Infinova Encoder Brings Video Analytics to Legacy Analog Cameras

MONMOUTH JUNCTION, NJ – March 6, 2012 – Infinova today announced that its encoders "powered by VCA Technology" provide video analytics, such as advanced video tracking, motion detection, camera tampering, perimeter intrusion detection, wrong direction and others, to presently-installed analog cameras, helping customers migrate from an analog to IP system in a more cost-effective manner. In addition, the video analytics algorithms are placed on the edge, saving processor power. As a result, 3,000 cameras can be run on only six servers versus the 15-20 servers typically needed, a 60-70 percent reduction. Besides the encoder, such capabilities are also available with Infinova VCA Technology enabled Series IP cameras. In many cases, customers obtain the Video Management software license for free when a VCA enabled series product is purchased.

"These encoders teach old analog dogs new tricks," explains Nathan Needel, Infinova vice president sales, North America. "In many cases, end-users ask their integrators to find out how they can incorporate a few video analytics tools into their analog systems. All too often, they are told that they must scrap their entire analog system for a digital system or add encoders plus purchase a video analytics suite to do what they want. With our 'processing on the edge' encoder 'powered by VCA Technology' solution, they only need to add the encoders. For those buying the IP cameras, the video analytics come as a bonus."

Needel also explained how these solutions can produce a very quick return-on-investment. A noted museum was spending $100,000 per year having a person at their entrance with a clicker, counting the number of people who entered the facility. For only $460, the new Infinova solution uses the camera that already exists to count people at the front door, totally eliminating the $100,000 expense. One person can check the daily results in less than three minutes.

According to Needel, all basic video analytics are included with the VCA series of products. This includes trip line and zone (i.e. area of interest) detection as well as scene learning in which the cameras can be taught to ignore swaying trees or passing traffic. With VCA Technology enabled series PTZ cameras, an individual, such as a prospective shoplifter, can be followed through an entire department or store.

More specialized video analytics can be purchased as options. These include such tools as object left behind to detect items such as bombs, incendiary devices, or ATM card skimmers, loitering detection, and object removal detection, which notes the removal of property such as equipment, vehicles or art.

The encoders and cameras "powered by VCA Technology" will be featured in Infinova's booth 5115 at ISC West to be held March 28-30 at the Sands Convention Center in Las Vegas. More information on Infinova video surveillance solutions can be found at[www.infinova.com.](http://www.infinova.com)

About Infinova

With solutions that enable end-users to extend the life of their existing analog equipment by having it co-exist with their new IP video equipment, Infinova provides core equipment for video control rooms, megapixel, IP and analog surveillance cameras, specialized cameras, fiber optic communications products and customized systems. Infinova is acknowledged for its exceptional customer service programs as "the Integrator's Manufacturer."