



Corporate Background

False alarms continue to plague fire and safety officials in towns and cities throughout the United States, costing hundreds of millions of dollars and constantly putting lives on the line, unnecessarily. Numerous communities like Dallas and Salt Lake City have adopted, or are considering, Verified Response programs, under which there is no response to alarms without human or video verification.

On another front, security service providers are aggressively searching for ways to provide increased protection for businesses and residences, while at the same time helping safety officials get a handle on the false alarm epidemic. In addition, security service providers must find a way to grow their businesses by increasing monthly recurring revenues.

Stepping into the breach is OzVision, a developer of advanced video solutions for the security monitoring market. Founded in 1995, OzVision delivers video over a secure network for companies that provide security monitoring services to businesses and homes. The company has addressed the major challenges associated with integration of alarm monitoring, CCTV, network storage and remote video services.

Backed by funding from Aviv Capital Ventures and Kadran Communications, OzVision is addressing a vast market for security services that currently numbers more than 31 million subscribers. Serving this market are more than 25,000 dealers and installers and more than 4,000 monitoring stations that generate more than \$21 billion in annual revenues. What these companies require is an IP-based video solution that will enable them to increase revenue and expand and retain subscribers and customers.

Several factors are driving security service providers to OzVision:

- **Verified Response:** As a result of increasing public safety costs driven by false alarms, municipalities are increasingly legislating policies that do not send first responders to the scene unless an alarm has been verified by a human or video. This mitigates the effectiveness of a security system and requires innovation on the part of service providers. OzVision delivers that innovation. Currently, close to 160 cities and towns are considering or have enacted verified response policies and the number is growing monthly.
- **Increasing Broadband Adoption:** Business and homes are rapidly adopting the internet for remote monitoring, putting pressure on service providers to take advantage of these capabilities. OzVision solutions are IP-based and take complete advantage of broadband technologies.
- **Limited Integration of Existing Security Systems:** There is no effective integration of CCTV and alarm systems that effectively improve the usability and increase the ROI of both investments. One of the key benefits OzVision delivers is the ability to tie together all elements of a security system, from remote video services to CCTV, network storage and alarm monitoring. As a result, service providers can deliver to homes and businesses a higher level of security and safety. To meet these requirements, OzVision offers the OzVision Secure Network (OSN), an internet-based, hosted video monitoring network that enables security service providers to generate new, recurring revenue streams from video services and increase the level of security provided to customers. OSN is an affordable, reliable remote video solution that delivers real-time security monitoring features to subscribers through an internet portal that can be accessed via personal computer, personal digital assistant or cell phone.

How OSN Works

With many cities imposing hefty fines for false alarm calls and requiring verification prior to dispatching police, OzVision's video alarm verification provides a new level of security with a quick, accurate assessment of alarm events. For example, say a stray cat triggers a motion detector at a location, which then sets off an alarm. Because OzVision delivers a video of the event to the monitoring station, police are not dispatched and valuable resources are not pulled from areas that need them more. In addition, the



owner of the location avoids being assessed fines. On the other hand, if there was an intruder, the video would confirm this and the police would respond.

In the case of a panic alarm situation, OzVision works especially well. When a panic button is pushed, the alarm and a video clip are sent to the monitoring station. The operator then forwards the video clip to the police, who then know the situation, including how many people are involved and if there are any weapons. And, if the thieves run away, the police can use the video clip to track them down and identify them.

The Future of the Security Industry

Alarm dealers, integrators and service providers face serious challenges. In order to stay competitive and increase revenues, they must increase the value they deliver to their customers. In addition, these companies are under intense pressure from municipalities and customers to meet new market requirements.

Integrating IP-enabled video services enables service providers to deliver higher-quality, significantly more reliable services, which results in higher customer satisfaction. In addition, IPV services affords new revenue opportunities, a rapid ROI, and inspires increased confidence in their systems from both customers and municipalities.