

## Everything You Need To Know Before Buying Security Cameras and Systems

### HD VIDEO IS SUPERIOR

There is no comparison between HD video and the older analog technology. HD video is much higher resolution and delivers dramatically better recognition of people and objects. In fact, you can expect our HD cameras to be at least 3-5x clearer than standard analog cameras. This is because HD cameras are measured in megapixels. Each megapixel is comprised of 1 million pixels, or dots on a screen. 1MP and above is considered high definition which is the equivalent of a 720p digital broadcast signal. Full HD television is broadcast at 2MP or 1080p. A 4K ultra HD broadcast is equivalent to 8MP. The higher the megapixel count the sharper the image. One of the great benefits of HD cameras is that you can digitally zoom or blow up an HD picture and the integrity of the image will remain largely intact, rather than appearing pixelated or blurry like the images from older analog cameras.



### DVR VERSUS NVR

There are 2 types of HD security camera technologies; HD over Coax and IP based. A recorder that supports HD over coaxial cable is called a digital video recorder (DVR). IP cameras connect to a (NVR) network video recorder using Ethernet or network cable.

Both DVR and NVR units provide the same basic functionality. Either can be used to view live or recorded video and also to view your cameras remotely on a smartphone, tablet or computer. The main differences would be the type of cable used to connect the cameras as well as the individual recorder's limits in terms of resolution.

Also, it is important to note that HD over Coax recorders are backwards compatible for older analog cameras. In other words, you can use both HD cameras as well as any existing analog cameras with our HD over Coax digital video recorders.



### IP NETWORK SYSTEMS

Many customers are interested in IP cameras. Our Network Video Recorders are able to produce super HD images up to 8MP or 4K. IP cameras are run using CAT5, CAT5e or CAT6 ethernet cable. All of our IP cameras are PoE (Power over Ethernet) meaning

that both power and video are transmitted over a single cable for very simple installation. IP cameras can be run up to 325ft. We offer additional hardware such as repeaters and switches for customers who require longer cabling distances.



### HD OVER COAX SYSTEMS

HD over Coax cameras are run using traditional coax cable with BNC video connectors. Our Digital Video Recorders are able to support HD images up to 2TB or 1080p. The most common type of cable used is RG59 Siamese cable.

The term Siamese means there are actually 2 cables (power and video) running side by side that can be pulled apart. This is important because HD over Coax cameras are not powered from the recorder. Rather, HD over Coax cameras can be powered using an individual power adapter or a multiple output power when running multiple cameras.

HD over Coax is extremely beneficial when a customer has existing analog infrastructure in place and wants to also add HD cameras. Another benefit of HD over Coax is that video can be transmitted well over 1000ft distance. We often recommend HD over Coax when customers require microphones for audio recording since it is easier to integrate.



### WIRELESS CAMERA SYSTEMS

Wireless cameras have also become popular with the release of many the many consumer type gadgets available today. These cameras are often limited in terms of selectivity, reliability and function. It is important to understand that the term wireless mainly applies to video transmission. Many of these consumer devices are battery powered. We do not offer battery powered cameras because they need to be recharged, and as a result, are less reliable. We do offer professional-grade wireless IP camera systems that can produce 3mp images. However, these cameras do require power and may be somewhat uncommon for a power outlet to be located where the camera is mounted. Another consideration is that wireless cameras can be subject to interference or loss

wifi signal. Our wireless cameras can transmit a highly reliable video signal up to 75ft. We recommend hardwired cameras for applications with further distances or structures that prohibit adequate wifi signal.



### STORING VIDEO FOOTAGE

Another consideration when designing a video monitoring solution is storage. Most customers want to store their captured video footage for 7-10 days. All of our recorders have internal hard drives inside the units where the video is stored. We only use surveillance grade hard drives for the best durability. The higher resolution cameras will require more storage simply because they consume

more data. This is why we offer customers the ability to increase the size of their hard drive to meet their exact storage needs. A majority of customers set their recorder to record only when motion is detected in order to save hard drive space. For example, a 4 camera HD recorder with 1TB hard drive can record continuous video at 2mp or 1080p for up to 5 days. If the same recorder is set only to record on motion or on a schedule the storage time will increase very significantly. Lesser expensive recorders only have space for a single hard drive. Many of the units we carry have multiple hard drive bays to accommodate more video storage if and when required.



### WHY BUY FROM US?

Installing a security camera system is something that is best and most effective when done correctly. We are a proven industry leader with over 50,000 customers that specializes in professional-grade HD security cameras and systems. We manufacture the highest quality products and sell them at very competitive prices. We have a passion for what we do and our in-house technical support team is second to none. We can assist you through every step of your project no matter how large or small. We do not drop ship merchandise. Everything is in-stock and available for immediate shipping. We offer free shipping on all orders over \$100. All of the products we carry include a full 2 year warranty. Every purchase includes a 100% money back satisfaction guarantee. We understand that time is money. We do not just sell security cameras. Rather, we sell security camera solutions.

