



"Branded!" The J Brand Technology Update

Why Use A High Resolution System?

The higher the resolution, the more details are in an image. Using traditional analogue technology, a live image has no more than 0.4 megapixels and a recorded image only has 0.1 megapixels (CIF). Contrast this with a MOBOTIX camera with 3.1 megapixels which records around 30 times more detail. As a result, larger image areas with up to 360° panorama are possible, thus reducing the number of cameras and therefore the costs.

For example, four lanes of a petrol station can be recorded using one MOBOTIX camera instead of four conventional cameras.

The Decentralised CCTV solution

Unlike other systems, the decentralised MOBOTIX concept incorporates a high-speed computer and, if necessary, a digital memory (SD card) for long-term recording in every camera. The PC is now used only for viewing, not for analysis or recording. As a result, MOBOTIX cameras can record events even without a running PC and digitally record videos with sound for archiving purposes.

The Benefits:

MOBOTIX video solutions therefore require significantly:

- Fewer cameras due to the more accurate detail of wide-angle images with megapixel technology.
- Fewer PCs/DVRs, because around 40 cameras can store high-resolution video with sound efficiently on a single PC, or no PC at all when recording on the camera's digital storage (USB, SD card), lower network bandwidth, because everything is processed in the camera itself and the high-resolution images therefore do not have to be constantly transferred for analysis.

Mobotix Technology Awareness Day

MOBOTIX are running a "Technology Awareness Day" in London on the afternoon of Thursday 23rd July 2009 to highlight the advantages of the MOBOTIX solution and also to introduce the new MOBOTIX Q24 with its 360 degree hemispheric view.



The event is aimed at end users and will encompass the following:

- 2 hour MOBOTIX Mini-Conference.
- Boat cruise on the River Thames including dinner.
- 1 night's free accommodation in London.

The event is likely to be very popular and with limited places available, tickets will be allocated on a "first come, first served" basis.

To get more information on the event and to provisionally book your place, please click the following link:

[Register me for the FREE MOBOTIX Technology Awareness](#)

Mobotix Release New Q24 Camera



With the "All Around Easy; All Around Secure" concept the new MOBOTIX Q24 camera gives the following amazing benefits and all from a single Q24 camera:

- Complete 360 degree hemispheric views.
- Quad view to show four different angles simultaneously.
- Continuous digital zooming and panning.
- Complete recording in the camera (via the 4GB micro SD card).
- Integrated alarm, speaker and microphone.

To find out more about the MOBOTIX Q24 simply click the following link:

[Send me more information on the MOBOTIX Q24 camera](#)





2

3