Viseum Customers' Business Case

More countries are overtaking some of the far wealthier countries who are investing more in Viseum. With the increasing security climate AND economic downturn, spending wisely has never been more important. Uniquely with Viseum, this investment saves far more than any other vendor and significantly improves security and surveillance operations. Viseum cameras have been independently endorsed. To provide the same CCTV coverage as just 1 Viseum 360 Security Camera, it would take:

- 6 constantly manned next best PTZ cameras, or,
- 10 of the industry's latest panoramic megapixel cameras, or,
- 200 standard fixed camera installations.

This does not take into account the extreme costs of installation and monitoring. Viseum will deliver more results automatically, costing significantly less capex and 6 x less opex each year.

Return on Investment (ROI)

End users have endorsed that our closest competition will provide over 10 times less value than Viseum. But, a Viseum system over halves the cost of ownership, and, more than doubles the return on investment.

> Download Viseum's Value Philosophy <

Viseum Customers

Our customers are very high end, needing to provide the highest levels of security and surveillance. This is where the potential impact of criminal or terrorist activity upon public safety, commercial profit or national infrastructure, is judged as being unacceptably high.

Viseum is always the best investment for CCTV security and surveillance. Financially, this is because the ongoing costs of an inferior solution will be significantly more over the longer term.

Resilience

If some of the CCTV equipment is taken out Viseum security system e.g. insurgent attack or power fail, then it will still deliver the best situational awareness.

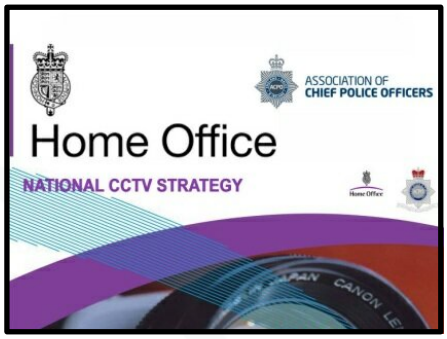
Safe City Endorsements

It is also been independently endorsed that 1 x Viseum IMC Camera (optical commercial model):

- Captures 100 x more people and vehicles.
- Over 25 x more usable video evidence.
- Clears up over 15 x more incidents and traffic violations.

> Viseum Group Profile <

Intelligent camera and video
Viseum®
Surveillance monitoring experts



The UK Government's National CCTV Strategy

Viseum UK is the only CCTV Technology provider in the world to successfully meet the UK Government's latest National CCTV Strategy Recommendations. This report sought Viseum's patented innovation to overcome the many long-standing and widely recognized problems with both new and legacy CCTV systems.

"***Viseum UK surpassed these recommendations***." (Technical author of UK National CCTV Strategy)

What this means for our customers is – Viseum cameras deliver holistic benefits for multiple agencies. Each Viseum camera can remain being used for its primary task, but can also be used at the same time for other functions and creating additional revenue streams. E.g. automatically securing a city and traffic management. Pedestrian surveillance and road safety such as traffic flow, traffic violations and vehicle hijacking, etc.

Disruptive Technology - Security Industry Disruption

Disruptive Technology – Creates **new markets** and displaces established technologies to change how people spend, save and make money in particular markets.

Security Project Tendering – Low pricing commonly plays a major deciding factor for security project tendering. Security product manufacturers design and price their equipment to make profits from poor warranty and frequent downtimes. Bidders quote their lowest price to be awarded the security project and make their profits from these continually expanding operational costs. This and the resulting increased security problems make customers eventually regret their purchase. This is an opportunity for Viseum in the longer term.

In today's security climate Viseum represents the new standard for security system procurement. This is the complete reverse of an out-dated buying culture. Higher capital spend with Viseum, delivers immediate enhanced security and reduced ongoing operational overheads.

Regional Safe City Savings from Cost of Crime

Viseum cameras clear up over 70% of crime in complex and challenging environments. The following formula can be used to estimate the savings gained in relation to the cost of crime to support the business case for a Viseum solution:

Possible savings using Viseum = Region's costs of crime in complex and challenging environments x 0.7

Resulting Safe City Regional Economic Benefits

The long-term deterrent value created using Viseum intelligent CCTV results in a drop in local crime rates and reduced insurance premiums. This attracts new businesses, visitors and new residents to what has now become a low-crime area.

Ease of Procurement

As this solution is internationally patented, and therefore only one source of supply, Viseum customers do not need to tender their security projects. This can save significant time, resources and funds during procurement tendering.

Direct Operational Safe City Savings

Viseum UK's end-user working group has researched the direct and ongoing operational cost savings available. Results of this research show:

- Communications – the Viseum IMC Camera was designed to deliver the highest quality images using lowest bandwidth broadband services. It is the only camera that automatically and proactively sustains the long-term deterrent and continues to monitor and capture evidence of incidents, a) if the surveillance operator is unavailable, and b) if the remote communications ever become temporarily unstable.
- Police savings example – around $1 million per year per district.
  > Download Police Savings Calculator Examples <
- Remote monitoring savings example – around $0.5 million per year per district.
  > Download Remote Monitoring Savings Calculator Example <
- Manned guarding security – this is one of the most expensive options for site security. It is unreliable, with operatives failing to turn up for work and lacking concentration. Wages are an ongoing and increasing cost. But, the typical payback for Viseum Intelligent CCTV solutions is between 12 and 18 months. Even if a suspect is apprehended by a guard, high-quality CCTV evidence will be needed to convict.

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The Viseum Intelligent Moving Camera (Viseum IMC)

LEVEL 1 TECHNOLOGY INTRODUCTION PROGRAMME

The Viseum Intelligent Moving Camera is the only CCTV camera to automatically detect multiple incidents from short-range to long-range and in all directions at the same time. It is the only CCTV camera to automatically detect and recognize faces and vehicle number plates at variable distances.

> See Viseum CCTV Performance Statistics <

The appearance of the Viseum IMC Camera automatically protecting surroundings, displays to would-be criminals that the entire site is constantly watched.

High-End Security Projects + Practical Wide-Area Coverage

Viseum UK's Intelligent Surveillance Solutions attract high-end security projects, where anything else other than the best available security and surveillance equipment may compromise the customer's security. Also, customers purchase Viseum equipment as the most practical solution to protect all their areas of concern.

The security surveillance systems we design can be installed plug-and-play. Without the need for the otherwise lengthy procurement and installation processes of standard technologies, requiring considerable camera and cabling infrastructures.

Other Key Financial Selling Points

- Self-monitored, self-operated and self-managed – no operational dependency on Remote CCTV Monitoring Infrastructure (24/7 operators, command control equipment and high-bandwidth communications).
- Fewer plug-and-play installations for immediate vast coverage – instead of procuring, cabling and maintaining many multiples of separate camera installations.
- Installations are monitored automatically – no operator fatigue or physical risk of attack e.g. in areas prone to disorder.

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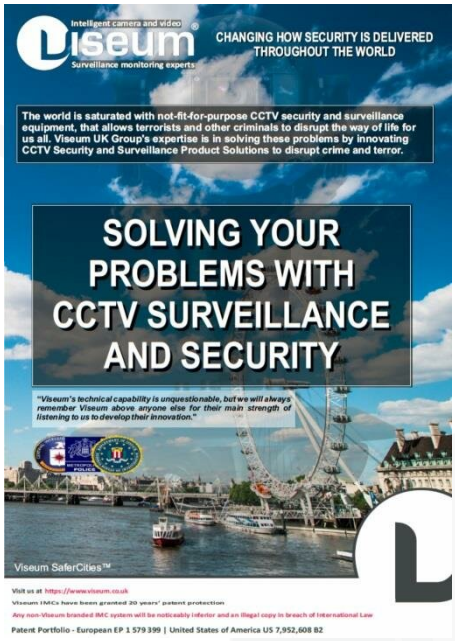

> Viseum Technology and Support Strengths < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.

Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action against the suppliers of such goods.

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