

Product Name : ViP Video Internet Protocol Intercom System

Company Name : Comelit South East Asia Pte Ltd

Booth number : G19

Description of the product : Video intercom and communication IP System

potential use and principles of operations (max 500 words)

Door entry systems are communication networks allowing to the visitor of a residential complex to communicate with persons inside the house/flat and/or with a concierge. The function of such systems is therefore to allow to the tenants (or to the guard) to see the visitor, to establish a 2-way audio communication with him and to open remotely the door to let him enter.

Comelit ViP is the first video door entry system whose data transmission is natively based on the IP protocol, engineered for this particular use. Other systems currently available on the market are either Hybrid IP/digital or Server based.

Due the network potential, system size has no longer any limit in terms of distances, number of apartments, number of simultaneous conversations, number of VCP, CPS and so one. Furthermore, all ViP system info can be bridged through a special gateway to Internet, allowing remote control of sites, remote diagnostics, and remote firmware upgrade.

Also, the ViP system does not need any additional dedicated wiring to work but, simply, it will simply take advantage of the existing one: Visitor Call Panels (VCPs), central porter station (CPS) and the monitors inside the units will gets audio, video and power supply from one of the existing PoE switches already there in building networks (datacom, cctv, building automation).

The monitors for the system ViP are Maestro and Planux, which most appealing features are outstanding design, better features are anyway technical ones. A software for MS Windows @ PCs and audio only unit are also available.

All the above features are currently available only on Comelit ViP systems

A color LCD displays show a carefully designed graphical user interface based on icons, designed for easiness of use. Product operation is based on a On Screen Display (OSD) using large graphical icons, structured on 3 different levels: advanced menu, main menu, status menu,

- Advanced menu is not activated by default and allows advanced configuration by technicians
- Main menu allows managing of intercom directory, video memory, VCP absent message, incoming message from building manager, send message to CPS, change ringtones and other settings
- Status menu activates only when necessary to inform user about an event or particular status

The monitor also bring an SD card slots, allowing exporting of video messages (standard *.avi files) and the definition of system ringtones by putting on the SD card any song or sound in *.wav format.

To be accessible to EVERY user, including those most technology-reluctant, all basic Intercom functions can also be operated using hard keys only, without using the OSD.

How does the product meet the judging criteria (max 250 words)

- **Product innovation**

- First and only domestic video door entry system (VDES) based on digital data transmission over the IP network, being able to work plug and play on existing networks.
- All most advanced functions in VDES are there (video answering machine, messaging etc.)

- **Design**

Comelit invest on design as a key product feature. All products start from a designer Concept. In this case the key concept was: "metropolitan avantgarde": "Maestro was conceived to express the vitality fascination and prestige of the metropolitan lifestyle" (Edgardo Angelini, famous Italian designer). Since 2008, Planux is the most successful design in European market, and its design has "inspired" other intercom producers, becoming the design reference in Italy for intercoms.

- **Benefits to consumers**

Function offered by ViP user monitors are far beyond those of standard intercom systems, with unlimited selective intercommunication, video-audio answering machine and a wide range of messaging options, apart from a wide range of remote control option (PC software, smart phone, phone...)

- **User-friendliness of product**

Use is based on On Screen Display (OSD) with large graphical icons, structured on 3 different levels:

- Advanced menu: not activated by default
- Main menu: intercom directory, video memory, absent message, settings
- Status menu activates only when/if necessary to inform user about events or special status

To be accessible to EVERY user, including those most technology-reluctant, all Intercom function can also be operated using hard keys, without using OSD.

- **Significant of Unique feature**

In the intercom market, there is no other system offering all the functions described above and, also, no other product with such a distinctive design.

Unlike other company proposing IP intercom systems, the whole electronics infrastructure has been redesigned, so it is NATIVELY IP, meaning it can run on any existing network.

ViP system is one of the real innovations in the communication market, and the most innovative product seen in the VDES sector in last 15 years, bringing a new meaning to the intercom product.

