

## Viseum Customers' Business Case

It would take 6 x constantly manned next best camera installations to monitor the same area as 1 x Viseum IMC Camera. Viseum will deliver better results automatically costing significantly less capex and at least 6 x less opex each year.

Many countries are overtaking some of the far wealthier countries in spending more with Viseum. With the ever-increasing security climate, spending wisely has never been so important i.e. spending more to save more and improve security and surveillance operations.

### Return on Investment (ROI)

A Viseum CCTV solution always delivers the highest ROI, over any other CCTV security and surveillance camera. End-user endorsements state that a Viseum CCTV security system:

- 1 Provides over 10 times more value, and,
- 2 At least halves the cost of ownership, and,
- 3 More than doubles the return on investment.



Protecting more people and assets of a remote site with the highest quality video, Viseum will design the strongest security with the best automated surveillance, and with more coverage than any competition. Viseum Product Solutions use far less operational overheads and our security designs are the most practical for technical performance and reliability.

For any type of threat or disaster, CCTV video of before, during and after an incident is **critical** for the fastest and most appropriate security response. Enough high-quality evidence in which to investigate and convict is also **essential**. During these occasions each and every pixel of video information and evidence is **priceless** and the value of a customer's security infrastructure is openly seen. Together with Viseum's unparalleled value as a deterrent, this is one of the technology strengths that only Viseum delivers as standard.

[> Download Viseum's Value Philosophy <](#)



[> Viseum 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 costs of an inferior solution will be significantly higher over the longer term.

### Strongest Security Resilience

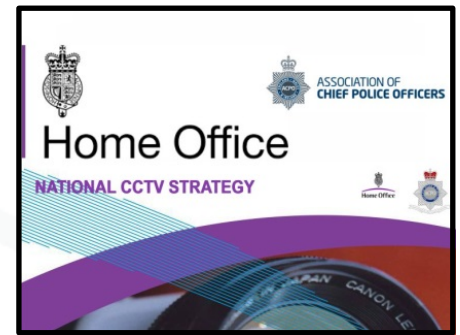
If some of the CCTV equipment is taken out Viseum security system e.g. insurgent attack or local power fail, then it will still deliver the strongest security.

### Safe City Endorsements

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

- Is equal to at least 200 next best fixed camera installations.
- Captures 100 x more people and vehicles.
- Captures at least 25 x more usable video evidence.
- Clears up at least 15 x more incidents.





## 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 in both specification and innovation."*

What this means for our customers is - Viseum camera installations deliver holistic benefits for multi-agency compatibility. Example - each Viseum camera installation can remain being used for its primary task, but can also be used at the same time for other functions e.g. securing the city and creating additional revenue streams, such as managing traffic flow and [traffic violations](#).

## 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, resulting in 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, being a higher capital spend delivering immediate enhanced security and reduced operational overheads.



## Regional Safe City Savings from Cost of Crime

Viseum cameras clear up at least 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, thus attracting 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, therefore also benefiting by saving 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 and is notoriously unreliable, with operatives failing to turn up for work and lacking concentration. Wages are an ongoing and increasing cost, whereas 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.







## 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 close 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 visual appearance of the Viseum IMC Camera automatically protecting all surroundings, displays to would-be criminals that the entire site is constantly watched by many surveillance experts.

### High-End Security Projects + Practical Wide-Area Coverage

Viseum UK's Intelligent Surveillance Solutions not only attract high-end security projects, where anything else other than the best available security and surveillance equipment may compromise the customer's security, but customers also 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, central 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 locally with no operator fatigue or physical risk to their wellbeing e.g. in areas prone to disorder.