

GENETEC & PELCO:

The Power of

Critically important to today's security professionals and decision makers is choice and flexibility. As a result, the traditional landscape of closed service and proprietary solution providers simply fails to meet the demands of an increasingly sophisticated market place. Understanding this, Pelco continues to demonstrate its commitment to product development based on open architecture and standards. Most recently, Pelco and IP security solutions provider, Genetec, announced the integration of the Pelco Sarix Series megapixel camera system with the Genetec Omnicast video surveillance solution.

Acknowledged as one of the industry's leading authorities on video management solutions, Genetec teams with those companies who together can deliver robust solution sets to market. The integration of Sarix and Omnicast does just that.

"Revolutionary"

Focused on delivering solutions that the marketplace demands, Genetec very early on understood the potential of the Sarix technology platform. "Having been part of its beta-testing program, we have had access to the camera from the beginning and have been able to see the qualities and features it brings to the market," explains Dana Tarlescu, Genetec Technology Partner Program Manager. "It is such a good camera that we wanted to be there first with an integration solution. It is well designed, has a nice architecture [that allows for straightforward] third-party integration and we are very excited about the option to have analytics on board. For these reasons, we have been focused on integrating our Omnicast video management solution with Sarix from the outset because we understand the strong market demand for this camera system."

The relationship between Genetec and Pelco is not a new one. In fact, Genetec's Omnicast Video Surveillance Solution integrates with the entire line of Pelco IP-based cameras, including Spectra IV IP; Spectra Mini IP; Camclosure IP; and the IP3701. And now, its latest version, Omnicast 4.5, supports the Sarix line of high-definition box, dome and mini-dome camera systems. "Driving this integration is the power, flexibility and superior

PELCO
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INTEGRATION

BY CAREY D. SCHOCK, MANAGING EDITOR

image quality of the Sarix technology platform,” explains Dave deLisser, Pelco Director of Integration. “But as important has been the depth and breadth of the integration Genetec has undertaken not only with Sarix but the entire IP camera line up as well. Their engineers have worked closely with ours right from the start, the result of which is a wide range of choice for our mutual customers.”

By integrating Sarix and Omnicast, there a number of key advantages that can be realized by the end user, including a smooth transition to IP security, the ability to leverage Pelco’s existing installed analog camera base as well as the ability to add Pelco IP cameras to existing Omnicast deployments. “The fact of the matter is that the end user knows Genetec software as well as the image quality that is the hallmark of Pelco cameras. The feedback from the market to develop an effective, integrated solution drove what we now have between Omnicast and Sarix,” noted Tarlescu.

Always Open

The integration of Sarix with Genetec is yet another step and example of Pelco’s commitment to being an open systems provider. As Tarlescu explained, “Genetec encourages openness and looks to work with those companies who design and develop products that facilitate such an approach. Pelco’s commitment and most recent initiatives, including its Partner First program and Partner Pavilion at ASIS, are just two examples of their continuing support of this philosophy.”



Partner First

Already working with more than 85 partner companies, Pelco continues to reach out across the marketplace to identify and develop unique tools for today’s video security

professionals. The Partner First Program is one such initiative to develop and promote a wide range of solutions for our customers. Partner First is open to manufacturers, solution providers, and system integrators that aggressively drive business by delivering Pelco products and solutions to mutual customers. For more information about the Pelco Partner First Program, please visit partnerfirst.pelco.com

Omnicast

Omnicast™, an integral part of the Genetec Security Center, provides seamless management of digital video, audio and data across any IP network. With an array of features described as some of the most innovative, Omnicast has proven to be the system of choice in numerous industries including transportation, education, retail, gaming and so many more. End users have the flexibility of installing Omnicast as a standalone video system or activating it within the Security Center and taking advantage of Genetec’s next-generation client application for monitoring their video cameras, the Security Desk.