



**FOR IMMEDIATE RELEASE**

**EDITORIAL CONTACT**

Olga Isarevich/Marketing Manager, Arecont Vision

phone: +1.818.937.0479

fax: +1.818.937.0464

e-mail: [oisarevich@arecontvision.com](mailto:oisarevich@arecontvision.com)

**Arecont Vision Introduces Industry's First Full Line  
Of H.264 Megapixel IP Cameras.**

*Proprietary H.264 Implementation Supports 1.3, 2.0, 3.0, 5.0 Megapixels*

*With Up to 25X Greater Compression Than MJPEG.*



Birmingham, UK (May 12, 2008) - Arecont Vision, the industry leader in megapixel IP camera technology, is debuting the industry's first full line of H.264 megapixel IP cameras in Western Europe at IFSEC 2008 which opens on May 12<sup>th</sup> in Birmingham, UK. Comprised of four models offering 1.3, 2, 3 and 5 megapixels, the new line features Arecont Vision's proprietary implementation of H.264 compression technology to provide security professionals with the broad range of video formats and resolutions required for various applications. The new H.264 megapixel cameras support multi-

streaming capabilities for the transmission up to 8 H.264 video streams at different video formats, frame rates, and/or resolutions.

Arecont Vision's new H.264 megapixel camera line was developed by applying the company's world-class expertise in the field of FPGA-based hardware image processing. The resulting proprietary H.264 encoder implemented on a single FPGA delivers 80 billion operations per second, a feat that would require 25 Pentium computers. The compression improvement (stream size reduction) with high video resolution is up to 25 times greater than conventional MJPEG compression when capturing a typical street surveillance scene. As a result, a high-quality 3 megapixel video stream at 20fps can be as low as 2 Mbps.

"Arecont offers the industry's first and only full line of H.264 megapixel video surveillance cameras," said Dr. Vladimir Berezin, President, Arecont Vision. "With up to 25 times higher compression than MJPEG, our new H.264 line of megapixel cameras offers the perfect combination of high resolution and bandwidth efficiency at a very competitive price point."

Video from Arecont's H.264 megapixel cameras can be scaled to 1920 x 1080, or 1280 x 720 resolution with a 16 x 9 aspect ratio for a true High Definition format. Up to four virtual cameras can be streamed by selecting regions of interest within the image and acquiring them independently. Resolution is fully controllable making it possible to stream full resolution or less in order to conserve bandwidth. It is also possible to stream the full field of view at a lower resolution while streaming regions of interest at full megapixel resolution.

With support for compliant Power-over-Ethernet (PoE) and auto-iris control functionality, Arecont's H.264 megapixel surveillance solutions deliver full motion progressive scan resolution along with a host of features including Ultra Forensic Zooming to zoom in on recorded video with simultaneous viewing of zoomed and full field of view images. The new cameras also support RTSP protocol for direct streaming of H.264 video into third-party software players, such as Apple's QuickTime, as well as custom TFTP protocol for

streaming into Arecont Vision's own AV100 software, and other custom software applications developed using Arecont's SDK (Software Development Kit).

Arecont Vision's new H.264 1.3, 2, 3 and 5 megapixel cameras are available for evaluation with full-scale production of the single- and dual-sensor camera models slated for the second quarter of 2008. Arecont will release quad-sensor panoramic cameras with their proprietary H.264 compression technology later in 2008.

**For more information contact Arecont Vision by calling toll free 1-877-CAMERA-8, or visiting [www.arecontvision.com](http://www.arecontvision.com)**

**\*EDITORS' NOTE: Electronic files and photos are available upon request by emailing Olga Isarevich at [oisarevich@arecontvision.com](mailto:oisarevich@arecontvision.com)**