

Westec's New iVR Gives Retailers More Control Over Security Systems

With the advent of digital technology...today's workhorse of the retail security industry...the VCR got more than a makeover. VCRs are being replaced with new, updated digital video recorders (DVR), which have become the centerpiece of video surveillance, delivering a completely digital, mostly self-sufficient solution.

Taking digital video to the next level, Westec introduces the intelligent video recorder (iVR), which gives security-conscious retailers more control and flexibility over their security and surveillance systems with a technology that can be used cross departmentally for maximum bottom-line impact.

Using advanced interactive video technology, Westec's new iVR integrates audio, video, and analytical data into a specialized platform that allows retailers to use it for much more than the typical reactive surveillance system. The iVR provides intelligent monitoring functionality and robust exception and event-driven reporting capabilities.

Built on a Dell platform to Westec's strict specifications, the iVR system offers many enhanced features, including:

- Enterprise-wide exception reporting, which allows the retailer to monitor and control operations and policy infractions on an exception basis.
- Built-in intelligent video that can detect the difference between a person and other objects, allowing for more advanced counting, tracking, queuing, demographics, and much more.
- Full POS integration, combining transaction details with captured audio and video on both an enterprise and store level.
- Audio over IP through public and private networks, eliminating the need for additional phone lines and costs.
- Extended video storage to more than 60 days with a base iVR, and unlimited

archiving capabilities. This ensures that valuable footage is kept for later retrieval and viewing for a variety of reasons, from tracking customer behavior to viewing potentially illegal activities.

- Assignable frame rate recording to economize hard disk space by recording key activity at a higher quality and speed levels

Remote Management System Brings Back Reliability and Dependability

Westec has combined the new iVR with its new Remote Management System (RMS), which allows Westec to continuously and remotely monitor the performance of remote iVR platforms. According to recent Westec research, the primary reason DVR systems fail can range from an unplugged or turned off recorder to improper use by an employee and even to an employee purposefully disconnecting the network.

With standard DVR technology, retailers can be unaware that their DVR is down until they need to retrieve video

and realize it hasn't been working for days or even longer. RMS is an effective network watcher that stays in constant communication with every iVR to ensure it is operating correctly. If a DVR goes down, Westec's technicians can remotely fix the trouble before the retailer even knows a problem has occurred.

Before introducing the iVR, Westec tested the system at hundreds of locations across the country. These tests showed that iVR systems gave retailers the flexibility to adapt their security systems to meet their operational needs. Early adopters of iVR also reported that its continuous functionality substantially improved the system's overall return on investment.

The proven technology of Westec's iVR and RMS yield wide-ranging results for retailers in a wide variety of industries. Most importantly, retailers across the board can feel comfortable knowing their system is being monitored along with their stores. That kind of return on investment is priceless.

For more information on Westec's iVR technology, call 888-947-8110 or log on to www.westecnow.com.

