution, but the tool is a great way to start the discussion."▼

"Our goal was to simplify the process because it's hard for someone who's outside the video surveillance industry to understand what all the different products are and how they fit together."

— Ali Mahmoud
Product Manager, March Networks

Colombia's CAFAM Selects March Networks Solution for 175 Pharmacies

Video Surveillance System Provides Security and Management Oversight

When the **Caja de Compensacion Familiar (CAFAM)** in Colombia struck a deal with the country's Exito Group in 2009 to assume responsibility for operating the latter's chain of 91 pharmacies, one of the first issues it had to deal with was how to provide security and management oversight for such a geographically dispersed business.

One option was to hire security guards for each location, but that would still have left CAFAM with the problem of providing management supervision.

"We realized that we didn't have the staff to keep track of so many pharmacies around the country, so we decided on a technological solution," said Rafael Ochoa, an engineer with CAFAM's Department of Integrated Security and General Services.

Using video surveillance and live monitoring from CAFAM's Bogota headquarters, CAFAM security executives came to the conclusion that they could provide security for their staff and administrative oversight of the business at the same time.

"We tested a wide range of video surveillance systems, and selected March Networks technology after an exhaustive evaluation," noted Javier Zarate, another CAFAM engineer.

The deal in 2009 gave CAFAM a total of 175 pharmacies, including 38 locations within the supermarkets it transferred to the Exito Group. They range in size from 25 square meters (270 square feet) to 150 square meters (1,600 square feet) and vary in terms of the services and merchandise offered.

The Department of Integrated Security and General Services had several requirements that had to be met for a widely dispersed video surveillance system. First and foremost in importance was the reliability and sturdiness of the hardware.

CAFAM engineering staff who tested the systems were impressed with the internal field replaceable fans and batteries in the March Networks recorders, which facilitate local onsite maintenance and reduce downtime due to lengthy RMA processing.

Caja de Compensacion Familiar (CAFAM)

The Caja de Compensacion Familiar (CAFAM), founded in 1957, is one of Colombia's largest and most successful family compensation funds providing health, recreation and sports, housing, culture, family subsidy, education, financial, hotel services and pharmaceutical dispensing services to close to 700,000 Colombians employed by 29,699 businesses and organizations.

"We tested a wide range of video surveillance systems, and selected March Networks technology after an exhaustive evaluation."

— Javier Zarate, CAFAM

Photography: John Cruz

Another very important factor was bandwidth. "Bandwidth is a challenge throughout Latin America, but the March Networks recorders provide us with good quality video even with the low bandwidth available," said Dubert Garzon, an engineer with the Department of Integrated Security and General Services.

Featuring multi-level video compression and software controls that allow CAFAM to determine the amount of bandwidth consumed, the pharmacies' current mix of March Networks 3204 and 8704 Hybrid Networked Video Recorders are ideal for bandwidth challenged environments.

The compact form factor of the March Networks recorders was also appealing because of the limited amount of space available in the smaller pharmacies, which are essentially medication dispensing centers.

Each pharmacy is equipped with between two and four analog cameras, providing CAFAM monitoring center staff in Bogota with live video from each of the pharmacies.

The systems also record audio and are integrated with panic alarms and vault door sensors to alert monitoring center staff to burglaries or other events requiring their intervention.

The pharmacies are monitored to ensure that transactions are properly processed and that pharmacy staff are adhering to CAFAM's customer service standards.

CAFAM's Department of Integrated Security and General Services has a video retention standard of 30 days at 15 frames per second, but the combination of March Networks video compression and internal storage provides up to seven or eight months of archived video.

Still to come is the integration of the video surveillance technology with CAFAM's point-of-sale system using March Networks Searchlight for Retail software.

Searchlight for Retail will link video from cameras over the point-of-sale systems with the corresponding transaction details, allowing CAFAM loss prevention staff to confirm that cash is being handled properly and that the proper medications are being dispensed.

"The system is performing excellently," said CAFAM engineer Dubert Garzon. "When we do have an issue, March Networks engineers are just a call away, which isn't always the case with other video surveillance manufacturers. Manufacturer and dealer support is very important to us and figured prominently in our decision to select a March Networks solution." ▼

Cafam de Colombia escoge la solución de March Networks para sus 175 farmacias

Sistema de videovigilancia proporciona seguridad y supervisión administrativa

Cuando la Caja de Compensación Familiar (Cafam) y el Grupo Éxito de Colombia hicieron una alianza estratégica en 2009, Cafam asumió la responsabilidad de la operación de 91 farmacias, y una de las primeras cuestiones con las que tuvo que lidiar, fue cómo proveer seguridad y supervisión administrativa a un negocio tan disperso geográficamente.

Una de las opciones era contratar guardias de seguridad para cada una de las ubicaciones, pero eso los hubiera dejado con el problema de cómo proveer supervisión administrativa.

"Probamos una amplia gama de sistemas de videovigilancia, y después de realizar una evaluación exhaustiva, escogimos la tecnología de March Networks".

— Javier Zarate, CAFM

"Nos dimos cuenta de que no contábamos con los recursos de personal para controlar todas nuestras farmacias en el país, así que optamos por una solución tecnológica", dijo Rafael Ochoa, ingeniero del departamento de seguridad integral y servicios generales.

El uso de la videovigilancia y el monitoreo en vivo desde las oficinas generales de Cafam en Bogotá, hizo que los ejecutivos de seguridad llegaran a la conclusión de que podrían proporcionar seguridad para su personal al mismo tiempo que hacer seguimiento administrativo del negocio.

"Probamos una amplia gama de sistemas de videovigilancia, y después de realizar una evaluación exhaustiva, escogimos la tecnología de March Networks", declaró Javier Zarate, otro ingeniero de Cafam.

El acuerdo de colaboración de 2009 le dejó a Cafam un total de 175 farmacias, incluyendo las 38 ubicadas dentro de los supermercados que transfirió al Grupo Éxito. El tamaño de las farmacias va desde los 25 m² (270 ft²) hasta los 150 m² (1,600 ft²) y varían en términos de servicio y mercancía ofrecidos.

El Departamento de Seguridad Integral y Servicios Generales tenía varios requisitos que el disperso sistema de videovigilancia tenía que cumplir. Ante todo y en orden de importancia estuvieron la fiabilidad y robustez del hardware.

El personal de Ingeniería en Cafam encargado de las pruebas, estaba impresionado con las baterías y los ventiladores internos reemplazables en el campo de las grabadoras de March Networks, ya que facilita el mantenimiento local in situ y reduce el tiempo de inactividad causada por el largo proceso de tramitación de las solicitudes de autorización de devolución (RMA por sus siglas en inglés).

El ancho de banda fue otro factor crítico.

"El ancho de banda es un reto en toda Latinoamérica, pero las grabadoras de March Networks nos proporcionan buena calidad de video incluso con el bajo ancho de banda disponible", dijo Dubert Garzón, ingeniero del departamento de seguridad integral y servicios generales.

Con las características de múltiples niveles de compresión de video y controles de software que permiten a Cafam determinar el consumo del ancho de banda, la combinación de grabadoras 3204 y 8704 Hybrid NVR de March Networks, actualmente instalada en sus farmacias, es ideal para entornos donde el ancho de banda es un desafío.

El factor de forma compacto de estas grabadoras también fue atractivo debido al poco espacio disponible en las farmacias más pequeñas, que prácticamente son centros de dispensación de medicamentos.

Cada farmacia tiene instaladas de dos a cuatro cámaras analógicas que proporcionan al personal del centro de monitoreo de Cafam en Bogotá, el video en directo de cada una de las farmacias.

Los sistemas también graban el audio y están integrados con las alarmas de pánico y los sensores de puertas en bóvedas, para alertar al personal del centro de monitoreo sobre robos u otros incidentes que requieren su intervención.

Las farmacias están monitoreadas para garantizar que las transacciones se realicen adecuadamente y que el personal cumpla con los estándares de servicio al cliente establecidos por Cafam.

El Departamento de Seguridad Integral y Servicios Generales de Cafam maneja un estándar de retención de video de 30 días a 15 cuadros por segundo, pero con la combinación de la compresión de video y el almacenamiento interno de March Networks pueden guardar hasta siete u ocho meses de video.

Todavía está por venir la integración de la tecnología de videovigilancia con el

Fotografía de John Cruz

sistema de punto de venta de Cafam, que se logrará con el software Searchlight for Retail de March Networks.

Searchlight for Retail enlazará el video de las cámaras colocadas sobre las cajas registradoras con los datos de las transacciones correspondientes, permitiéndole al personal de prevención de pérdidas de Cafam confirmar que el efectivo se está manejando adecuadamente y que se están despachando los medicamentos correctos.

"El sistema está funcionando a la perfección", dijo el ingeniero de Cafam, Dubert Garzón. "Cuando tenemos un problema, los ingenieros de March Networks están tan lejos como una llamada, lo que no sucede siempre con otros fabricantes de sistemas de videovigilancia. El soporte por parte del fabricante y del distribuidor es muy importante para nosotros y ocupó un lugar preponderante en nuestra decisión de escoger la solución de March Networks". ▼

Caja de Compensación Familiar (CAFAM)

La Caja de Compensación Familiar (CAFAM), fundada en 1957, es una de las cajas de compensación más grande y de mayor éxito en Colombia que proporciona servicios de salud, recreación y deportes, vivienda, cultura, subsidio familiar, educación, financieros, hoteleros entre otros, así como suministro farmacéutico a cerca de 700,000 empleados colombianos de 29,699 negocios y organizaciones.

Dubert Garzón, ingeniero de CAFAM

MARCH NETWORKS GURU

The GURU app with provisioning capability coming soon.

GURU Makes Recorder Provisioning a Snap

Review or Change an IP address, Check the DNS Settings, Register an NVR to the ESM without Having to Boot Up Your Laptop

Provisioning DVRs in the field is going to get a lot easier. Using the soon to be released version of March Networks' GURU app, the QR code on the front panel of an 8000 Series Hybrid NVR and a wireless dongle, technicians will be able to connect directly to an NVR to change an IP address or tweak other settings.

"This is absolutely unique, not only in our industry, but in the technology industry as a whole," said Ru Wadasinghe, March Networks Chief Information Officer and Vice-President of Professional Services.

In addition to being an industry first, it's also easy to use. You simply plug a USB dongle into the recorder and wait until it starts flashing. Then you call up the R5 Provisioning Interface screen in the GURU app and scan the QR code on the recorder to make the connection. You can review or change the IP address, check the DNS settings, and register or unregister the NVR from the ESM — all without having to boot up your laptop.

"It's a real time saver for field technicians, and that's important for our Certified Solution Providers because efficiency in the field impacts on the bottom line," said Wadasinghe.

The GURU app is available as a free download from Apple's App Store or Google Play. The provisioning capability will work on both platforms, but is a little easier on Android devices, which automatically establish a connection to the recorder via the dongle. "A few more keystrokes are required on the iOS platform to make the connection, but once connected, it works exactly the same way," said Mauro Casu, a March Networks software developer who worked on the app.

The most common parameters can be changed in a user-friendly GUI, but, for advanced settings, there's also a command line terminal.

"For other apps out there, the phone doesn't connect directly to the recorder," said Casu. "It goes to an external server which, in turn, is connected to the recorder. With our GURU app, the phone is connected directly to the recorder via the wireless dongle. The recorder doesn't even have to be connected to a network. It just has to be plugged in."

Disconnecting is just as easy. You simply unplug the USB dongle and wait for a few seconds for the smartphone to restore your previous connection.

The March Networks GURU app is also used to interact with March Networks' knowledge base to quickly diagnose a problem, view video tutorials and estimate storage and bandwidth requirements.

By scanning the QR code on the recorder, technicians can pull up the recorder's serial number and other pertinent information to determine the warranty status of a device and automatically submit a request for an RMA if necessary.

"Provisioning capability takes GURU to the next level," said Wadasinghe. "Based on the number of downloads we've seen, the app has been a big hit. With provisioning capability, it's a must-have for all field technicians servicing March Networks' 8000 Series recorders." ▼

Ru Wadasinghe is March Networks CIO and Vice-President, Professional Services.

Eyes on Fries

Fast Food Restauranteur Oversees Multiple Mall Locations

"The March Networks system has been great, and I can't say enough about the service."
– Phil Bourada, New York Fries

PHILIP AND JOHN BOURADA, a father and son team, have mastered the art of being in four or more places at the same time. Owners of three New York Fries locations in Ottawa, Canada, the Bouradas turn on the computer in their home office first thing every morning to view live video from the March Networks video surveillance systems in their three food court outlets around the city.

"We're on the system every day. It's on right now as we're talking," said John. "We turn it on in the morning to make sure our staff have shown up. If the lights are off when we turn on the computer at 9 a.m., it's a bad sign, but it happens."

Inclement weather or a late night out can cause an employee to miss a bus or sleep in.

"Because of the size of our stores, we open with only one person, so it's not like there are three or four people going in there," said John. "That's why it's so important that we know. It's easy for that one person to not make it in, and that means the store's not open."

John or his dad will try to call the employee or get someone else to cover. If all else fails, they'll hop in the car themselves, don their aprons and begin prepping their famous fries for the lunchtime crowds.

The Bouradas purchased their first digital video surveillance systems in the late 1990s, qualifying them as digital video pioneers. The first recorders were four channel devices with 20 GB drives. They had five New York Fries locations at the time and figured it was the only way to effectively manage the business.

Their March Networks system came in handy several years ago when a cleaner in the mall found a way through the gate and made off with a coin box containing $600 worth of change.

"There was some pushback in the industry and some resistance from franchisors about having cameras in our locations," recalled Phil. "The thinking was that it was a cop-out and that we weren't managing our stores properly." Times change though and, today, most if not all fast food outlets in malls around the world have video surveillance systems and their advantages, both in terms of loss prevention and operational oversight are well established.

The Bouradas have seen vast improvements in video surveillance technology over the years, upgrading to March Networks' 3204 NVRs with 500 GB of onboard storage and, more recently, to March Networks 8000 Series Hybrid recorders with 2 TB of storage.

The 8000 Series NVR delivers exceptional reliability, enables a transition to 100 percent IP video and allows for sharper analog camera images with no increase in storage.

Over each point-of-sale station, the three New York Fries stores have March Networks MegaPX WDR NanoDomes providing high-resolution images of the cash, the items purchased and the denominations of the bills entering and leaving the till.

"We use it to make sure that staff aren't throwing a $20 bill in their pocket, which we've caught some employees doing over the years," said Phil. "Everyone knows the cameras are there, so that prevents a fair bit, but there are always some people who are just oblivious."

The Bouradas don't have to worry about customers walking off with fries, but their March Networks system came in handy several years ago when a cleaner in the mall found a way through the gate and made off with a coin box containing $600 worth of change.

Analog Infinova cameras offer views of the front counter, customers waiting to be served and the potatoes in the back being hand-cut, soaked and finally fried to a perfect mouth-watering, golden hue.

They can pick up the phone if they notice customers lining up for service while staff are busy in the back, or take note of any deviation from the precise New York Fries three-step recipe.

New York Fries was founded by Canadian entrepreneurs Jay Gould and his brother Hal, and now boasts 201 stores in Canada, the United Arab Emirates, South Korea, Hong Kong, Turkey and Iraq.

The idea for the franchise came during a trip to New York in 1983 and a review the brothers read about a french fry stand at the city's South Street Seaport. The two brothers checked it out and thought so highly of the product that they bought the company.

"These were no ordinary fries. No mashed up re-constituted french fry wannabees," according to franchise lore. "New York Fries were fresh-cut, made from real potatoes and served in generous proportions, hot and crisp."

The potatoes are hand-cut with skins on for both flavor and nutrition, soaked in cold water to remove the starch and cooked in non-hydrogenated trans fat-free sunflower oil.

Quality control is critical, said John. "We're all about fries, so we know how to cook them. They have to be fried for a precise amount of time and they have to be shaken. That's critical so they rotate in the oil and cook evenly."

"But we don't manage from the camera," added Phil. "I won't pick up the phone and say, 'I'm watching you. You need to do this.' Unless it's really urgent, we'll deal with it later. You don't want people to think you're watching their every move."

Video surveillance is no substitute for face-to-face contact with team members, but used judiciously, it allows business owners with multiple locations to manage more effectively.

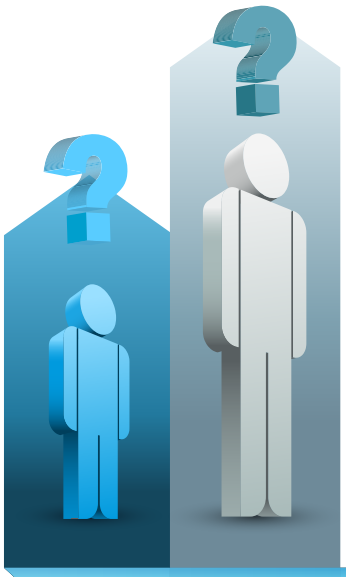
In addition to keeping an eye on the business from their home office in Ottawa, the Bouradas can log in from their laptop while on the road or on vacation.

"I don't know what we'd do without it," said Phil. "The March Networks system has been great, and I can't say enough about the service. If there are ever any issues, they're just a phone call away." ▼

New York Fries

Phil Bourada and his son own three New York Fries locations in Ottawa, Canada. New York Fries is a Canadian-based franchisor with more than 200 locations in Canada, the United Arab Emirates, South Korea, Hong Kong, Turkey and Iraq. Inspired by a french fry stand at New York City's South Street Seaport, restaurant entrepreneurs Jay Gould and his brother bought the business in 1983 and proceeded to develop a chain of food court outlets across Canada. **www.newyorkfries.com**

Photography: Doug Millar



How Vertical is Your VMS?

By Ely Maspero

VERTICAL SOLUTIONS FOR BANKING, RETAIL AND TRANSPORTATION MAXIMIZE RETURN ON INVESTMENT

Video management systems and athletes come in all different shapes and sizes. Yao Ming, who played for the National Basketball Association's Houston Rockets, towered over just about everybody at 7-feet, six inches (2.29 meters), while Willie Shoemaker, one of the most famous jockeys of all time, was a mere 4-feet, 11 inches (1.5 metres).

Measuring the verticality of video management systems (VMSs) is a lot more difficult, but absolutely critical if your objective is to maximize the return on your investment.

When we ask how vertical your VMS is, we're really talking about how tailored or customized it is for your specific business and to what extent you can leverage it to improve your bottom line, both in relation to security and operational oversight.

If you have decided in favor of a truly vertical VMS solution, you're on the right track, but first you'll have to sort through the fog of marketing claims from vendors eager to win your business. You see, Yao Ming and Willie Shoemaker are both vertical, but one is just a lot more 'vertical' than the other. The same applies to VMSs.

Unfortunately, a tape measure won't do you much good in your search for a truly vertical VMS, so the following are some examples of the functionality you should be looking for.

A VMS FOR FINANCIAL INSTITUTIONS

A basic VMS allows you to record and monitor live surveillance video, and quickly search through and export archived video clips for evidentiary purposes. A vertical solution designed for banking goes a lot further by incorporating functionality such as the integration of video with ATM and teller transaction data. Because of privacy concerns and the sensitivity of transaction data in the financial sector, the integration has to occur behind the bank's firewall at corporate headquarters.

The transaction and video servers talk to each other, linking video from surveillance cameras monitoring ATM and teller stations with corresponding transaction data. The integration allows investigators to quickly access and review a video clip based on a bank card number or other search criteria. This additional functionality comes in handy when customers complain about an unusual ATM withdrawal on their monthly statement. Instead of spending hours reviewing archived video, bank investigators simply key in the bank card number and immediately link through to the corresponding video to establish the identity of the individual making the withdrawal.

A vertical solution for the financial sector should also alert fraud investigators to possible occurrences of ATM skimming and cash harvesting activity. Using video-based detection analytics, a VMS solution for banking can correlate transaction activity and customer dwell time, flagging the video if someone is present at an ATM beyond a user-defined period of time without making a transaction. Events such as this could be indicative of someone installing a card reader and hidden camera to steal bank card information and customer PINs.

Correlating user dwell time and transaction activity can also alert investigators to incidents of cash harvesting, where one individual makes multiple withdrawals using several bank cards in sequence.

PROTECTING RETAIL PROFITABILITY

If you're in retail and looking for a truly vertical VMS solution, you should insist on a system that not only correlates video and point-of-sale data, but also allows loss prevention investigators to search for specific types of transactions. Armed with this powerful functionality, retailers can search for potentially suspicious transactions across dozens or hundreds of stores and link through to the corresponding video for evidence of point-of-sale fraud. Investigators should be able to conduct searches based on the type or value of the sale, the employee number, the time of day or any other field in the transaction database.

VMS solutions for retail should also come with applications for marketing and operations. Regional managers, for example, can keep an eye on multiple stores remotely by reviewing automated reports with still images from selected cameras at specified intervals, allowing them to check on cleanliness, merchandising and staffing. Using video analytics at point-of-sale stations and store entrances, they can also keep track of queue lengths and customer traffic.

VIDEO MANAGEMENT IN TRANSIT

A vertical VMS solution for the bus and passenger rail sector should take into consideration the harsh conditions of a mobile environment and the fact that video recorders will often be out of range of wireless hot spots at depots or stations.

Recording hardware in the mobile world has to be ruggedized to withstand the daily punishment of road and rail conditions. Operators and depot staff have to be able to tag video of unruly customer behavior or other events for easy downloading, and system administrators have to be able to upload new firmware or recording configurations when vehicles are in range of a hot spot.

As you can see, a truly vertical VMS solution maximizes the value of your investment and leverages it to satisfy your unique business needs. So do your homework, ask a lot of questions and, by all means, aim high. Yao Ming high. ▼

Ely Maspero is the product manager responsible for VMS solutions at March Networks, a global manufacturer of intelligent IP video solutions.

"A truly vertical VMS solution maximizes the value of your investment and leverages it to satisfy your unique business needs. So do your homework, ask a lot of questions and, by all means, aim high. Yao Ming high."

— Ely Maspero
Product Manager, March Networks

Arkansas School District Pioneers Latest Technology

Cutting-edge Solution Includes Hybrid Recorders, Cloud Service, Web-based Software, IP cameras

Too many school districts put off the decision to install video surveillance until something happens – an alleged assault, a break-in and theft, or even worse, a school shooting. Fortunately, that wasn't the case at the Gentry Public School District in Gentry, Arkansas.

A rural school district in northwestern Arkansas, Gentry Public Schools provides Kindergarten to Grade 12 education to 1,400 students on four campuses.

"The idea of having video surveillance in our schools had been tossed around for several years," said School Superintendent Dr. Randy Barrett. "Shootings in public schools across America and other countries caused us to look at what we were doing to ensure the safety of our students. Nothing like that had ever occurred here, but there were enough incidents elsewhere to finally convince us to stop talking about it and actually do something about it."

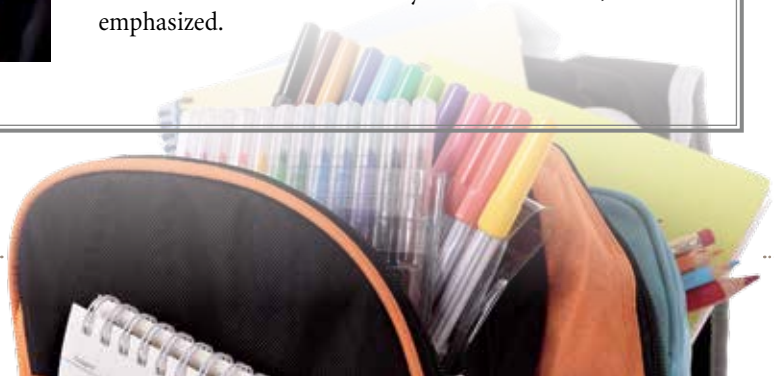
Gentry Public Schools wasn't sure where to start but, sometimes, "things fall into place for unexplained reasons," said Dr. Barrett. "In a classic example of synchronicity, a gentleman from Fleming Network Services walked through the door one morning at the same time that video surveillance was a burning issue for us. We had a good conversation and had an opportunity to see a system they had installed at a regional airport close to us, so we kept going down that path."

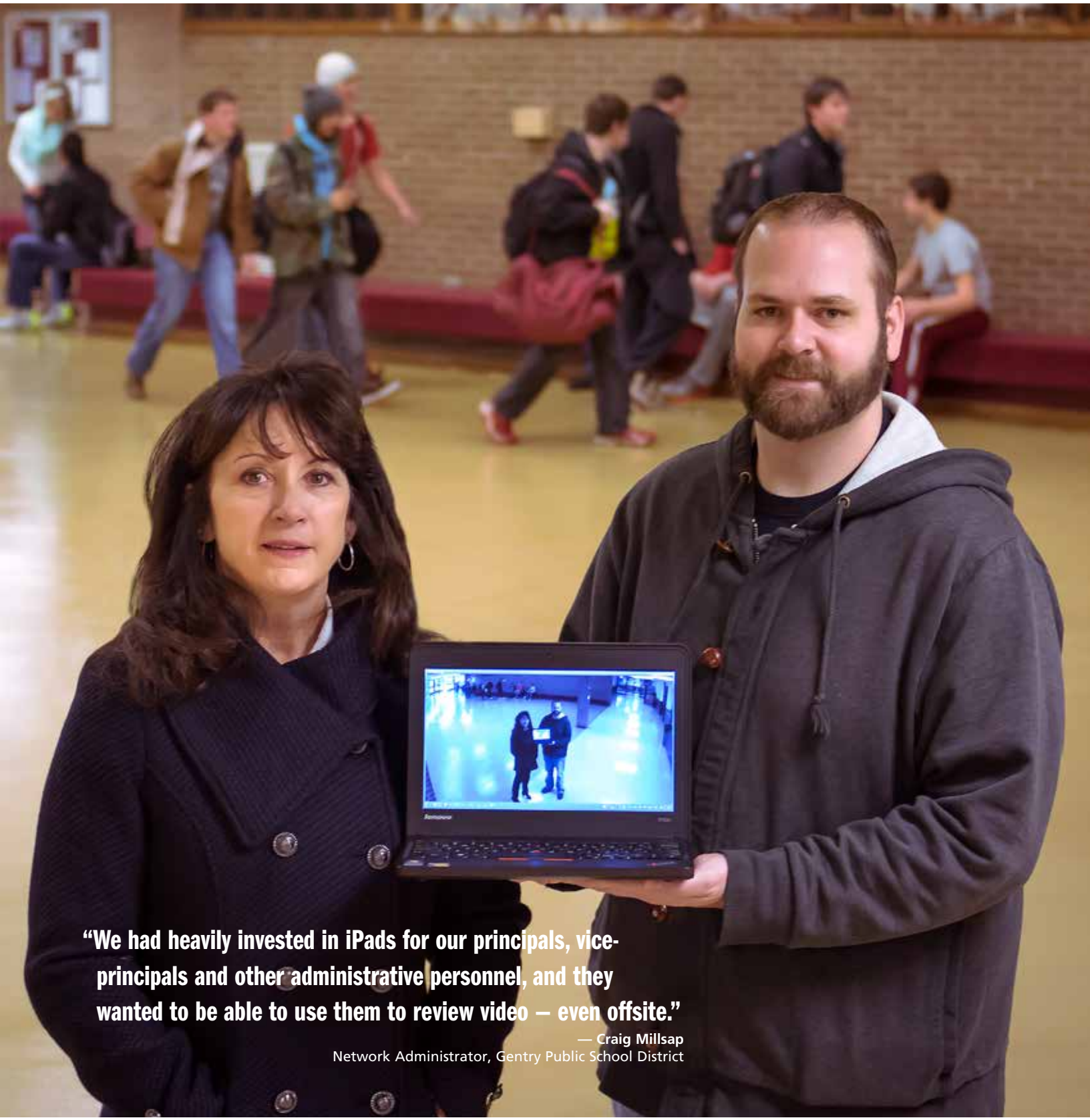
A March Networks Certified Solution Provider, Fleming Network Services proposed a cutting-edge solution consisting of March Networks 8000 Series hybrid recorders, web-based Command Enterprise video management software and IP cameras.

"We had no reason to look elsewhere because what we were seeing met all of our needs," said Dr. Barrett. "The fact that Fleming was a TIPS/TAPS member, as we are, also worked out well because there was no need to go through the state's bid process."

TIPS/TAPS is a purchasing co-operative that ensures members like Gentry Public Schools substantial savings through co-operative purchasing. More formally known as the Interlocal Purchasing System, TIPS/TAPS serves public and private school districts, colleges, universities and government agencies at the federal, state and municipal levels.

Judy Winslett, the school district's federal and curriculum co-ordinator whose responsibilities include overseeing the district's technology efforts, stressed the important role the school board played in carrying out its mission to provide safe and successful experiences for students. "This was a relatively large project for a district our size, but the board was unanimous in allocating funds for the increased safety of our students," she emphasized.





"We had heavily invested in iPads for our principals, vice-principals and other administrative personnel, and they wanted to be able to use them to review video – even offsite."

— **Craig Millsap**
Network Administrator, Gentry Public School District

Judy Winslett, Federal and Curriculum Co-ordinator, and Craig Millsap, Network Administrator, Gentry Public School District, displaying real-time video on a laptop using March Networks Cloud service.

One of Gentry Public Schools' requirements for a video surveillance system, said IT network administrator Craig Millsap, was the ability to view the cameras on iPads.

"We had heavily invested in iPads for our principals, vice-principals and other administrative personnel, and they wanted to be able to use them to review video – even offsite."

March Networks Cloud service was the perfect solution. Compatible with Apple's iOS, Blackberry, Android and Windows Mobile operating systems, March Networks Cloud requires no router port forwarding, hardware tweaks, firewall changes or software downloads.

The Cloud service is ideal for Gentry's lone school resource officer, who is now able to check in on a school from police headquarters, from his cruiser or from anywhere else. In the event of an emergency at any of Gentry's schools, law enforcement will be able to access live video from cameras located in the hallways and cafeterias to safely and expeditiously respond to a situation.

"In our district, all of the administrators — principals, vice-principals and even secretaries — have access to the system," said Millsap. "The secretaries are able to view live video on a monitor while they're sitting at their desk. They are able to switch between several pre-configured groups of cameras depending on the area in or around the exterior of the school they want to see."

Fifteen administrators and secretaries received training from March Networks.

"Setting them up in the system was easy because Command Enterprise is integrated with our Active Directory. That allowed us to use their existing accounts," said Millsap. "I assigned permissions based on their group membership in Active Directory. It was just perfect. It worked exactly like we wanted it to."

Gentry's four 8000 Series hybrid NVRs record video from 90 Axis IP cameras positioned both inside and outside the schools to cover entrances and parking lots.

In the event of an altercation or damage to school property, it's easy to go into the archives, identify the culprit and take the appropriate remedial action.

Each 8000 Series recorder is equipped with four, 3 TB hard drives, giving Gentry a total of 12 TB of mirrored storage or approximately 30 days of video retention.

To facilitate navigation, Millsap took the time to carefully establish a naming convention for the 90 cameras.

"Naming them appropriately is important, so you know what you're looking at because one hallway looks the same as another," said Millsap. "In the Cloud client, we also broke it down by building. It was well worth the time."

GENTRY PUBLIC SCHOOL DISTRICT

Gentry Public School District provides K-12 education to 1,400 students in Gentry, Arkansas, 222 miles northwest of Little Rock, the state capital. The school district consists of two geographic locations and four campuses: Gentry Primary, Gentry Intermediate, Gentry Middle and Gentry High School.

www.edline.net/pages/Gentry_Public_Schools

Photography: Patrick Lanford

The system was installed in July 2013 and expanded in October when the school district opened a new Pioneer Activities Complex, a large indoor recreation center with a 50-yard astroturf football field, weight room and other facilities.

The community was very supportive about the school district's decision to install a video surveillance system, said Millsap.

"As a parent myself, it makes me feel a lot better, knowing that we've taken the appropriate steps to create a safe environment for our students." ▼

Fleming Network Services

Fleming Network Services provides network design and consulting, wireless and security solutions as well as complete installation, termination, testing and repair of fiber optic and structured cabling. Based in Bryant, Arkansas, the Fleming group has 250 employees and is the largest IT infrastructure and security consulting firm in the state.

www.fleminc.com

One Good Deed Deserves Another

March Networks Teams Up with Customer to Help Struggling Credit Union

Figuring that one good deed deserved another, March Networks has donated an 8000 Series Hybrid NVR to the Greater Kinston Credit Union in North Carolina.

When the one-branch African-American financial institution ran into difficulty last year, the much larger State Employees Credit Union (SECU) stepped in to lend a helping hand.

A March Networks customer since 2007, SECU conducted a needs assessment for Greater Kinston and identified a new video surveillance system as one of the enhancements necessary for bringing the smaller credit union up to current standards.

The second largest credit union in the U.S. with 248 branches and 1,100 ATMs in North Carolina, SECU thought it would make sense to not only upgrade Greater Kinston's system, but to integrate it and manage it using its own loss prevention and IT resources at its headquarters in Raleigh, 80 miles away.

One of the oldest African-American financial institutions in the state, the Greater Kinston Credit Union was founded in 1952 at a time when many Black citizens in the community had no access to credit, or paid exorbitant interest rates of 30 to 50 percent.

When it ran into problems early last year, the North Carolina credit union regulator placed Greater Kinston Credit Union in conservatorship and asked SECU to step in as a management agent. An interim CEO was named and Senior Vice-President Mike Banks was dispatched to conduct a needs assessment.

"We were happy to lend a helping hand as a big brother," said Banks.

The rescue effort was a huge success, ensuring the survival of the 5,000-member credit union. Greater Kinston was released from conservatorship in November and in July the two financial institutions signed a partnership agreement to take effect January 1, 2014, whereby SECU will continue to provide Greater Kinston with back office support and management of its video surveillance system.

The arrangement minimizes Greater Kinston's operational expenses and frees it to focus on growing and serving the financial needs of its members. SECU has a similar arrangement with the Latino Community Credit Union in Durham, North Carolina.

Greater Kinston's problems weren't security-related, but an effective and reliable video surveillance system is a necessity for any financial institution.

"It came in handy just the other day," said Banks. "It was great to be able to pull up a video clip and have it in our hands in 10 minutes. With the old system, we probably wouldn't have been able to do that."

SECU's video surveillance system extends across its entire footprint of 248 branches and 1,100 ATMs.

"We're very happy with our March Networks system," said Cory Mathes, Vice-President of Fraud and Security. "It's easy to use and very dependable. We know that the video is always there when we need it." ▼

STATE EMPLOYEES CREDIT UNION

State Employees Credit Union has been providing employees of the State of North Carolina and their families with consumer financial services for over 75 years. SECU ranks as the second largest credit union in the U.S., serves close to two million members and has 248 branches and 1,100 ATMS throughout the state.

Vialarm Security and Fire

Vialarm Security (**vialarm.com**) and Fire provides a broad range of security services, including access control, video surveillance and burglar and fire alarms, to customers in North Carolina. A March Networks Certified Solution Provider, Vialarm has offices in Concord/Charlotte, Raleigh, Fayetteville and the Greensboro/TRIAD Region.

Costa Rica Hospital Selects State-of-the-Art Video Surveillance System

220-Bed Trauma Center Opened in November 2013

A new state-of-the-art hospital in San Jose, Costa Rica, has selected a leading edge video surveillance solution from March Networks.

The Hospital del Trauma, owned by Costa Rica's Instituto Nacional de Seguros (INS), is an ultra-modern, five-floor, 52,000 square-meter trauma center caring for people injured in automobile and work-related accidents.

INS selected a March Networks solution after evaluating several different vendor offerings proposed by Integrated Security Solutions, a Costa Rican-based security systems integrator and March Networks Certified Solution Provider.

The hospital-wide video security system includes eleven, 32-channel 8000 Series Hybrid NVRs, March Networks Visual Intelligence video management software, more than 300 March Networks IP cameras and a small number of analog cameras.

The 8000 Series NVR boasts maximum onboard storage of 12 TB and accommodates a mix of up to 32 IP or analog cameras. An internal battery backup guarantees a systematic shutdown in the event of an unexpected loss of power, while hard drive mirroring capability ensures redundancy in the event of hard drive failure. Other features include a built-in firewall, multi-level H.264 encoding, March Networks' unique docking station architecture, and watchdog circuitry to alert system administrators to performance issues.

The hospital is equipped with 279 March Networks MegaPX WDR Dome cameras, 28 MicroDomes and 10 PTZ Domes for complete coverage of entrances, hallways, elevators, parking areas and sensitive medication storage areas.

Max Ortiz, the maintenance engineer responsible for the system, is impressed with the high-resolution detail of the recorded video and the flexible storage options.

"The March Networks solution stood out as offering the best option in terms of overall performance and reliability."

— Alvaro Hernandez Quesada
Integrated Security Solutions

Photography: Alvaro Hernández Quesada

HOSPITAL DEL TRAUMA

The Hospital del Trauma is a state-of-the-art 220-bed hospital in San Jose, Costa Rica. The five-floor, 56,000-square meter health care facility opened in November 2013 and is a subsidiary of the Instituto Nacional de Seguros (INS). **www.hospitaldeltrauma.com**

"When we started the hospital's video surveillance design project, we demonstrated several different systems," said Alvaro Hernandez Quesada, of security systems integrator, ISS. "However, the March Networks solution stood out as offering the best option in terms of overall performance and reliability.

"Integrated Security Solutions has been directly involved since the beginning — from presenting March Networks' strengths and advantages to installation, programming and training."

ISS worked closely with the Instituto Nacional de Seguros' now retired Chief of Security, Rodolfo Ruiz Zamora, who played a key role in identifying the hospital's video surveillance needs and selecting the March Networks solution.

Security staff in the hospital monitor live video streams from selected cameras on five 42-inch overhead monitors 24/7 to respond to any emergencies and protect patients, staff and hospital property.

The 220-bed hospital opened in November 2013. ▼

Integrated Security Solutions

Integrated Security Solutions (**www.iss-cr.com**) is a March Networks Certified Solution Provider providing a wide range of security solutions to businesses and organizations in Costa Rica, including burglar alarms, access control and video surveillance systems.

I/O Extension Board Boosts Integration Capabilities

Motion Detection Activates AC, Lighting

Can your video surveillance system cut your heating, air conditioning and lighting costs? You bet it can.

More and more banks, for example, are using their video surveillance systems to turn on the AC and lighting in their ATM vestibules when motion is detected in a camera's field of view. They're also integrating with alarm systems to automatically trigger high-definition recording or alert security staff in a remote monitoring center to a potential threat.

"March Networks 8000 Series NVRs have one or two alarm inputs and either two or four alarm outputs, depending on the model," said Todd Robinson, March Networks product manager for video recorders. "For customers faced with applications that require more inputs/outputs than are available from their system's video recorders, IP cameras or encoders, our I/O Extension Board offers an efficient and cost-effective solution."

The Command I/O Extension Board is a compact peripheral device offering 16 alarm inputs and 16 auxiliary relay outputs. It supports local USB connectivity, and can also be connected via the network to either a Command Recording Server or March Networks 8000 Series Hybrid NVR.

Aside from its use in ATM vestibules, the I/O Extension Board can be used to monitor teller cash dispenser usage and trigger the display of live video at a central monitoring center when a teller activates a panic alarm.

"That's a great application because it provides security staff and law enforcement officers with the situational awareness required for a safe response," said Robinson.

The I/O Extension Board works with door switches, as well as infrared motion, glass breakage and smoke detectors to trigger recording, live streaming, automated video popups or other events. It can also trigger electric gates, doors and other devices to automatically open and close, and campus security strobe lights to turn on and off.

In a retail environment, it can be used to automatically alert store management to cooler or freezer malfunctions, thereby minimizing losses caused by food spoilage.

"The applications are limitless," said Robinson.

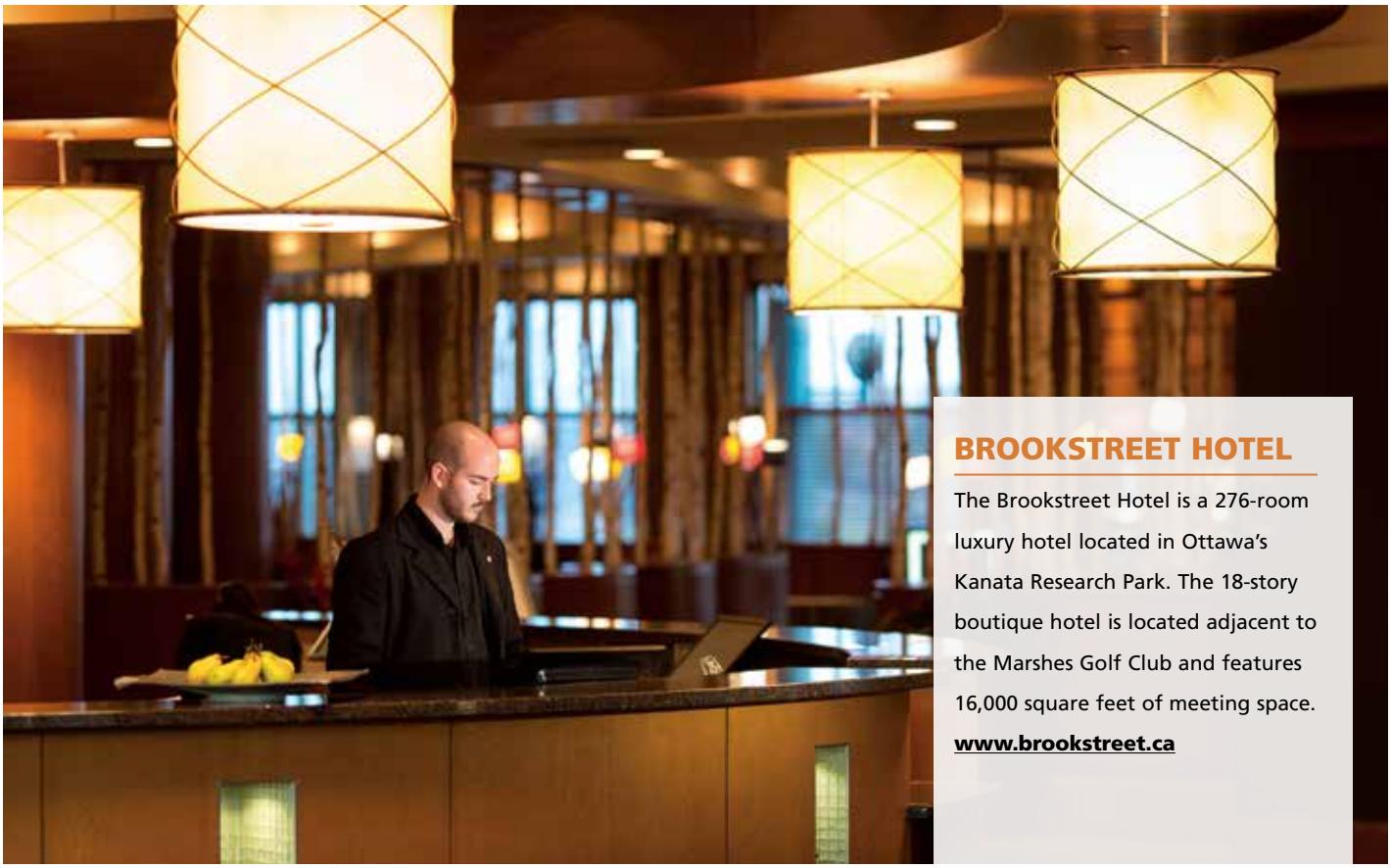
When deployed using its network interface, the I/O Extension Board is powered via standard 802.11af Power-over-Ethernet. Since it can also be used locally with a recorder, the device delivers flexible options for a variety of video surveillance environments. ▼

5 STAR Video Surveillance

Upscale Ottawa Hotel Keeps Pace with Latest Technology

When the 276-room Brookstreet Hotel opened for business in Ottawa 10 years ago, the hotel industry was still in the very early stages of adopting video surveillance technology. Far more common were hotel security departments staffed by dedicated security personnel who patrolled the corridors and responded to incidents as they occurred.

In the absence of video surveillance, the Brookstreet Hotel would require a minimum of 2.8 full-time equivalent security staff at a cost of $150,000 a year or more, figures Director of Finance Troy Hughes. But with 32 cameras covering exits and entrances, the lobby, parking garage, bar area, business center and swimming pool, the Brookstreet's March Networks video surveillance system covers a lot more of the hotel than any manned security department.



BROOKSTREET HOTEL

The Brookstreet Hotel is a 276-room luxury hotel located in Ottawa's Kanata Research Park. The 18-story boutique hotel is located adjacent to the Marshes Golf Club and features 16,000 square feet of meeting space.

www.brookstreet.ca

"The 360 Indoor Dome is awesome. We installed it in our business center, which is a fairly small space. With a traditional camera, we weren't able to see the whole room. With the 360, we can see everything."

— Troy Hughes, Director of Finance, Brookstreet Hotel

"Without our March Networks video surveillance system, there's no question that we'd have a dedicated security staff," said Hughes. "Instead, we have what we call a maintenance and prevention team. They're our eyes and ears around the building. It's because of the video surveillance system that we're able to do that."

A stone's throw from March Networks corporate headquarters, the Brookstreet serves as a testing ground for the company's newest video surveillance technology. The hotel is equipped with three March Networks Hybrid NVRs with 2 TB of storage and a mix of analog and IP cameras, all powered by March Networks Command, the company's web-based video management software.

The newest addition to the Brookstreet's video surveillance system is March Networks' recently introduced MegaPX 360 Indoor Dome camera.

The 360 Indoor Dome captures 360-degree or 180-degree panoramic views in five megapixel resolution, eliminating blind spots and the need to deploy multiple cameras to capture the same area from every possible angle.

"The 360 Indoor Dome is awesome," said Hughes. "We installed it in our business center, which is a fairly small space. With a traditional camera, we weren't able to see the whole room. With the 360, we can see everything. When I log in, I see a fish eye view, but I just right-click and the image flattens out."

Digital PTZ functionality allows Hughes to zoom in and display multiple dewarped views of any part of the room.

The Brookstreet's 8732 Hybrid NVRs accommodate up to 32 channels of video and allow the hotel to migrate from 100 percent analog to 100 percent IP video. The recorder's optimized H.264 compression delivers exceptional high-definition video and noticeably sharper images from legacy analog cameras without impacting storage. Built-in battery backup functionality ensures a smooth shutdown in the event of a power outage, and March Networks unique docking station architecture keeps all of the cables securely connected to the back of the unit if maintenance is required.

The 8732's four hard-drive slots provide a total of up to 12 TB of storage —more than enough to hold the 30 days of archived video required by the hotel, while the Brookstreet's web-based Command software allows authorized staff to access video from any desktop in the hotel, eliminating the need for client

Troy Hughes, Director of Finance, Brookstreet Hotel.

software and periodic upgrades by IT staff. "It's great because you can log in wherever you are," said Hughes.

The Brookstreet's video surveillance system has been instrumental in capturing evidence of numerous incidents over the years.

A March Networks IP camera positioned to capture the license plates of vehicles entering the hotel's underground parking garage has come in handy on a number of occasions.

"The ramp leading to the underground garage has a posted speed limit of 10 kilometers per hour to allow enough time for the door to open, but we've had guests who ignored the speed limit and crashed into the door, causing $1,500 to $3,000 of damage," recalled Hughes.

Other cameras have alerted hotel management to guests emptying bottles of bubble bath in the hot tub or getting overly frisky. In either case, maintenance staff have to drain the hot tub and sanitize it.

The motion histogram in the March Networks user interface directs Hughes to spikes of activity, allowing him to quickly zero in on video evidence.

"It's an amazing feature of the March Networks system because it allows us to find video when we're not quite certain of the time," he noted. "The motion histogram limits our search to moments when there was discernible activity, so it reduces the amount of time we spend on investigations."

The system has also captured evidence of guests and outsiders scaling the fence around the outdoor pool, passing counterfeit bills, stealing coats, and resorting to inappropriate behavior after being cut off at the bar.

A camera on an adjacent building even captured a thrill-seeking base jumper parachuting in the dead of night from a construction crane atop the hotel before it opened, "so you never know what surprises a video surveillance system will bring to light," said Hughes. ▼

Hong Kong Office Targets World's Hottest Market

MARCH NETWORKS NOW SERVES CUSTOMERS FROM OFFICES IN OTTAWA, ATLANTA, MILAN, MEXICO CITY, SYDNEY, DUBAI AND HONG KONG

March Networks cut the ribbon on its new Hong Kong office in January, underlining the company's commitment to serving the Asian market, "the hottest market on the planet," said Dan Pulskamp, Executive Vice-President, Sales.

"The timing was right for us because several of our Fortune 50 customers are expanding into Asia and relying on us to support them. We're going to take a targeted approach to the market and focus on opportunities consistent with our competitive advantages in the banking, retail, commercial/industrial and transportation sectors."

Heading up the company's Asia-Pacific operations is Jin Han Teo, who has 20 years of security-related experience in the APAC region. Prior to joining March Networks in February, Teo served as General Manager of LILIN Australia, a Taiwanese manufacturer of IP cameras. Prior to that, he served as head of Asia for COE Ltd., a U.K. company specializing in fiber optic video transmission and IP video surveillance systems.

Teo will be based in Melbourne, Australia initially but will relocate to Singapore later this year.

Staffing March Networks' Hong Kong office are Ray Chan, Douglas Wong and Office Manager Elda Ip.

Chan crosses over to March Networks from sister company, Infinova, which he joined in 2004.

The Hong Kong team will focus on opportunities in the banking, retail, commercial/industrial and transportation sectors, said Chan.

"March Networks has excellent vertical solutions for all three sectors and an impressive customer base around the world. Our team here in Hong Kong will support existing banking customers moving into the market, but I'm also looking forward to introducing March Networks solutions to Asian banks and retail chains."

Hong Kong and Malaysia stand out as the most promising Asian markets for March Networks, noted Pulskamp, but Vietnam, Thailand, Korea, China and the Philippines are experiencing rapid growth and also offer excellent opportunities.

March Networks' Sydney office has served as the company's stepping stone into the Asia-Pacific market, but has focused primarily on Australia and New Zealand, where it currently has a blue-chip customer base in the banking, retail and transportation markets.

The company also has offices in Atlanta, Milan, Dubai and Mexico City, all reporting to corporate headquarters in Ottawa, Canada. ▼

"We're taking a targeted approach to the market and focusing on opportunities consistent with our competitive advantages in the banking, retail, commercial/industrial and transportation sectors."

– Dan Pulskamp
Executive Vice-President, March Networks

March Networks Wins Innovation Award from IEEE

The Institute of Electrical and Electronics Engineers (IEEE) Ottawa Section has named **March Networks the 2013 winner of the Outstanding Technology Recognition Award – High Tech**. The professional association presented the award at its 69th annual general meeting banquet at the Ottawa Convention Centre November 8th.

"We selected March Networks for this prestigious award based on the company's demonstrated product innovation, competitive success in international markets, and ongoing commitment to high-quality research and development," said Dr. Rami Abielmona, Chair, IEEE Ottawa Section. "As a leading provider of IP video surveillance solutions, March Networks' products play a critical role in helping commercial and government organizations worldwide identify criminals, piece together events, locate missing people, and deter theft, fraud, vandalism and other crimes."

Since 2000, March Networks has developed integrated solutions that address an increasing global need for sophisticated video security, risk mitigation, fraud detection and loss prevention capabilities. With more than 40 research and development staff based in Ottawa and close to 400 worldwide, the company is focused on delivering innovative products that help organizations better protect employees, customers and assets. In Ottawa, the company's systems are used to safeguard multiple sites including the Canadian Tire Centre sports and entertainment facility (home of the National Hockey League's Ottawa Senators), the Canadian Museum of Civilization, the Canadian War Museum, and the Ottawa Food Bank warehouse facility.

Internationally, March Networks products are used by financial institutions, retailers, transportation authorities, airports and other organizations in more than 50 countries. The company is ranked the number one supplier of banking video surveillance equipment in the Americas and boasts the world's largest customer deployment with more than 30,000 video recording systems.

"We are honored to receive this IEEE award, which acknowledges our commitment to providing only the highest-quality systems to our customers and ensuring they have the advanced tools they need to ensure a safer and more secure environment for all of us," said Peter Strom, President and CEO, March Networks. ▼

> "We selected March Networks for this prestigious award based on the company's demonstrated product innovation, competitive success in international markets, and ongoing commitment to high-quality research and development."
>
> — **Dr. Rami Abielmona,** Chair, IEEE Ottawa Section

Who's New?

Robert Schwaber has joined March Networks as Product Manager for Transit Solutions. Rob comes to March Networks from Clever Devices, a transit CAD/AVL company where he was Product Manager responsible for transit Passenger Information Systems, wayside digital signage and on-board video infotainment. Rob has 20 plus years of experience in product management, sales management and sales engineering with TranSwitch, Cisco and AT&T. Rob completed a Bachelor's degree in Biological Sciences and Masters of Science curriculum in Computer Science from Union College.

Michela Severgnini has joined March Networks as European Marketing Specialist. Based in Milan, Michela works closely with the European sales team and channel partners to drive awareness and sales of March Networks' video surveillance portfolio. She is also responsible for the creation and execution of the European marketing plan. Prior to joining March Networks, she served as D-Link Mediterraneo's Marketing and Communications Manager for Italy and as Italian Trade Marketing Coordinator for Mio Technology (MiTAC International). Michela has a degree in Communication Science from the University of Bergamo.

Michael Gruber has been appointed Key Accounts Manager for March Networks in the Western Region. A senior sales professional with over 30 years of sales and management experience, Michael is responsible for engaging key end user customers to help design solutions in support of their video surveillance needs. Prior to joining March Networks, Michael served as Regional Account Manager for MegaPath Networks, as an Enterprise Sales Professional with Cybera, Inc. and as Major Account Manager with Covad Communications.

Jin Han Teo has joined March Networks as General Manager, Asia-Pacific. Jin Han has 20 years of experience in the APAC security market, having served in senior sales and management roles with LILIN Australia, COE Ltd., ST Electronics, Teleste Corporation and Gyrr Inc. As General Manager, Asia -Pacific, he will oversee March Networks offices in Sydney and Hong Kong. He is currently based in Melbourne, Australia, but will be relocating to Singapore later this year. Jin Han has an Electrical Engineering degree from the Royal Melbourne Institute of Technology.

March Networks Supports Two Great Causes

By opting to send holiday greeting eCards and donating the money saved to the Children's Hospital of Eastern Ontario (CHEO) once again this past December, March Networks was able to demonstrate its commitment to environmental stewardship while also contributing to another great cause.

"Our sincere thanks go out to March Networks for its ongoing donation to the Children's Hospital of Eastern Ontario," said Cheryl Hammond, CHEO's Vice-President, Development and Corporate Relations. "Sending a holiday greeting eCard and donating the savings to CHEO helps the children and youth in our community get the best possible care."

The Children's Hospital of Eastern Ontario is a pediatric health and research center providing family-centered patient care, pioneering research, and training of health-care professionals.

CHEO is one of only a few stand-alone pediatric hospitals in Canada, and has more than 6,200 admissions and 170,000 clinic visits each year. It also has one of the busiest pediatric emergency rooms in the country, treating more than 65,000 patients a year.

"March Networks takes pride in its commitment to social responsibility, which includes community involvement and environmental sustainability," said Dan Chaput, the company's Director of Marketing Communications. "Our holiday eCard was a perfect way to support two great causes."

Banking Seminar Held in Peru

SECURITY EXECS LEARN ABOUT HYBRID NVRS, IP CAMERAS AND SEARCHLIGHT FRAUD DETECTION TOOLS

Security system integrators and senior security professionals from Peru's banking sector learned about March Networks' video surveillance solutions at a company sponsored seminar in Lima October 23rd.

The March Networks Intelligent Video Surveillance Seminar served as an opportunity to acquaint Peruvian integrators and bank security managers with the company's new 8000 Series Hybrid NVRs and IP cameras, as well as its Searchlight fraud detection tools and video management software.

In attendance for March Networks were company President and CEO Peter Strom; Vice-President, Latin American and Caribbean Sales, Fernando Trujillo; Product Manager, Video Recorders, Todd Robinson; and Lima-based Regional Sales Manager Peter Villaran Cereghino.

Peru is an important market for March Networks, given the country's six per cent growth rate and the Peruvian banking sector's need to keep pace with newer and more powerful intelligent video surveillance technologies, said Trujillo.

Integrators and security executives at the seminar were particularly interested in March Networks' hybrid recording platforms, health monitoring capabilities, fraud detection software and investigation tools.

March Networks began targeting Peru two years ago and recently hired a Lima-based regional manager to serve a growing customer base.

Local sales representation in Peru, Mexico, Colombia, Venezuela, Brazil and Chile reflects March Networks' commitment to Latin America and its growing economic clout, said Trujillo.

The company also showed off its banking security solutions to some 650 security professionals at the 28th annual Latin American Banking Security Congress staged by the Peruvian Banking Association and the Federation of Latin American Banks at the Westin Lima Hotel and Convention Center November 26th. ▼

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AND 100% OF
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