

Briefing: "Camera to Cloud"

We are thrilled to be introducing our "Camera to Cloud" product. This award winning solution represents a significant leap forward in cloud-based video surveillance, and we're excited to offer its capabilities to our valuable customers and partners.

Key Camera to Cloud Messages:

- **Optimized Bandwidth:** Explain how the solution optimizes bandwidth by performing key functions such as video storage on the camera itself. This ensures smoother data transmission and results in more bandwidth available for other business critical applications
- **Computing at the Edge:** Emphasize how the Arcules camera to cloud ACAP application leverages Axis' superior camera design, utilizing its edge computing to expand our AI object detection and forensic search capability providing for superior object detection and surveillance to enhance customer experience.
- **Seamless Scalability:** Highlight how our Camera to Cloud product integrates seamlessly with the Arcules VSaaS providing the ability to view video, react to alarms and investigate events anytime, from anywhere.
- **More Choices:** Help your customer understand that Camera to Cloud, provides an additional deployment choice to meet varying budget, bandwidth and site considerations. Customers have the flexibility to choose from pure cloud, edge cloud, camera to cloud or mix and match.
- **Innovative Technology:** "Camera to Cloud" is a serverless cloud video surveillance option that can be deployed with the Arcules VSaaS. We deployed it in such a way that the camera remains "unlocked" while retaining the highest level of performance and data security.

Demonstration:

- Our system at the Arcules Irvine headquarter features a live demonstration of the "Camera to Cloud" product. Customers can witness firsthand how the cameras seamlessly connect to the cloud, offering real-time insights and control.

Additional Details:

- Key Features in Release 1
 - Support of 6 Axis Model ARTPEC8 Series (P3267, P3268, Q1656, P1467, P1468, Q3538) – 11 variants
 - Forensic Search by Region
 - Alarming on people and vehicles using Rules
 - Cloud Storage of Case Videos
 - Enhanced Video Timeline (People & Vehicle Markers)
 - Seamless Mix and Match Architecture

Competitive Camera to Cloud Considerations:

- Camera to Cloud can be used with already purchased ARTPEC8 cameras
- Cameras may be purchased from any Axis dealer / integrator
- Cameras may be returned to factory settings at anytime (not locked)
- Customers may phase in camera to cloud on their own timetable, or keep a subset of existing cameras
- Axis models are superior cameras compared to competitive camera to cloud offerings

Collateral and Resources:

- [Sales Deck](#): with key talking points and visuals to support your conversations.
- [Camera to Cloud Product Web Page](#): Soon to be expanded
- [Camera to Cloud Brochure](#): Product sheet that provides an overview of the product's features and benefits.
- [Camera to Cloud announcement](#) and [Promo Video](#)
- [Camera Models Supported](#). Axis Camera Model Comparison.
- [FAQs](#): List of frequently asked questions
- [Axis Camera Details](#): Axis resource to gain more camera details
- Camera to Cloud [Knowledge Base](#)
- Camera to Cloud Videos ([Promo](#), [Quick Demo](#))

General Briefing: “New Cloud VMS Features”

Key Cloud Messages:

- **SIMPLE** - Leverage advanced technology in an easy, seamless user experience with a flexible subscription model.
- **SCALABLE** - Connect existing cameras and devices at multiple sites for easy expansion.
- **SECURE** - Ensure the highest level of security, including SOC 2 Type II compliance.
- **SERVICE** - Get more than a product, be part of a customer experience starting with our first meeting and from there onward.
- **AI DRIVEN** - our AI-driven video surveillance as a service (VSaaS) provides unparalleled security along with advanced analytics and data insights that will benefit all areas of our business.

Recent Additions:

- **Video Timeline with Detections** - People and Vehicle detection indication on video timeline. Toggle display of detection types, jump forward or backwards to next detection. Quickly identify and review incidents.
- **Forensic Search** - Although fully deployed it includes enhancements around object resemblance and time sync between playback video and forensic search for ease of use.
- **Mobile Client** - Portrait “One Hand” operation, New Timeline View, Updated GUI
- **Cases** - Play recorded video directly from the case (no download required)
- **Additional On-Camera Axis Analytics** - Motion Guard & Loitering Guard
- **New Integrations** - IMMIX central station integration and Genea access control integration (Currently not demonstrable on Irvine System)