

THE GAME CHANGER

Introducing SureVision Technology

BY KATHLEEN RHODES, MARKETING COMMUNICATIONS WRITER

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-Scott Paul, Senior Product Marketing Manager

Changing light conditions have frustrated video security professionals since the industry’s inception. Over the years, features have emerged to deal with some of the most common light-related challenges. LowLight capabilities help to produce usable images in darker environments, Wide Dynamic Range (WDR) compensates for backlit conditions and Anti-Bloom mitigates the bleed from bright or glaring lights.

While current light enhancement capabilities overcome some lighting challenges, cameras are simply overwhelmed when a single scene contains bright areas, shaded areas and intense shining lights. That’s why Pelco by Schneider Electric engineers created the ultimate solution, SureVision technology.

“The concept of SureVision is relatively simple, but the technology to make it a reality is anything but,” explains Scott Paul, Senior Product Marketing Manager. “Our engineering team realized that what customers really need is a camera that can perform the most popular image enhancement capabilities all at once, so that’s what they created.”

SureVision



SureVision is a new, state-of-the-art imaging science that combines Wide Dynamic Range, Low Light and Anti-Bloom capabilities into one highly intelligent technology. The result is a camera that handles light as well as the human eye - automatically adjusting to deliver exceptional detail and the best possible image in even the most challenging lighting conditions.

Because cameras with SureVision technology can automatically and simultaneously adjust to such a wide range of lighting conditions, the resulting image is often far superior to cameras with a higher pixel count. "This is an absolute game-changer for the video security industry," Paul says. "It's no longer about the number of pixels, it is now about the quality of the image."

SureVision is now available in Sarix IX and IM Series 1.2 and 0.5 megapixel cameras. With this offer customers have the flexibility to integrate SureVision technology into practically any indoor or outdoor installation. Sarix IX Series IP Cameras with SureVision feature high-performance functionality and give users the option to adapt to any environment with a Pelco megapixel lens or outdoor enclosure.

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And with the extended platform IX Series cameras, customers can now experience SureVision along with a complete suite of Pelco analytics. IM Series Mini dome cameras offer the most affordable entry to SureVision, featuring the technology throughout the family of indoor, environmental and vandal-resistant mini domes.

According to Paul, because SureVision is integrated into the Sarix technology platform the benefits for users are numerous. "We can now surpass any competitive megapixel camera when it comes to image quality," he says. "And of course Sarix cameras are designed to give customers the most value with easy-installation, auto back focus, advanced compression methods like H.264, third-party integration and more."

SureVision is truly a state-of-the-art technology that sets a new standard for image quality. Experience the difference for yourself at www.pelco.com or contact your local Pelco by Schneider Electric Representative and ask for a demonstration.



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