

A NATURAL



Cisco Chooses Sarix Technology

When the largest, most respected players in their particular industries team up, the result can be a seismic shift in the manner in which solutions are designed and services delivered. Apple and Google redefined how we communicate. GM and OnStar showed us a new way to get where we needed to go. And now Cisco and Pelco are changing how the world understands physical security.

In September 2009, Cisco and Pelco entered a strategic technology agreement to jointly develop high-definition (HD) IP video cameras, bringing together the IT and video security landscapes as never before. Now, Cisco is shipping the first of a series of HD imaging systems based on the Sarix technology platform from Pelco. Designed to deliver world-class imaging performance, sophisticated industrial design and intelligent video analytics, Sarix is the groundbreaking technology platform that will lead the next generation of network camera systems.

“It is quite evident that Pelco is developing the most advanced, high-definition imaging systems in the video security marketplace and we are excited to be able to offer that technology to our customers,” explains Bill Stuntz, General Manager and Vice President of the Cisco Physical Security Business Unit. “Having conducted an extensive global evaluation of camera and imaging technologies, Cisco selected Pelco for its industry-leading Sarix platform, its commitment to customer service and for its global brand recognition and reputation.

Importantly, this exciting new relationship with Pelco helps us achieve our goal of providing customers with the very best solutions for their physical security needs.”

And for Pelco, it is clear recognition that our efforts in the design and development of IP-based camera systems fall squarely in line with the needs of the IP marketplace.

Cisco Cameras. Imaging by Pelco.

The new 5000 Series IP dome cameras being release by Cisco mark the beginning of a complete line of high-definition imaging systems, including indoor, outdoor and mini-domes. Additional cameras, including a series of megapixel positioning systems will follow. Every camera manufactured by Pelco for Cisco will feature the powerful functionality of Sarix technology, including H.264 compression, advanced low-light performance, analytics, auto focus, and easy installation.



Imaging
by Pelco

CISCO Part Number	Related Pelco Part Number	Description
CIVS-IPC-5011	IDE20DN8-0	Extended Platform Indoor Dome 2.1 Megapixel Day/Night 2.8-8 - Smoked
CIVS-IPC-5010	IDE20DN8-1	Extended Platform Indoor Dome 2.1 Megapixel Day/Night 2.8-8 - Clear

“Pelco and Cisco are natural collaborators given that both companies share the same core values of offering excellent technology innovation and exceptional customer service within their respective industries,” explains Cliff Holtz, Pelco Senior VP, Americas Sales and Global Marketing. “As such, Pelco was the logical choice for Cisco upon deciding to expand their imaging portfolio. Moreover, it is further validation of our approach to bringing cutting-edge, IP camera technology to market.”


Moving Forward

According to Steve Collen, Director Business Development, Cisco Physical Security Business Unit, “As customers are tapping into the continued growth taking place in the IP marketplace, this agreement expands the reach of both Cisco and Pelco technologies to global markets, allowing customers to leverage the joint efforts of the leaders in networking and imaging technologies.”

With a commitment to delivering IP-based camera, recording and video management solutions, Cisco’s choice to partner with Pelco further solidifies Pelco’s role as a leader in the development of network-based technologies.

“Only Pelco has the software and hardware engineering talent, industry experience and manufacturing capability to provide Cisco with high-definition camera solutions that meet their exacting standards,” Holtz concluded. “We are proud to be Cisco’s development partner and supplier of choice.”



 Visit pelco.com to watch the Pelco-Cisco press conference, which took place at this year’s ASIS tradeshow.