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## IP Video Surveillance for Business Advantages

IPVS crystallizes the technologies of the Internet and PC for immediate business benefits. The starting point is CCTV which people deploy for security monitoring purposes. Add Internet and PC technologies, we get IPVS. Obviously, benefits to business from IPVS should not stay the same as CCTV without paying justice to the involvement of 2 giant technologies. This seminar explains that IPVS can be applied to marketing on the shelf or as a recorder of vehicle licence plate numbers passing through the Puhoi to Orewa toll road among others. On the security side, the first contribution of IPVS is 4 times of the clarity of CCTV images (that's excellent). Being PC technology based, IPVS uses a lot of PC functions that we are familiar with and it can be integrated into our information system saving us a lot of installation and operating costs for the long haul. Camera footage can be archived for 2 weeks easily and infinitely if we want to for very low costs. More importantly, snapshots or video clips of evidence can be identified and retrieved within minutes and not hours or days. We can export the evidence onto an USB Thumb Drive or email it instantly to the Head Office or the Police. The audience will get a very clear idea of how IPVS can benefit businesses.