

# Introducing Sarix™ Technology

## A Higher Definition of Security



+ By Kathleen Rhodes,  
Marketing Communications Writer

For decades, Pelco has earned its reputation as the industry leader in the design and development of video security technologies. As the demand for powerful camera systems comes in line with evolving technologies, Pelco has created the revolutionary Sarix™ imaging platform, signaling a new phase for the sophistication and capabilities of video security installations. The development of Sarix will deliver to end users powerful imaging capabilities that previously could not be realized.



Sarix technology will first be available in our new Pelco IX Series Mega-Performance Cameras, scheduled for release in 2009. This technology is rooted in the goals of delivering advanced lowlight capabilities in megapixel class imaging, consistent application of color science across the entire product line, and a flexible platform to adapt to the needs of additional processing power needed to provide analytics offerings as an easy option.

The power of Sarix technologies breaks what many of us have been forced to acknowledge as the NTSC/PAL Barrier. Regardless of the sophistication of CCD imagers or sensors, transmission constraints reigned in video quality. Sarix destroys this barrier. →



+ **FACING PAGE:** Scheduled for release in early 2009, the IX Series will be the first cameras to utilize the powerful Sarix imaging technologies.



By leveraging, for example the h.264 compression algorithm, imagers will be the determining factor of a camera's resolution, not the transmission media it employs. "We didn't just develop some of the technology and features that customers need and are asking for, we are planning to provide solutions for all of these and more in to the future," says Sara Scroggins, Pelco Product Marketing Manager.

The use of this powerful combination of technology advancements will put the next generation of video security imaging performance within reach. Engineered and designed exclusively by Pelco Engineering, the Sarix platform was created for security and IT professionals, by the world leader in video and security systems.

"In our design cycles, we listened when our customers told us that we needed to provide solutions with an open-architecture," says Scroggins, "Our intent will be to provide full connectivity to the camera, and analytics through an open API. Pelco analytics and third-party offerings starting with Object Video analytics will also be available at release."

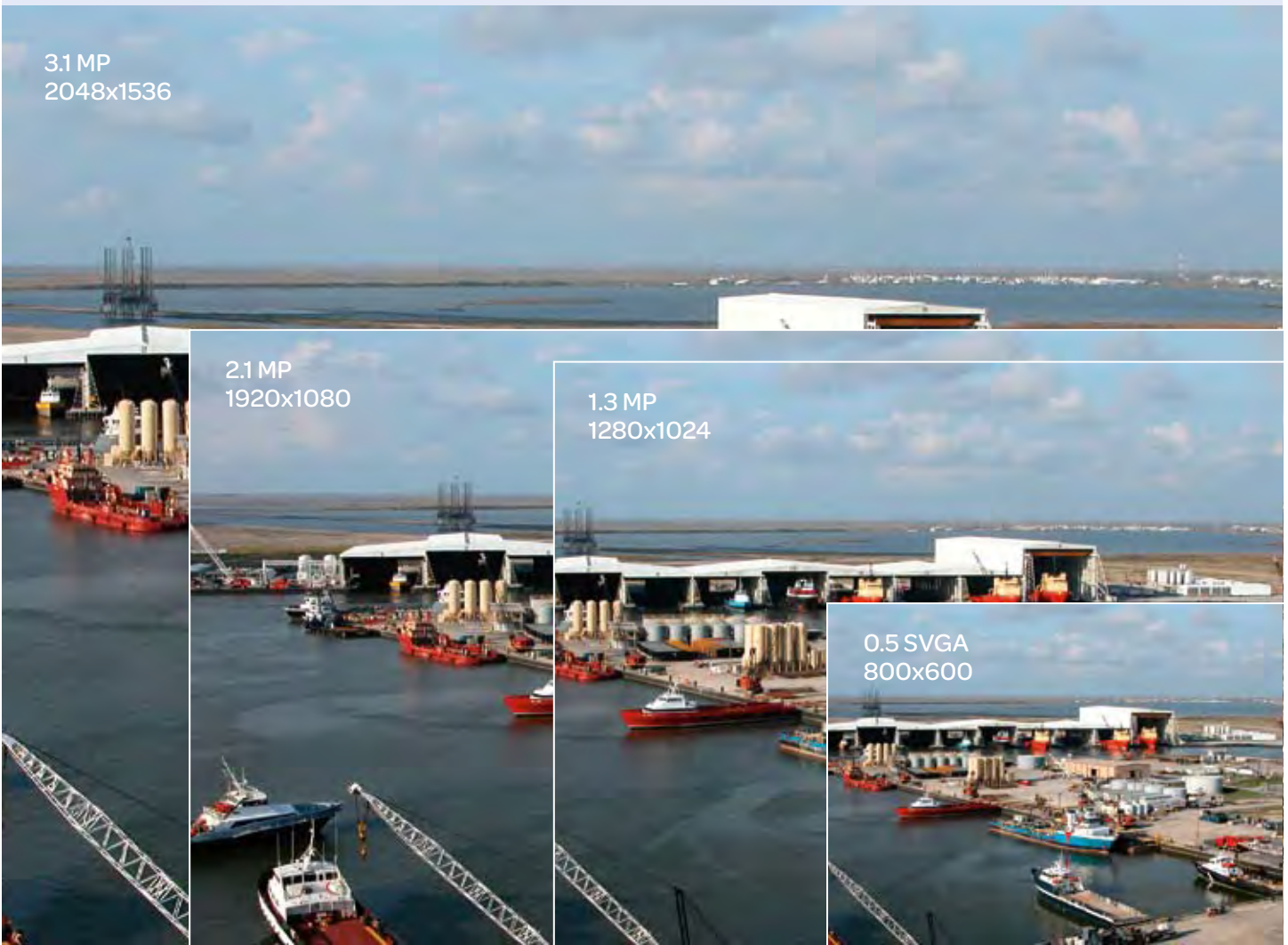
Sarix-based high-definition megapixel network camera systems capture astonishing detail, making these imaging systems ideal for a wide range of security applications.

3.1 MP  
2048x1536

2.1 MP  
1920x1080

1.3 MP  
1280x1024

0.5 SVGA  
800x600





Pelco dedicated its efforts to the development of innovative technology for network cameras that not only addressed, but resolved, many of the issues that industry professionals are presently experiencing. Sarix technology delivers several advantages, including:

## Innovative Image Science

Featuring both High-Definition (HD) resolution and Standard-Definition (SD) resolution, Sarix based Mega-Performance Network Cameras will deliver greater and more-detailed recognition of objects near or far. By leveraging the latest sensor technologies to multiply and average light per pixel, Sarix will set the new standard for low-light performance and sensitivity. Furthermore, we will deploy color science techniques that will allow us to deliver consistent detailed color across all levels of camera products that deploy the Sarix platform. This consistency will provide precise color reproduction in the entire installation regardless of the camera choice and allows for accurate subject tracking throughout the system.

## Processing Power

A use of higher performance processing will result in high frame rate options, real-time images, and a choice of multiple compression methods including h.264 for optimized image quality and minimized bandwidth. For greater flexibility, users can choose from other methods like MJPEG or MPEG4 compression. And Sarix Extended Platform processing power will also unlock the ability for options that will include on-board use of analytics with no compromise in the video performance. Every camera in our line will have one analytic behavior available for free, with additional analytic suites available as options.

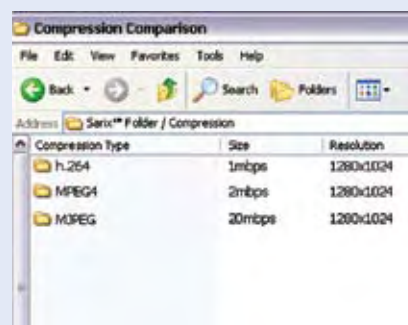
## Industrial Design

Sarix IX Series Network Cameras incorporate a number of innovative features that will also be available in our upcoming Sarix™ based offerings. With Auto Back Focus (ABF), advance network camera setup options, local service jack for setup ease, and standard Power over Ethernet (PoE), Sarix based camera systems will be exceptionally easy-to-install and easy-to-focus. The new shape of IX Series network cameras also features an aesthetically pleasing design that complements new building architecture.

Pelco created the Sarix™ technology platform with one goal in mind – to set a new standard in imaging performance for security professionals. Featuring advanced lowlight capabilities, consistent color science, h.264 compression, built-in analytics, and much more, the Sarix technology platform delivers a higher definition of security. ←



Advanced imaging science delivers consistent color and high sensitivity.



Compression Type	Size	Resolution
h.264	1mbps	1280x1024
MPEG4	2mbps	1280x1024
MJPEG	20mbps	1280x1024

These are representative values, actual values are content dependant.



Sarix-Based IX Series Cameras feature a modern, sophisticated design.