Cisco Small Business Video Monitoring System (VMS) Software

Product Presentation
Agenda

1. Product Overview
2. Technical Feature Overview
3. Positioning
4. Resources
Cisco Small Business AVMS

Value Proposition

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**Standard in Value with Enhanced Features**
- Comprehensive IP surveillance solution
- Incorporates analytics, point-of-sale (POS) integration, and support for third-party cameras

**Ease of Use**
- Consistent interface across all Cisco® Small Business products
- Interface and documentation available in five languages
- Cisco Small Business toolbar for autodiscovery

**Peace of Mind with Enhanced Support and Warranty**
- Cisco Small Business Support Service
- 90-day limited warranty with software updates for bug fixes for warranty term and no-charge telephone technical support for the first 12 months from date of purchase
Cisco Small Business AVMS
Product Overview

- Monitor, record, and control up to 64 cameras
- Support all Cisco® Small Business IP cameras and selected third-party cameras
- View live and recorded video from anywhere with browser or mobile phone
- Quickly and easily find specific recorded events
- Gain real-time video-enhancement features
- Perform intelligent event monitoring
- Integrate POS equipment
Cisco Small Business AVMS
Model Overview

- **SWVMS16**
  - Basic: Supports up to 16 cameras

- **L-VM200-32**
  - Basic Plus: Supports up to 32 cameras

- **L-VM300-04**
  - Advanced VMS: Supports up to 4 cameras

- **L-VM300-08**
  - Advanced VMS: Supports up to 8 cameras

- **L-VM300-16**
  - Advanced VMS: Supports up to 16 cameras

- **L-VM300-32**
  - Advanced VMS: Supports up to 32 cameras

- **L-VM300-64**
  - Advanced VMS: Supports up to 64 cameras

- All software licenses are perpetual one-time purchases (not a subscription)
- Advanced VMS SKUs are incremental; for example, two L-VM300-04 cameras create an eight-camera solution
- All Advanced and Basic Plus SKUs are fulfilled through e-delivery
- All Cisco® Small Business cameras ship with Basic software and 30-day free Advanced trial
## Cisco Video Monitoring Software
### Model Pricing

<table>
<thead>
<tr>
<th>Model Name</th>
<th>Part Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWVMS16</td>
<td>SWVMS16</td>
<td>Basic Video Monitoring System (SWVMS) software for up to 16 cameras</td>
</tr>
<tr>
<td>L-VMS200-32</td>
<td>L-VMS200-32</td>
<td>Basic Plus VMS software for up to 32 cameras</td>
</tr>
<tr>
<td>L-VMS300-04</td>
<td>L-VMS300-04</td>
<td>Advanced VMS software for up to 4 cameras</td>
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<td>L-VMS300-32</td>
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</tr>
<tr>
<td>L-VMS300-64</td>
<td>L-VMS300-64</td>
<td>Advanced VMS software for up to 64 cameras</td>
</tr>
</tbody>
</table>

- Basic VMS (SWVMS) software is included with all Cisco® Small Business IP Surveillance cameras
- All software licenses are perpetual one-time purchase (not a subscription)
- Advanced VMS SKUs are incremental: for example, two L-VMS300-04 cameras create an eight-camera solution
- All Advanced and Basic Plus SKUs are fulfilled through e-delivery
- All Cisco Small Business cameras ship with Basic software and 30-day free Advanced trial
Total Solution

- Part of a reliable, small business LAN
- Easily integrates with data, voice, video, wireless, other video surveillance, and storage products
- Easy to use with consistent interface across all Cisco® Small Business products
Simplified Configuration and Common Management

- Cisco® Small Business Toolbar application
- Cisco Small Business AVMS software

- Standalone configuration using the embedded web GUI Camera Configuration utility
- Control and monitor up to 16 cameras with included free Cisco SWVMS16 Video Monitoring System (VMS) software for PC
- Control, monitor, and perform analytics for up to 64 cameras with optional Cisco Advanced VMS (AVMS) PC software
Cisco Small Business VMS

Warranty

Covers
- Software

Length
- Limited 90-day warranty

Complimentary phone support
- One year

Online chat support
- One year

Software updates for bug fixes
- Term of warranty
Technical Overview
Video Monitoring Software

- Basic Cisco® SWVMS16 video monitoring software is included for free with all Cisco Small Business cameras

- Features:
  - View and record 16 cameras at the same time
  - Compatible with all Cisco Small Business cameras
  - Simple user interface with support for multiple languages
  - Real-time video enhancement during playback (visibility, sharpen, brightness, contrast, and grayscale)
  - Variable-speed playback and rewind (up to 16X)
Cisco Basic and Advanced VMS (Optional)

- Standalone software license purchased one time separately from cameras

- Provides:
  - Tiers of video monitoring options for the number of cameras supported and their functions
  - Enterprise video surveillance quality with ease of use and affordability
  - Better video monitoring and management than the basic Cisco® VMS (Cisco SWVMS16)
  - Analytical functions for business and marketing intelligence opportunities
Features

- User-friendly graphical interface
- Support for viewing, recording, and managing up to 64 cameras
- Scalability: Pay as you grow
  Add license keys to Cisco® Small Business VMS to increase camera count and capabilities
- Advanced-tier licenses support popular third-party camera brands
  Axis, JVC, Level One, Linksys, Lorex, Panasonic, Samsung, Sony, Toshiba, Mobotix, Lumenera, Arecont, and IQVision, plus Cisco
- Live dual-monitor display plus support for a third monitor for playback
Features

- Real-time video enhancement tool
- Duplicate views with a single camera
  
  Allows electronic pan, tilt, and zoom (ePTZ) for a single camera to be viewed multiple times
- Video transcoding
  
  Video quality of recorded or remote streamed video can be adjusted to any bandwidth of storage requirements
- Verification tool
  
  Apply and verify digital signature “watermark” to authenticate video
- Multifunctional playback system with intelligent search
  
  Playback preview
  
  Supports five intelligent searches
  
  Multichannel playback
Analytics: Six Event Detections

1. **General Motion:** Provides basic motion detection

2. **Missing Object:** Watches an area of interest for an object to disappear

3. **Camera Occlusion:** Detects whether something is blocking the camera view (hand, plant, etc.)

4. **Foreign Object:** Watches an area for objects left behind in an area where the object should not be

5. **Lose Focus:** Detects whether the camera is losing focus (shifted camera, optical interference, etc.)

6. **Signal Lost:** Detects when the camera is not providing video
Business and Marketing Intelligence

- Integrated counting application
  Two-way (in and out) counting of people and objects

- Know when your business is most active and align resources to match

- Monitor traffic flow in parking lots, shopping centers, etc.

- Integrate with RS-232-based POS equipment
  Transactions logged in Cisco® Small Business AVMS database
  Search POS data and retrieve appropriate video
Instant Response and Pop-Up E-Map

- Editable e-map shows camera location and event status
- Advanced alert system provides:
  - On-monitor display notification
  - Audio alerts
  - Email
  - Visual signal siren
  - 3GPP service connections
  - Pan, tilt, and zoom (PTZ) actions
  - I/O ports
Globalization: GUI

- All tiers of Cisco® Small Business VMS software GUI support 22 languages:
  - Chinese (Simplified and Traditional), Czech, Danish, English, Farsi, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Russian, Portuguese (Standard and Brazilian), Slovakian, Spanish, Thai, and Turkish

- User documentation is available in English
User Experience

- Consistent user interface for all three tiers of Cisco® Small Business VMS software
- All basic installation and camera configuration follows the same steps
- Migrate from one tier to another with additional license keys added at any time
- New features are all GUI based and enable advanced users familiar with Cisco Small Business VMS software to set up all features quickly
Use Case
Automated Surveillance

- Unstaffed security solution
- Relies on Cisco® Small Business AVMS for recording and alerts
  - Record by schedule and events
  - Alerts by events
- Use analytics to prevent false alarms
- Performa advanced search and retrieval of video events
- Transcode video for optimized remote viewing

Features Used

- Remote Clients
- Transcoding
- Instant Response
- Analytics
- Counting Application
- Point of Sale
- Intelligent Search
Use Case
Advanced Surveillance

- Analytics
- Event location with e-map
- Instant response to reposition PTZ cameras based on events
- Flexible alert system
- Remote transcoding for mobile security professionals

Features Used

- Remote Clients
- Transcoding
- Instant Response
- Analytics
- Counting Application
- Point of Sale
- Intelligent Search
Use Case
Remote Surveillance

- Multisite and mobile environments
- Alerts find you at all times
- Transcode video before streaming or playback to remote users and locations
- Mobile and remote access to live and recorded video
  - Microsoft Windows client application
  - Browser-based viewer
  - Microsoft Windows mobile clients
  - Remote desktop

Features Used
- Remote Clients
- Transcoding
- Instant Response
- Analytics
  - Counting Application
  - Point of Sale
  - Intelligent Search
Use Case
Business Intelligence

- Collect marketing and business data to improve efficiency
- Count when retail store is busiest to align workforce appropriately
- Monitor store and parking lot traffic patterns and behaviors
- Measure marketing efforts against sales and in-store patterns

Features Used

<table>
<thead>
<tr>
<th>Features Used</th>
</tr>
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<tbody>
<tr>
<td>Remote Clients</td>
</tr>
<tr>
<td>Transcoding</td>
</tr>
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</tr>
<tr>
<td>Point of Sale</td>
</tr>
<tr>
<td>Intelligent Search</td>
</tr>
</tbody>
</table>
Use Case
Point of Sale

- Integrate POS transactions and surveillance systems
- Record video based on POS events (void, return, high cost value, etc.)
- Play back video based on POS transaction database
- Optional Nuuo SCB-C31 POS module required

Features Used

<table>
<thead>
<tr>
<th>Remote Clients</th>
<th>Transcoding</th>
<th>Instant Response</th>
<th>Analytics</th>
<th>Counting Application</th>
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<tbody>
<tr>
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<tr>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>Point of Sale</td>
</tr>
<tr>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>Intelligent Search</td>
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</table>
# Cisco Small Business VMS Tier Comparison Chart

<table>
<thead>
<tr>
<th>Feature</th>
<th>Basic</th>
<th>Basic Plus</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Number of Cameras</td>
<td>16</td>
<td>32</td>
<td>64</td>
</tr>
<tr>
<td>Camera Brands</td>
<td>Cisco® and Linksys®</td>
<td>Cisco and Linksys</td>
<td>Cisco, Linksys, and major third-party hardware</td>
</tr>
<tr>
<td>Dual Monitor</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Duplicate Camera</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Digital PTZ</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>PTZ Presets</td>
<td>10</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>Smart Guard (Analytics)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Counting Application</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>POS Application</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>E-map</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Concurrent Playback Channels</td>
<td>1</td>
<td>1</td>
<td>16</td>
</tr>
</tbody>
</table>

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<tr>
<th>Feature</th>
<th>Basic</th>
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<th>Advanced</th>
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<tr>
<td>Record on Smart Guard (Analytics)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Remote Viewer Transcoding</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Live and Remote Playback Server</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Remote Desktop Server</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Concurrent Playback Channels</td>
<td>1</td>
<td>1</td>
<td>16</td>
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<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Live and Remote Playback Server</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Live Streaming: Number Limit</td>
<td>—</td>
<td>128</td>
<td>128</td>
</tr>
<tr>
<td>Live Streaming: Streams per Client</td>
<td>—</td>
<td>16</td>
<td>128</td>
</tr>
<tr>
<td>Remote Playback: Client Limitation</td>
<td>—</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>Remote Playback: Streams per Client</td>
<td>—</td>
<td>1</td>
<td>16</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Feature</th>
<th>Basic</th>
<th>Basic Plus</th>
<th>Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>3GPP Server</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Advanced Alerts (Email, Telephone, FTP, etc.)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Dynamic DNS Service</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Advanced Reporting and Log Management</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Hardware Requirements for Cisco Small Business VMS

- Motherboard: Intel 945 or 965 or later (Intel chipset and ASUS vendor recommended)
- Video Card: ATI Radeon 9200, NVIDIA GeForce FX-5200, Intel 945G or 965G or later (ATI recommended)
- Ethernet: 100 Mbps (Gigabit LAN recommended)
- Hard Disk: 80 GB or more
- OS: Microsoft Windows XP Pro SP2, Microsoft Windows 2000 or 2003, or Microsoft Vista (32-bit)

### Table: System Requirements

<table>
<thead>
<tr>
<th>Number of Cameras</th>
<th>Up to 16</th>
<th>Up to 32</th>
<th>Up to 40</th>
<th>Up to 64</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPU</td>
<td>Intel Pentium 4 (2.8 GHz)</td>
<td>Intel Pentium D 930</td>
<td>Intel Core 2 Duo E6400</td>
<td>Intel Core 2 Quad Q6600</td>
</tr>
<tr>
<td>RAM</td>
<td>512 MB</td>
<td>1 GB</td>
<td>1 GB</td>
<td>2 GB</td>
</tr>
</tbody>
</table>

Assumes QVGA video at 15 frames per second (fps)
Positioning
Product Positioning

Three Tiers of Cisco® Small Business VMS Software

- Basic package with basic feature set is included for free with all Cisco Small Business IP Surveillance cameras and is also available for download
- Basic Plus tier includes all of basic features plus remote client access
- Advanced tier includes all the features in the Cisco Small Business VMS family
- Basic Plus and Advanced licenses are entered into the Basic package license manager to activate new functions

<table>
<thead>
<tr>
<th>SKU Type</th>
<th>Number of Cameras Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td>L-VM300-64 Advanced</td>
<td></td>
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<tr>
<td>L-VM300-32 Advanced</td>
<td></td>
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<tr>
<td>L-VM300-16 Advanced</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>L-VM300-04 Advanced</td>
<td></td>
</tr>
<tr>
<td>L-VM200-32 Basic Plus</td>
<td></td>
</tr>
<tr>
<td>SWVMS16 Basic</td>
<td></td>
</tr>
</tbody>
</table>

Capabilities

- Advanced Feature Set with Analytics
- Basic Plus Client-Server Remote Access
- Basic (Free) Feature Set
Resources

- Cisco® Small Business Video Monitoring System  
  www.cisco.com/go/avms

- Cisco Small Business Surveillance Portfolio  
  www.cisco.com/go/surveillance

- Cisco Small Business Support Community  
  www.myciscocommunity.com/community/smallbizsupport

- Cisco AVMS Warranty  
  www.cisco.com/go/warranty

- Cisco Small Business Service  
  www.cisco.com/go/smbservices
Resources

- Cisco® VC220 Dome Network Camera
  www.cisco.com/go/vc220
- Cisco VC240 Bullet Network Camera
  www.cisco.com/go/vc240
- Nuuo Point-of-Sale Module: Nuuo SCB-C31
  www.nuuo.com