Cisco Small Business
Video Monitoring System (VMS) Software

Product Presentation

For Small Business

Agenda

1 Product Overview

2 Technical Feature Overview

3 Positioning

4 Resources

Cisco Small Business AVMS
Value Proposition

Standard in Value with Enhanced Features	Ease of Use	Peace of Mind with Enhanced Support and Warranty
▪ Comprehensive IP surveillance solution ▪ Incorporates analytics, point-of-sale (POS) integration, and support for third-party cameras	▪ Consistent interface across all Cisco® Small Business products ▪ Interface and documentation available in five languages ▪ Cisco Small Business toolbar for autodiscovery	▪ 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

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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

Model Name	Part Number	Description
SWVMS16	SWVMS16	Basic Video Monitoring System (SWVMS) software for up to 16 cameras
L-VMS200-32	L-VMS200-32	Basic Plus VMS software for up to 32 cameras
L-VMS300-04	L-VMS300-04	Advanced VMS software for up to 4 cameras
L-VMS300-08	L-VMS300-08	Advanced VMS software for up to 8 cameras
L-VMS300-16	L-VMS300-16	Advanced VMS software for up to 16 cameras
L-VMS300-32	L-VMS300-32	Advanced VMS software for up to 32 cameras
L-VMS300-64	L-VMS300-64	Advanced VMS software for up to 64 cameras

- 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-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

Total Solution
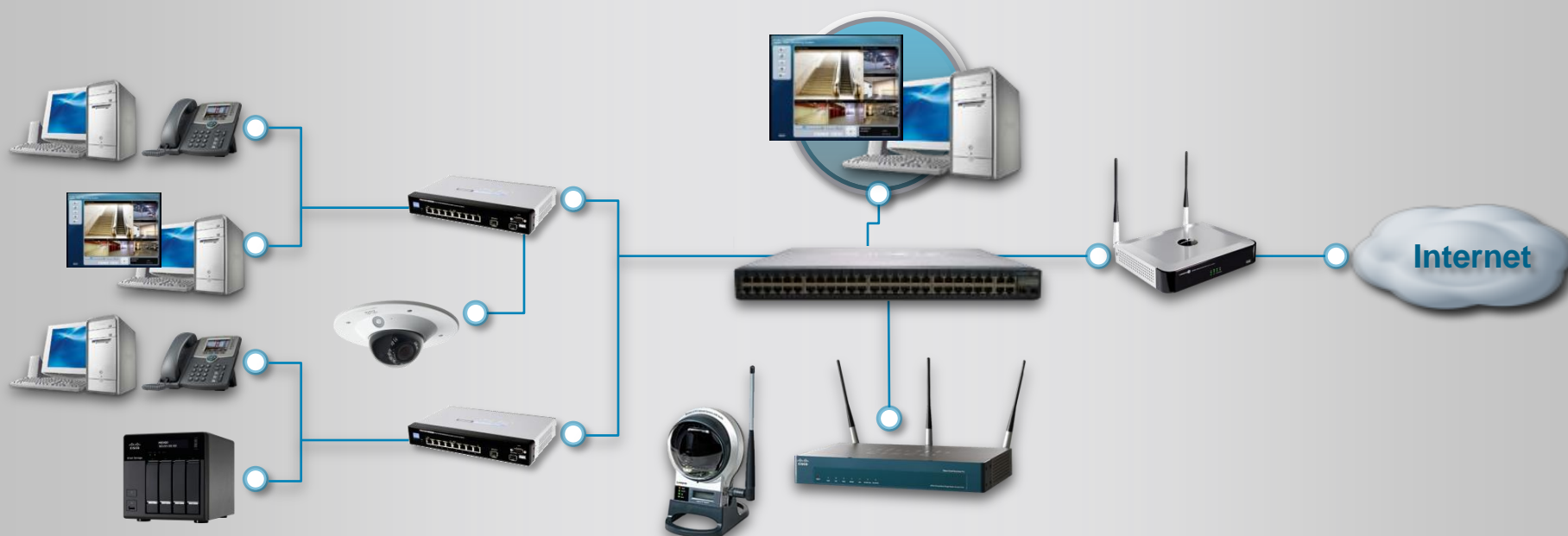
- Part of a reliable, small business LAN

- 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

New

- 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
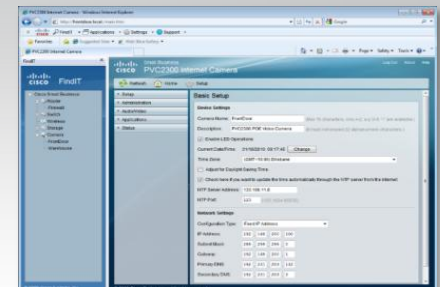
Camera Configuration Utility
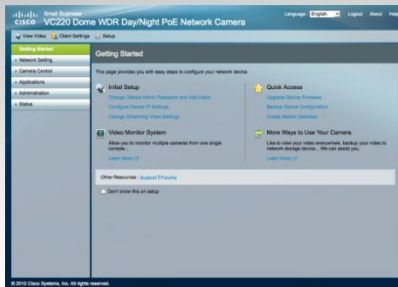
Cisco SWVMS16 and AVMS Software

Cisco Small Business Toolbar

Cisco Small Business VMS
Warranty

Covers

- Software

Length

- Limited 90-day warranty

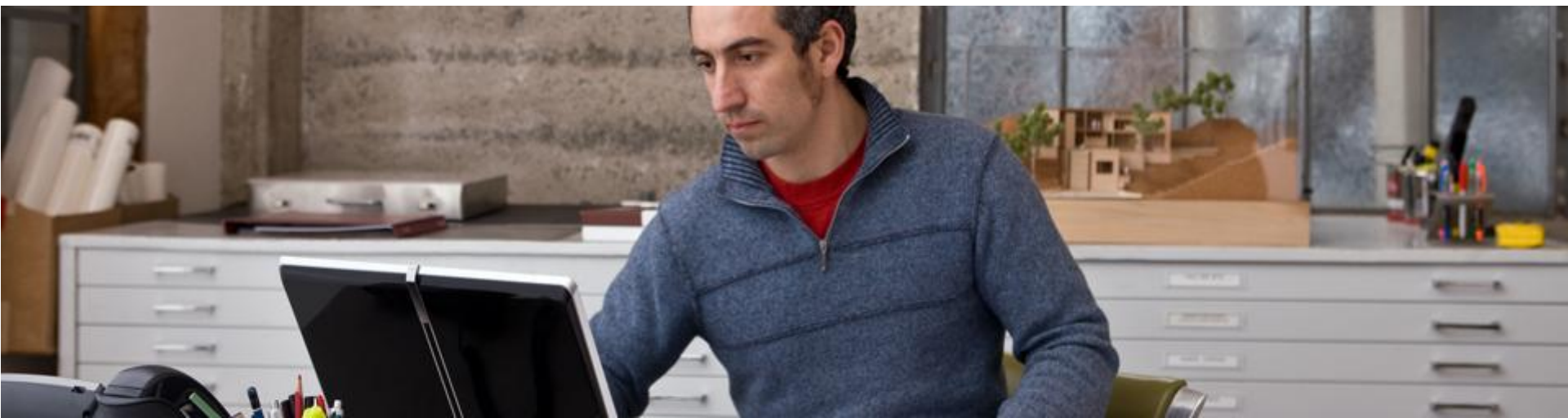## Complimentary phone support

- 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

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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
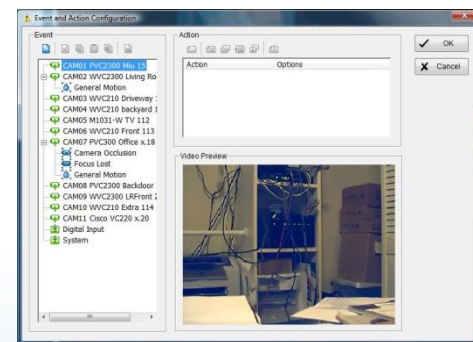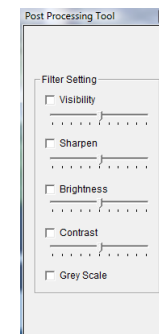
- Verification tool

  Apply and verify digital signature "watermark" to authenticate video

- Multifunctional playback system with intelligent search

  Playback preview

  Supports five intelligent searches

  Multichannel playback

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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

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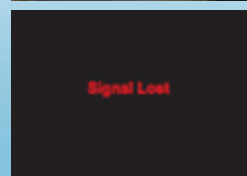
Business and Marketing Intelligence

- **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

Counting Application

Instant Response and Pop-Up E-Map

- Editable e-map shows camera location and event status

- Advanced alert system provides:

  On-monitor display notification   3GPP service connections

  Audio alerts   Pan, tilt, and zoom (PTZ) actions

  Email   I/O ports

  Visual signal siren

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

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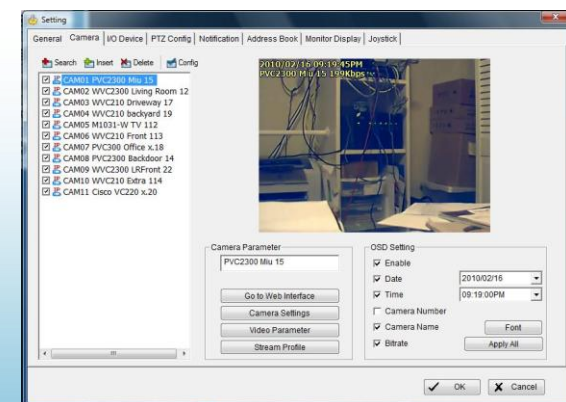
Use Case
Automated Surveillance

Features Used	
x	Remote Clients
x	Transcoding
x	Instant Response
x	Analytics
	Counting Application
	Point of Sale
x	Intelligent Search

- 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
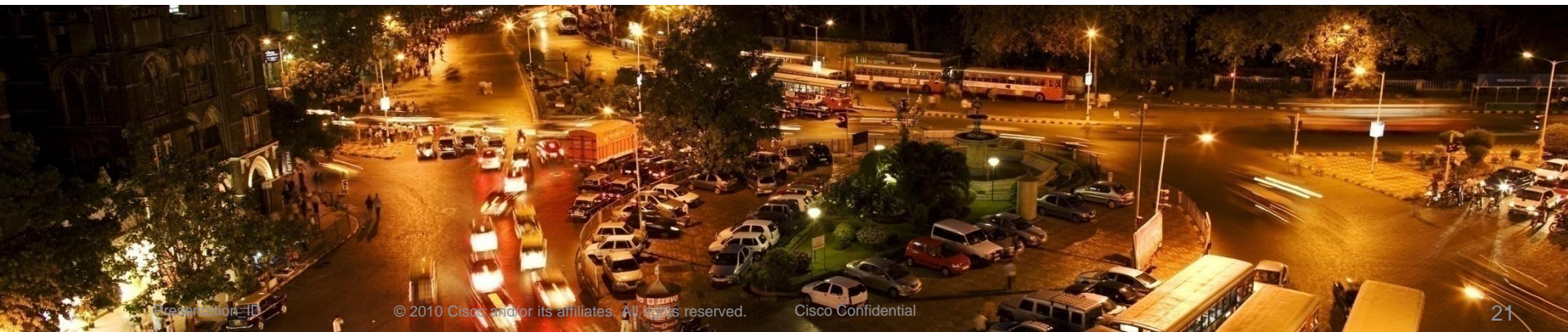
Use Case
Advanced Surveillance

- 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	
x	Remote Clients
x	Transcoding
x	Instant Response
x	Analytics
	Counting Application
	Point of Sale
x	Intelligent Search

Use Case
Remote Surveillance

Features Used	
x	Remote Clients
x	Transcoding
x	Instant Response
x	Analytics
	Counting Application
	Point of Sale
	Intelligent Search

- 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
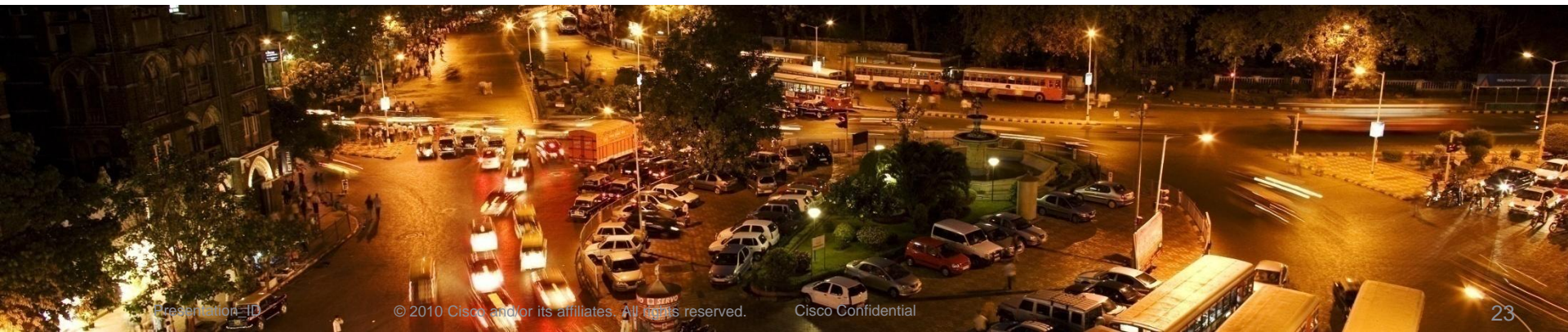
Use Case
Business Intelligence

- 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	
	Remote Clients
	Transcoding
	Instant Response
	Analytics
x	Counting Application
	Point of Sale
	Intelligent Search

Use Case
Point of Sale

Features Used	
	Remote Clients
	Transcoding
	Instant Response
	Analytics
	Counting Application
x	Point of Sale
x	Intelligent Search

- 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

Cisco Small Business VMS Tier Comparison Chart

For
Small
Business
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	Basic	Basic Plus	Advanced
Maximum Number of Cameras	16	32	64
Camera Brands	Cisco® and Linksys®	Cisco and Linksys	Cisco, Linksys, and major third-party hardware
Dual Monitor	No	No	Yes
Duplicate Camera	No	No	Yes
Digital PTZ	No	No	Yes
PTZ Presets	10	10	16
Smart Guard (Analytics)	No	No	Yes
Counting Application	No	No	Yes
E-map	No	No	Yes
POS Application	No	No	Yes

	Basic	Basic Plus	Advanced
Record on Smart Guard (Analytics)	No	No	Yes
Remote Viewer Transcoding	No	No	Yes
Live and Remote Playback Server	No	Yes	Yes
Remote Desktop Server	No	Yes	Yes
Concurrent Playback Channels	1	1	16

Cisco Small Business VMS Tier Comparison Chart

	Basic	Basic Plus	Advanced
Remote Viewer Transcoding	No	No	Yes
Live and Remote Playback Server	No	Yes	Yes
Live Streaming: Number Limit	—	128	128
Live Streaming: Streams per Client	—	16	128
Remote Playback: Client Limitation	—	64	64
Remote Playback: Streams per Client	—	1	16

|	Basic	Basic Plus	Advanced
3GPP Server	No	No	Yes
Advanced Alerts (Email, Telephone, FTP, etc.)	No	No	Yes
Dynamic DNS Service	No	Yes	Yes
Advanced Reporting and Log Management	No	No	Yes
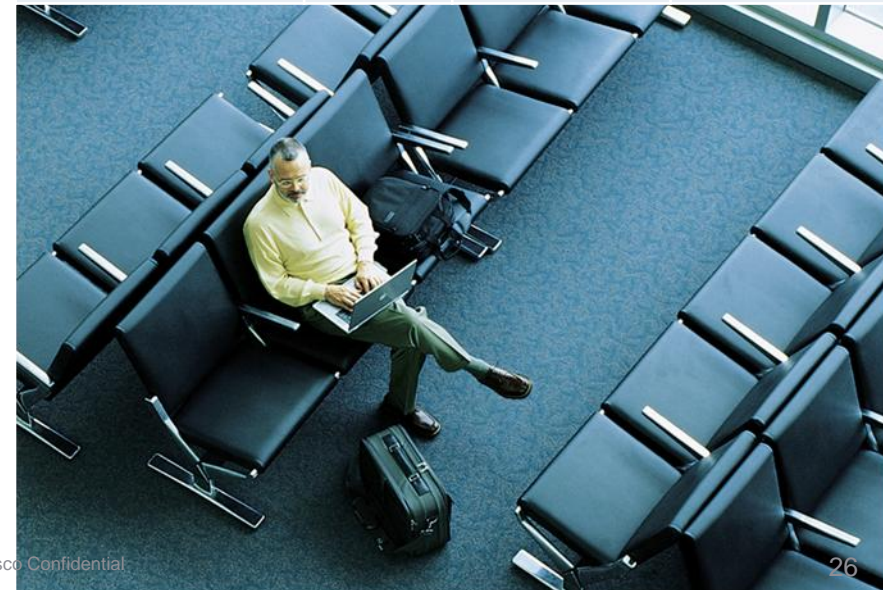
Hardware Requirements for Cisco Small Business VMS

- 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)

Number of Cameras	Up to 16	Up to 32	Up to 40	Up to 64
CPU	Intel Pentium 4 (2.8 GHz)	Intel Pentium D 930	Intel Core 2 Duo E6400	Intel Core 2 Quad Q6600
RAM	512 MB	1 GB	1 GB	2 GB

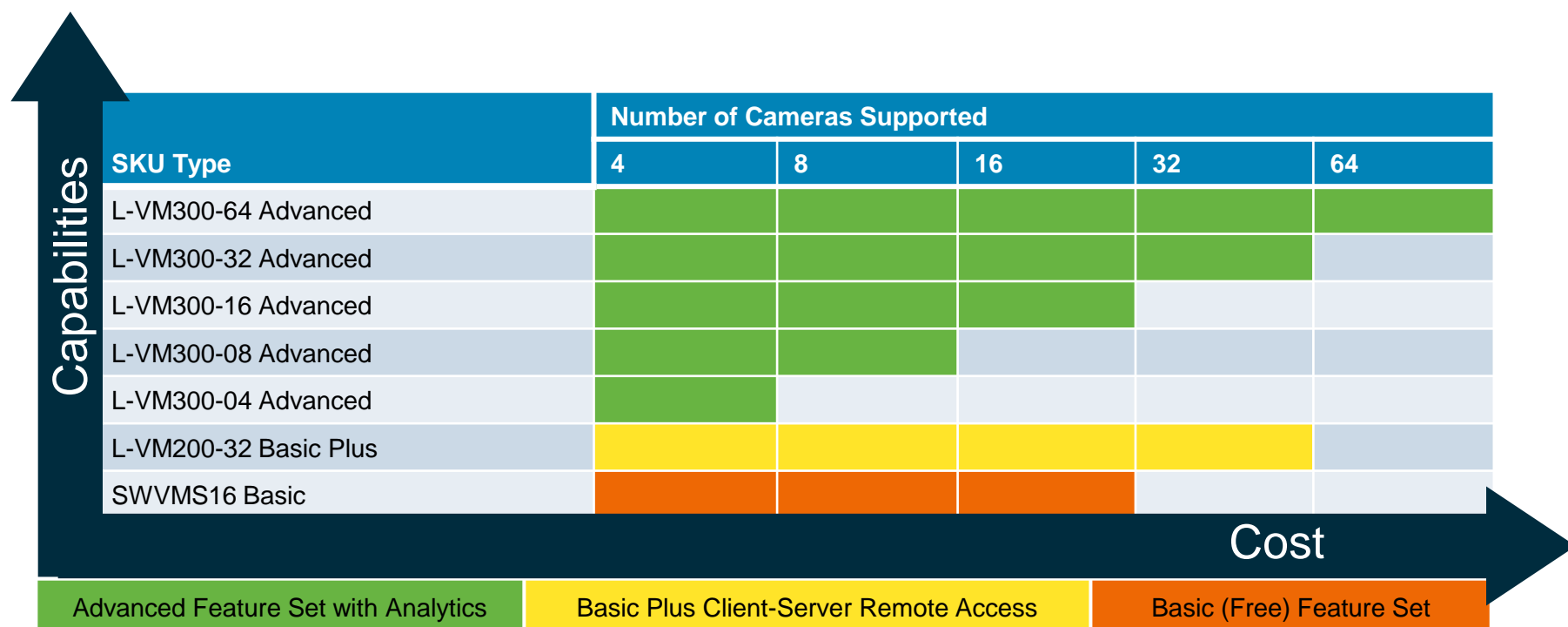Assumes QVGA video at 15 frames per second (fps)
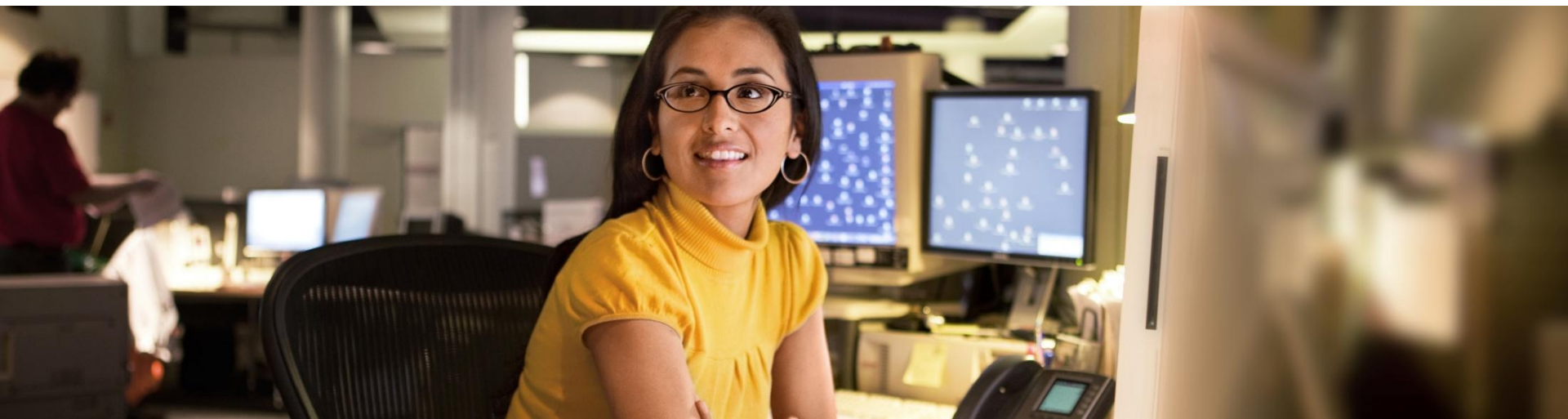
Positioning

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

Capabilities ↑

SKU Type	Number of Cameras Supported				
	4	8	16	32	64
L-VM300-64 Advanced	🟩	🟩	🟩	🟩	🟩
L-VM300-32 Advanced	🟩	🟩	🟩	🟩	
L-VM300-16 Advanced	🟩	🟩	🟩		
L-VM300-08 Advanced	🟩	🟩			
L-VM300-04 Advanced	🟩				
L-VM200-32 Basic Plus	🟨	🟨	🟨	🟨	
SWVMS16 Basic	🟧	🟧	🟧		

Cost →

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