

VISEUM UNLEASHES MAJOR EXPANSION OF IMC RE-SELLER BASE

Control room integrators and CCTV installers see tangible benefits of recession proof technology

Viseum is expanding its EU re-seller base, in line with the roll out of its best-in-class Intelligent Moving Camera (IMC) product range. The IMC is a well established and proven technology, research demonstrating a fantastic success rate in clearing up problems. The added value in proactively yet cost-effectively preventing such problems is why an increasing number of organisations and local authorities in particular are turning to the Viseum IMC. The IMC is now available throughout the EU, offering end users immediate and long term savings, and giving re-sellers significant incentives to capitalise on a lucrative, patent-protected market.

Most open space PTZ cameras have already exceeded their life expectancy and in any case, through cost and lack of resources, most of these are pointing the wrong way when crimes occur. Viseum presents an unparalleled value for money offering for clients to stay on top of all their camera installations, by having them perform "proactively manned", yet leave them actually unattended to save money. This is being achieved by replacing or upgrading PTZ cameras to become IMCs, which in turn maximises efficiencies and enables a much more viable solution for CCTV scheme expansion.

The IMC can be completely automated, but if operators are ever available and need to do so, they can always override and take control themselves. Although Viseum IMCs are not reliant on CCTV infrastructures, this unique human-to-machine interplay is now being fully integrated into major brands' central control rooms. These brands are now enjoying additional revenues, with more and more advanced functionality - never before seen in control rooms. For example; CCTV operators can track activity of interest, but incredibly have the ability to see behind them at the same time!

The IMC is sold as a tried and tested technology and proven to win tenders on value rather than the cheapest option available. For example, Viseum was up against many competitors in a recent UK tender, and the Viseum solution was double the cost of all other bids, but still won the business. Also, EU tenders have been lost by major brands, but their technology partnership with Viseum has immediately enabled them to recover this business.

Stuart Thompson, managing director of Viseum, is naturally excited about the IMCs successes. Stuart said: "As a Viseum re-seller, you will have patent protected product differentiation. Having access to Viseum's best-in-class leading edge technology will bring customers to you who currently favour other brands. Our track record proves the initial sell to be easy, with attractive sales margins for re-sellers and the opportunity to generate repeat revenues from service and maintenance contracts - for providing a service which is essentially managed remotely by Viseum, typically over a 3G connection."

Feedback from Viseum IMC clients has been excellent. Danny Hoy, facilities manager for Salford City Council, said: "Traditional cameras can only look at a fraction of a space at any one time, unlike the Viseum model which constantly protects the entire area. It also works without the need for an operator, which saves both time and money."

Notes to editors

Viseum is expanding its EU base of re-sellers in the following sectors:

- New installations and retrofits for fixed and mobile PTZ cameras
- Control room integrations

For a CCTV control room, Viseum can:

- Reduce ongoing costs but increase operational performance
- Optimise revenue generating activities
- Enhance the financial benefit of non-24/7 schemes



Want to know more?

Contact us on +44 (0)1322 405724 or visit www.viseum.co.uk

Viseum IMCs have been granted 20 years patent protection

Any non-Viseum branded IMC system is either noticeably inferior or an illegal copy and in breach of International Law

European Patent 1579399, International Patent Pending: PCT/GB 03/04691, PCT/GB2006/001414 Canadian Patent Pending CA2505340