



by Schneider Electric

Pelco Press Insider

November 2008

The Essential Monthly Resource for Pelco Video Security Resellers

Introducing Sarix™ Technology

A Higher Definition of Security

Sarix™ technology puts the next-generation of video security imaging performance within reach. Engineered and designed exclusively by Pelco, Sarix technology delivers best-in-class imaging science, high-definition (HD) resolution, advanced lowlight capabilities, consistent color science, and unmatched processing power. This powerful platform will first be available in the IX Series Mega-Performance Cameras. Discover more about the power of Sarix at:

ftp://ftp.pelco.com/PelcoPress/Sarix%20Technology%20PP_Fall_08.pdf



Say Cheese!

Pelco Monitors the Hilmar Cheese Company

It makes sense that the world's largest manufacturer of video and security systems is the choice to secure the world's largest single-site producer of cheese and whey products. The Hilmar Cheese Company depends on Pelco to protect employees and visitors, monitor its state-of-the-art manufacturing facilities, and ensure the safety of the cheese and whey products that are distributed to more than 40 countries around the world. Read more about this installation at:

ftp://ftp.pelco.com/PelcoPress/HilmarCheezePP_Fall_08.pdf

Veranda Park

Old World Charm Meets New Technology

In the upscale MetroWest area of Orlando, Florida, a new development at Veranda Park sets the standard for urban town center living. Luxury residences, cafes and commercial spaces intermingle with beautiful parks, imported Renaissance sculptures, and fountains -- creating a one-of-a kind European atmosphere in this fast growing Florida city. Learn how an Endura IP Video System from Pelco protects it all. For the full story:

ftp://ftp.pelco.com/PelcoPress/VerandaParkPP_Fall_08.pdf



PELCO IN THE NEWS

Pelco announces interoperability with Barco for Streaming Video Solutions

Pelco and Barco are pleased to announce a new integrated solution that offers interoperability of their streaming video solutions. Thanks to an open API standard, Pelco video encoders and camera systems now perfectly integrate with Barco for streaming video solutions.

This combined solution offers the companies' shared customers ease-of-installation and integration with third-party applications in their control room environments and has already been deployed successfully in reference projects such as the City of Lyon (France) urban CCTV systems and continues to demonstrate the Pelco commitment toward openness. For full release: ftp://ftp.pelco.com/news/PelcoPR_06Nov08.pdf

Pelco and CBORD Integrate Campus Video Security and Access Control Solutions

Pelco and CBORD are pleased to announce a new integrated solution with the Pelco DX8100 digital video recording system platform and CBORD CS Access™ IP-based access control system.

The Pelco DX8100 DVR interface will provide customers with single-click live video playback through the CS Access user interface, therefore greatly enhancing situational awareness and enabling quick responses to security threats. The resulting solution will connect technology platforms across campus for elegant data flow between access control systems, alarm management software, campus card solutions, point-of-sale systems, and more. For full release:

ftp://ftp.pelco.com/news/PelcoPR_07Oct08.pdf

Effective Factory Visits

The Association of Program Briefing Managers has tracked the benefits of customer briefings AND customer visits for years. Based on their findings, here are some points to consider when planning a customer visit to the Pelco Global Headquarters.

The benefits of visiting the Pelco Customer Excellence Center

- Contribute to your company's business results
- Build and strengthen business relationships
- Foster customer satisfaction
- Allow time to focus without daily distractions

Key elements of a successful meeting at the Pelco Customer Excellence Center

- Agendas are customized to meet your requirements
- Agendas are pre-approved by you prior to the event
- Content of each presentation is customized based on your unique and specific information requirements
- Application or solution demonstrations are also customized
- You are given the opportunity to present information about your company's future direction, key strategies, business and/or technology issues
- Briefing content may be adjusted, if necessary, based on new information obtained from your presentation
- Subject matter experts are extremely knowledgeable about their topics and about your business, and are highly skilled presenters and discussion leaders.

Contact the Pelco Customer Excellence Center to discuss your next customer visit.



**Plug the Power of Pelco
Into Your Security Network**

From pure IP-based solutions to traditional technologies, Pelco has proven itself time and again with a reputation in the security industry second to none. Security is what we do and we do it better than anyone else.

Plug in and experience it for yourself.

PELCO

by Schneider Electric



Making Your Job Easier

Pelco Introduces Switch Setting Guide

In our never-ending pursuit of fanatical customer service, Pelco has implemented a number of measures designed to track, analyze and provide actionable information to help resolve customer issues and questions. One such effort has been the introduction of call-center technology, which, among other things, immediately pulls customer data, past orders, and other information to expedite customer calls. At the same time, customer issues are logged for later analysis and resolution.

The development of the Switch Setting Guide is just one result of these efforts.

On average, the Pelco Product Support Department logs approximately 1,100 calls per day, ranging from questions regarding general product set-up assistance to

troubleshooting more complicated video issues. When the database of calls was analyzed, it was determined that many of the issues our customers presented could be avoided with a few simple training tools. One of these tools is the Switch Setting Guide designed by Instructional Designer, Terri Ross.

The Switch Setting Guide was conceptualized by Brenda Condley, Pelco's Training Development Manager. She estimated that since the first of the year alone, more than 10,000 calls were generated related to programming, set up and switch settings guidance on our Spectra camera line. "It became quickly apparent that Pelco could save our customers time and alleviate frustration with a simple tool that they could reference

in the field at a moment's notice," Condley explained. And so born was the Switch Setting Guide. "We wanted something that was small and portable, yet sturdy enough to handle the rigors of day-to-day use," Condley stated. Terri Ross designed the pocket-sized guide that will help technicians identify the settings for the Spectra IV, Spectra Mini, Esprit and ExSite positioning systems by control type. It's compact, sturdy and a highly effective tool.

The goal is to make customers' jobs that much easier and give them more information at their fingertips. It's just another way the Pelco Product Support Department is working for you. Order yours today by calling Pelco Literature Services at (800) 289-9100 and referencing C#7030.

Experience MPS

Schedule your Mobile Product Showcase Visit for 2008

The MPS is a tool specifically designed with our customer base in mind and is ideal for sales presentations, open house events, local dealer trade shows, training, other special events and more. Demonstrations can be anywhere your customers are.

There is no better way to experience – and demonstrate to customers and potential customers – the complete line of Pelco video and security technologies and solutions.

The MPS has been updated with new Pelco and Pelco partner products, and this is the perfect time to visit the Mobile Product Showcase for yourself. Check your 2008 calendar and contact your local Pelco Representative to schedule an MPS visit or to arrange one to coincide with your upcoming events. The MPS schedule fills up fast, so don't wait. Book your event today!

December

Dec 8-10, Dallas, TX
Dec 11-12, El Paso, TX
Dec 8-12, Southern CA
Dec 8-11, Phoenix, AZ

January

Jan 5-9, Tucson, AZ
Jan 8-9, Long Beach, CA
Jan 19-23, Dallas, TX

Meet the People

Pelco participates in a number of conferences, exhibitions and trade shows each year. Below is the schedule through December 2008.

- GVT (Govt Video Technology Expo), Washington, DC Dec 3 - 4

Pelco Press Insider – On Line

As you know, Pelco Press Insider is a communications tool offering information designed to keep all of our customers up to date with what's happening at Pelco. Pelco Press Insider is automatically distributed each month to all active dealers and customers. Now, a PDF archive of back issues is available on pelco.com, through the Pelco Press page. Check it out and share the excitement.

<http://www.pelco.com/company/pelcopress/>



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From high-profile application articles, to internal Customer Service Awards, to the latest in product releases, Pelco Press covers it all.

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