

Merlion Awards

Supporting brochures, photographs or promotional video clips (no longer than 5mins) of the product are to be submitted. Only Safety & Security Asia 2011 and Fire & Disaster Asia 2011 exhibitors are eligible to enter. Full terms and conditions are enclosed.

Video Links

<http://www.omeio.com/MDHD-SDILaunch/MDLAUNCH.exe>

<http://www.omeio.com/MDHD-SDILaunch/MDLaunchWBabes.exe>

Photographs: Please see page 3

Brochure: Please see attached

1. Product name: HD-SDI High Definition CCTV
2. Company name: Omeio International Pte Ltd
3. Booth number: H28
4. Description of the product potential use and principles of operations (**max 500 words**)

Potential Use

HD-SDI CCTV --- the latest range of High Definition CCTV from award-winning Korean digital security solutions provider MicroDigital. Using cutting edge *Digital Noise Reduction Technology* and *Edge Enhancement Technology*, video quality is excellent with the premier range producing recording quality of 2 megapixels in real time.

High definition quality coupled with zoom-in feature makes HD-SDI is ideal for uses in many places.

In retail areas HD CCTV can be used to monitor cash collection or deter shoplifting. In casinos, HD CCTV comes in handy in deterring cheating or stealing, monitoring dealers and general activity, and also maintaining security. HD CCTV is also useful in car parks or drop-off points as the high resolution recording enables zooming-in to see details such as license plate numbers.

Principles of Operations

HD-SDI works like an analog camera but with high definition.

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

Product Innovation & Design

HD-SDI technology combines the easy set-up of analog cameras with the clarity of IP cameras. Installation is designed to be hassle-free with a simple plug and play system. This is especially useful when it comes to replacing existing CCTV systems.

Benefits to Consumers

1. Exceptional Video Quality: Individual facial features are easily distinguishable on recording. The zoom-in function also allows for better monitoring of environmental details such as car plate numbers and even written information.
- 2: Hassle-free Installation: Simply plug and play using the same cable as with conventional analog camera systems, and immediately enjoy megapixel video recordings.
3. Wide-area Coverage: Besides high resolution recording quality, HD-SDI cameras offer wide area coverage. One Full HD (1080p) camera will cover a wider area than 4 regular analog cameras, and with no loss of image.
4. Versatile range: Different types of camera can be used for various applications and environments. Models with the ICR feature can record clearly in the dark, while models with weather-proof housing are extremely resilient and hence suitable for outdoor usage.
5. DVR features: The DVR comes with its own built-in DDNS function which uses its own server. This allows easy configuration for remote viewing as the user need not log in to a third party DDNS server. The DVR also comes with 3G Communication support compatible with most smart phone platforms including iPhone/ Android/ BlackBerry/ Windows Mobile phones so users can also access video playback remotely.

User-friendliness

DVR's 3G communication support feature allows remote viewing from most smart phone platforms. Users can monitor desired areas easily.

Significance of Unique Feature

HD-SDI's compatibility with existing CCTV systems makes it 'the most convenient way to migrate to megapixel video'.

Take a look at the images below, both taken from the same spot. Guess which image is from our High Definition camera?

1



2



