



Guide To Choosing The Right Surveillance System

Sourcing a surveillance system that benefits the security requirements of your company can be a challenge. Especially when almost all security buyer's guides are giving advice that may have been good ten years ago but is really no longer valid.

That advice is based on the flawed premise that all security cameras require VMS (Video Management Software) and NVRs (Recording Hardware). Both an excellent source of revenue for security companies through expensive license fees and constant charges for software upgrades. You might call that a perfect cash cow.

Most Important Decision When Choosing Video Surveillance

In my opinion, the most important decision you should consider before anything else, is the system platform.

Do you want a traditional centralized system, where the video management software is located on a central computer, or should you choose the latest in IP camera technology, a decentralized system with the VMS located inside the security camera.



Let's assume you are considering a surveillance system with 16 cameras to cover your premises. If the centralized NVR, the brain of your system, shuts down for any reason, all 16 cameras will be down as well, effectively shutting down your entire surveillance system.

In a decentralized setup, such as MOBOTIX, should one camera fail, all other 15 cameras would still be recording.

Therefore, not having a central point of failure is an obvious benefit.

Cost savings are another important benefit of a decentralized system such as MOBOTIX, since you do not have to pay for an NVR or recording software. They are already installed inside every camera. Never mind the aforementioned License Fees. I should also mention that Software upgrades with MOBOTIX are free for life.

5 Questions To Ask When Choosing A Surveillance System

1. Can your camera system detect the threat before a criminal act occurs?

Car dealerships are a popular target for theft. Losing up to 30 tires and rims in a single night is not uncommon.

Video footage usually proves insufficient for identifying the suspects. Even powerful zooming capabilities are of little help when the suspects are wearing hats and cover their face with bandannas.



The only solution is to have a system in place that detects the threat before the criminal act occurs, enabling the customer to proactively notify security or police personnel as necessary.

The idea is to keep the criminals away from the site without giving them the opportunity to commit the crime.

Car dealerships in particular can benefit from using MOBOTIX cameras with MxActivitySensor activated to eliminate false alarms. The cameras should be linked to a PA system with two customized scheduled pre-recorded messages.

The first message could be a welcome message during regular hours to let guests know that the lot is being monitored. The second message should be a warning announcement after hours that illegal movement has been detected, the authorities have been notified and that it is time to leave the premises.

A video monitoring station is notified on the MxActivitySensor events to assess the threat and dispatch police as necessary.

Using MOBOTIX cameras with MxActivitySensor, car dealerships have a very good chance to prevent criminals from becoming a threat.

2. Can your camera system truly identify?

If you are lucky and have a fairly new Video Surveillance System, it will show you a beautiful live stream, just like in the movies.



However, when stopping your recordings, you might encounter motion blurring and it becomes impossible to truly identify what a/o who you are looking for.

For identification purposes, you require your Security Cameras to provide crystal clear images, frame by frame by frame, without any motion blurring.

MOBOTIX developed its own video codec (MxPEG), the only one designed specifically for video surveillance applications.

It allows to consistently capture and playback events in the highest detail. And it allows extraction of clear, high quality images within the video stream, for the purpose of identification.

If your existing Camera System is not capable of truly identifying, it is not a viable Security Solution!

3. Are you a raving fan of your video monitoring service?

If you are responsible for the prevention of theft and vandalism of a large property, perhaps the site of your construction company, car dealership, a yard storing copper, tires, expensive equipment, you name it, you will have multiple Surveillance Cameras in place, hopefully capturing what's going on at your site at all times.



Rather than having staff respond to certain activity after hours or paying for physical guard service that can be excessively expensive, you enlisted a Video Monitoring Station to be your eyes and ears on site.

More often than not, clients come to me frustrated, complaining that they are paying a lot of money for 24/7 real-time video surveillance, but are never able to catch anyone in a criminal act.

The more cameras are being watched live by an operator, the less of a chance for him/her to actually catch important incidents.

Pre-scheduled "surveillance tours" are great to find out about a problem after the fact. Most certainly too late to prevent the criminal act from taking place to begin with.

In my opinion, Event-Based Video Monitoring is the only way to go. Only true activity, pre-defined, should trigger the camera to notify the monitoring station. However, traditional Video Motion Detection used for Event-Based Monitoring, is notorious for false alarms due to rain, snow, wind, lighting conditions, shaking of the camera mounted on a pole, etc.

MOBOTIX introduced MxActivity Sensor in 2013, reducing false alarms by over 90% when activated in Mobotix cameras.

A raving fan of video monitoring will not get bombarded with false alarms and unnecessary phone calls at all hours of the night.



4. Can your camera system analyze the traffic in your showroom?

There is a growing demand in the Retail Industry and the Automotive Trade for systems to analyze visitor frequency and behaviour in showrooms.

Knowing how many people go in and out of which entrance during the day, how many people take the stairs and how many take the elevator, or which display area attracts the most visitors can provide valuable information for marketing and personnel planning.

MxAnalytics – the camera-integrated video analysis tool designed by MOBOTIX – makes it possible to collect statistical behaviour data on people and objects.

The MOBOTIX camera can count objects and present a heat map of visitor movements. This provides you with visitor statistics for optimizing your marketing and personnel planning. The data obtained can be viewed graphically at any time.

If you depend on visitors frequenting your retail space or showroom, camera-based visitor analysis could be an invaluable tool for your business.

5. Does your camera coverage have blind spots?

Obviously, the idea behind a video surveillance system is complete coverage of critical areas without any blind spots.



Using a traditional camera system, complete coverage can become extremely costly due to the number of cameras required.

Walk into any coffee shop or fast food restaurant and you'll notice multiple cameras, most likely not capable of covering every area of the premises. Not only would additional camera coverage become too costly, too many noticeable cameras might make patrons feel uncomfortable.

MOBOTIX has a lineup of hemispheric cameras that not only replace up to four traditional cameras, but are extremely discreet as well.

A single MOBOTIX camera with a hemispheric 360° lens is capable of recording an entire room with high-resolution Megapixel technology, simultaneously displaying in all four cardinal directions.

Since one MOBOTIX camera can replace up to 4 standard cameras, includes a built-in speaker system and microphone, as well as a built-in NVR and recording software, it is an extremely cost-effective solution for small shops, offices and private homes.

If you are concerned that your existing camera system does not provide you with complete coverage, leaving blind spots in critical areas, you should look into the benefits MOBOTIX cameras can provide.



Conclusion

Please let me thank you for your interest. I hope you find the information provided in this report helpful.

When deciding on a surveillance system that best benefits the security requirements of your project, remember that you are looking to positively identify events from video footage captured. So always opt for the most robust system and highest quality video that your budget will allow.

For a free, no-obligation security consultation, contact Ulli Robson today. You'll be glad you did!

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Or send an email to: Ulli@SafewithUlli.com

P.S. Before making any decision on a video surveillance system, consider taking me up on my offer to provide you with an on-site visit, free of charge. It might prevent you from making some common and costly buying mistakes.