



Get 1080p Resolution, Skip the Full 'Rip and Replace'

END USERS INTERESTED IN UPGRADING TO HIGH DEFINITION (HD) VIDEO

without going to the expense of ripping out their coaxial infrastructure and replacing it with CAT5 can now do so with the launch of March Networks' new 8724 V Tribrid NVR.

The 8724 V recorder features a modular design that accommodates 24-channels of standard analog, IP or HD analog video.

"We have two different modules that plug into the recorder's three backplate slots," explained Ken Maughan, March Networks' Product Manager, Recording Platforms. "There's a PoE module with eight ports for IP cameras and an eight-port HD analog module that can be used for standard definition or HD analog cameras."

Customers opting for the HD analog solution get total flexibility. Leaving the existing coax cable in place, they can connect to 24 standard definition cameras and replace them with HD analog cameras at any time. Should they decide to transition to IP cameras at some point, they can simply swap out the HD analog module and replace it with a PoE module. ►



“HD analog hasn’t been widely adopted in North America, but we’ve seen pent up demand for it,” said Maughan. “Some end users are looking for a way to upgrade to HD video without spending a lot of money on a complete system overhaul, and this is the most affordable way to get there because they don’t have to redo their infrastructure.

“There’s a big cost associated with ripping out coax cable and replacing it with CAT5/6, as well as other costs due to new building code regulations requiring the use of conduits for installing cable.”

On top of the cost savings related to not having to replace your infrastructure, HD analog cameras are considerably less expensive than IP cameras while delivering comparable 1080p video resolution.

To complement the 8724 V recorder, March Networks® also offers a lineup of HD analog megapixel cameras. The CA2 IR MicroDome and the CA2 IR MiniDome Z are currently available as part of the offering, and additional cameras are in development. The recorder also supports most third-party HD analog cameras and all three of the most common HD analog technologies — AHD (analog high definition), HD-CVI (composite video interface) and HD-TVI (transport video interface).

Each of the 8724 V modules provides power for the cameras, said Maughan. “For customers using the HD analog modules and coax, we have power right on the HD module in the recorder. Alternatively, if there is power in the ceiling where the cameras are installed, you can power them that way.”

The 8724 V also features a wall-mount, lock-box design perfect for space-constrained locations such as quick serve restaurants (QSRs).

In addition, the recorder comes with licensing for all cameras, and features an embedded Linux OS that eliminates unnecessary background

services and frequent system updates. For enhanced reliability, it incorporates diagnostic LEDs, an internal battery backup and real-time health monitoring via March Networks Command video management software.

For quick and efficient troubleshooting, each 8724 V recorder includes a unique QR code on the front panel that can be scanned with March Networks’ free GURU Smartphone App to get product and serial numbers, access tutorials and documentation, run a configuration security audit, arrange an express return material authorization (RMA) and more. Each of the recorder’s modules also has its own QR code and can be returned separately — leaving the recorder in place.

“Because HD analog cameras are not addressable and don’t have a presence on the network, we are also back to a more secure, closed circuit or true CCTV environment,” said Maughan. “This means that these cameras are no longer vulnerable to malware attacks.”

“With an HD analog camera, you have to run the cable right from your camera to the recorder, but on the plus side, provisioning is much simpler. You don’t have to worry about IP addresses, you don’t have to configure the camera and you don’t have to worry about conflicts on your network. You just plug it in and you’re up and running.”

There are also no firmware updates required because there isn’t any software on the camera, said Maughan. That’s one reason the pricing is lower.

The 8724 V and the CA2 Series cameras are ideal for the QSR market, especially when used with March Networks’ cloud-based Searchlight for QSR service. An innovative video and retail data analytics offering, Searchlight for QSR provides franchise owners and managers with powerful loss prevention investigation capabilities and real-time insights into sales and productivity performance via a convenient mobile app or a browser-based client. ▼



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