



Questions + Answers

From The Product Manager's POV

There are breakthroughs in the camera business almost daily. We were impressed, however, with the announcement from Sentry 360 Security's high-resolution mini-vandal-resistant dome camera. Why? The product offers on-board local recording.

We wanted to know more, so we sat down the Thomas Carnevale, president of Sentry 360, for a more personal introduction to this product.

Q. In July, Sentry 360 Security Inc. introduced this mini camera with numerous valuable properties. Will this camera revolutionize the video surveillance market?

A. Revolutionize? No. However, a product like this becomes a bridge for the everyday system integrator and end user, who has been afraid of turning to megapixel cameras for a number of reasons such as bandwidth or cost. The idea behind this camera is simplicity and ease of use.

This product, and the sister products coming out behind it, is fitting the demands we've been hearing from system integrators and end users. I've heard it countless times: "If I had a cost-effective megapixel dome camera, I'd have this project sold."

Q. You mention this is an IP-enabled product. The IP market is heating up, and end users are looking at this new solution seriously. How will your camera apply to such markets as retail, government, educa-



tion and healthcare?

A. Great question. Our product line has a single theme attached to it: less is more. Our cameras answer two industry problems. No. 1 is image quality. This industry is tired of poor image quality. All our products range from 5x to 30x and the resolution of normal CCTV cameras.

No. 2 are blind spots. Oftentimes, if a camera is pointed to the left and the incident happens on the right, the video evidence was lost. The less-is-more architecture is designed to reduce camera counts, installation costs, maintenance and investigation time, and improve field-of-view coverage.

Q. How effective is the mobile phone monitoring solution, and what is its main purpose?

A. It would seem that today, everything needs

to be mobile. People want to check the game score, the highlights of the presidential debate and then e-mails (in that order). Dialing into the camera system on a phone is a quick and easy way to deliver instant situational awareness. If there's an alarm, the end user can see if it's real or false. It also answers questions, such as, "are my employees being productive or sitting around?" There are several applications for mobile phone monitoring on top of just being cool.

Q. Let's jump to the education vertical. With school districts facing budgetary requirements, how cost effective is this product, and can it give school districts the type of quality solution they ask for?

A. Yes. Combining high-resolution cameras in places where forensic detail is a requirement, with situation-

al awareness cameras or 360-degree panning to reduce camera counts and enhance coverage, is the design model we are promoting on a daily basis for all types of applications. This offers the best of both worlds, delivering quality video and reducing installation and product cost with wide-angle cameras.

Q. The IP camera market is ever-evolving. What does Sentry 360 Security have on the drawing boards for release in 2009, and when might we see an initial offering of new products?

A. We are focused in three areas for 2009. One area is day/night applications. Megapixel cameras have historically had issues performing at night. We are currently working on a day/night version of our products that will be a big step toward adopting megapixel into a larger variety of low-light applications. Next, we look at cost. We want to expand our cost-effective megapixel lines in both the FullSight and InSight family of products.

Finally, we concentrate on compression and storage. We are actively working with the best-in-breed storage appliance developers to offer joint products that can deliver high volumes of storage for large deployments of megapixel cameras and combining higher compression algorithms to reduce cost and bandwidth.

Thomas Carnevale is the president of Sentry 360.