

SUPER HD CCTV

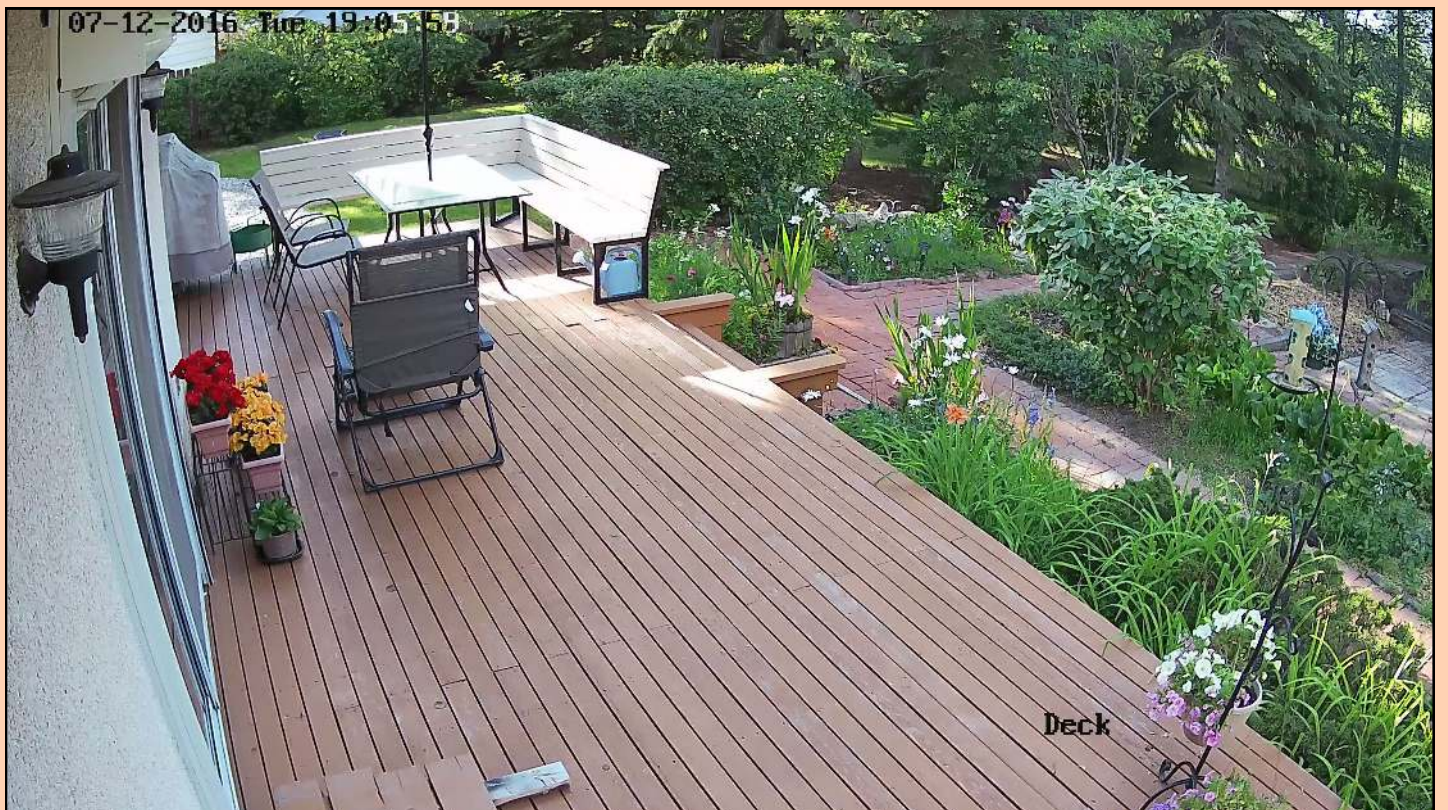


**Picture footage examples
5.0 Megapixel SUPER HD
High Definition CCTV
security cameras -
2019 technology.**

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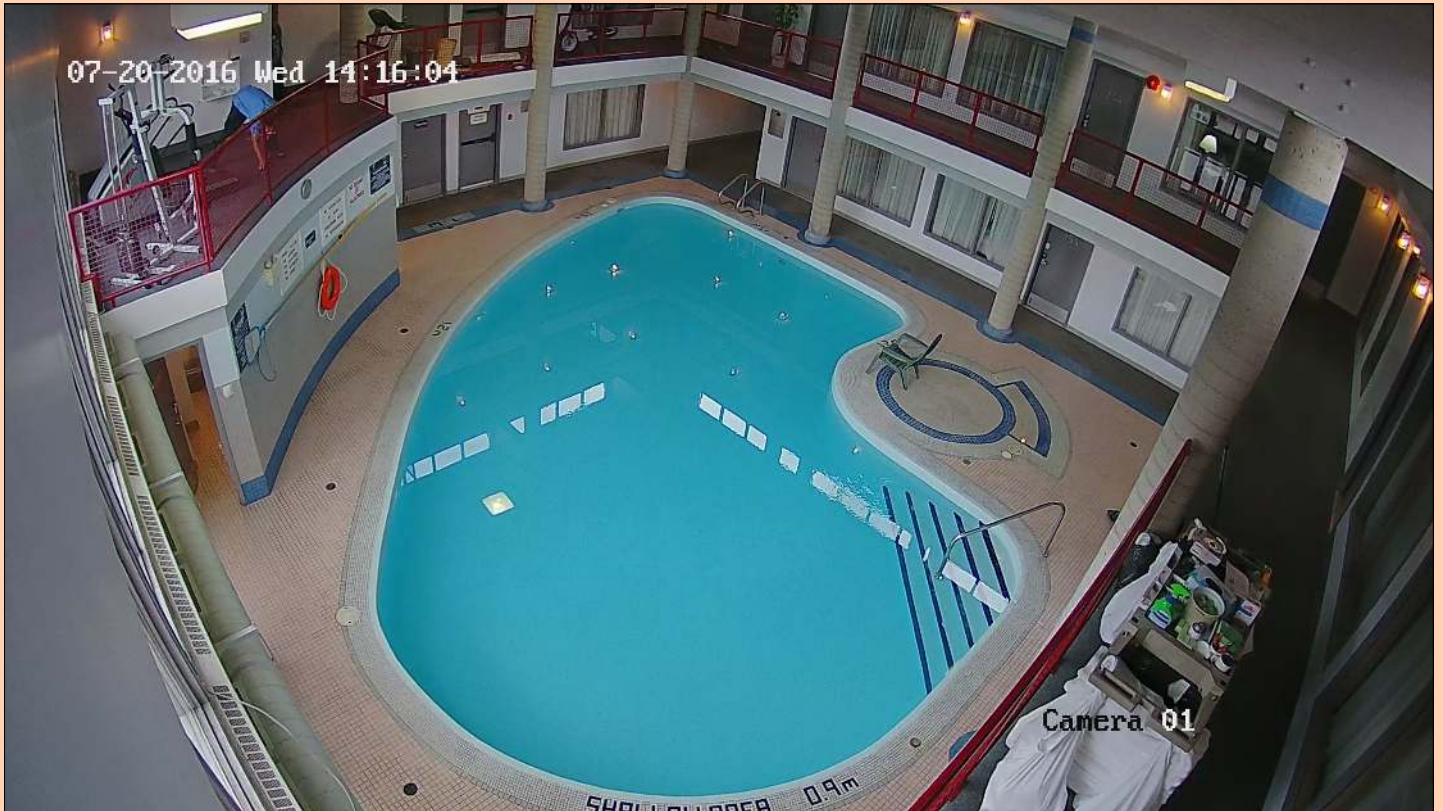
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Rear Car Park



6mm FL

6mm FL



Example footage comparing standard security camera resolution with current High Definition.

Choosing a Supplier ...

The overall success and effectiveness of your CCTV system can hinge on the expertise of the installers who set it up. There are many important factors to take into consideration that require an expert understanding of lighting, optics, wiring, security design, and much more. In other words, your experience connecting your home TV to the DVD player does not mean you should set up your business CCTV security system!

In the CCTV industry, businesses typically buy from suppliers or dealers. These vendors usually work with multiple manufacturers to offer a range of products, as well as installation and support. As with most business purchases, there are several key factors to look for when choosing a CCTV vendor.

Experience ...

A vendor's experience in the industry is a significant indicator of the firm's reliability and long-term stability. You will want to be able to work with your chosen vendor on an ongoing basis as you expand or upgrade your system, so choosing someone who will be around next year is important. Specific experience with businesses of your size and in your industry is also desirable ... large warehouses and multi storey buildings may present problems that a vendor who specializes in small retail shops may not be prepared to address.

Installation ...

The quality of a CCTV installation can have lasting effects on your business. Qualified installers will not take a standardized approach to installation - they will analyze your needs and make sure you get a system that is customized to your location and business needs. They will also provide enough training and after sales support to make sure your staff fully understands the operation and maintenance of your system.

Location ...

Depending on your support needs, proximity may or may not be important to you - if you plan to rely on telephone support and shipping components back for repair, it will not matter, but if you expect field technicians to come to you, distance from the vendor can be a factor.

Demonstrations ...

Nothing will give you a better sense of how well a CCTV system achieves your goals than seeing it in action. Some vendors conduct on-site demos, which gives you the added advantage of being able to see how the hardware looks in your location. Others will invite you to try the system in their office, or will set up an online demo, which is helpful if you plan to view images remotely.

Another familiar way to investigate CCTV systems integrators for your business is to ask for references to other customers - make sure to ask for references that are in businesses similar to yours. Of course, you will be referred to the vendor's most satisfied customers, but you can still learn a lot from them. Here are the type of questions that you should be asking ...

- How has the CCTV system accomplished the goals that you set for it?
- Are you happy with the overall quality of the images, both live and recorded?
- Was the initial installation sufficient for your needs? Or did you have to add components or upgrade?
- What do you wish you had done differently?
- Have you needed any after sales support or repairs? How did the vendor respond?
- Do you know of any one else who uses this system? This can get you additional references to speak to, some of whom might be more candid.

Pricing ...

There are many components to a CCTV system: cameras, monitors, recorders, and cabling to connect the system. Add in the need for a quality installation, and it should be apparent that shopping by price alone is not a good approach. Some dealers will put together low-end packages to try to lure price-conscious shoppers - these systems can suffer from lower quality, dubious reliability, and will not last for years and years the way higher quality systems will.

On the internet, or in several consumer targeted retail outlets, you can find complete CCTV packages of 4 to 16 cameras, including cameras and an NVR. Often they look like great deals - and most of the time they are too good to be true. Low-quality components, old technology NVR's, low quality cameras and a lack of support combine to create an offer that can do more harm than good to your business. The old saying "you get what you pay for" is very true!

Buying Tips ...

- Know what you want to see. Knowing exactly what you want to see in the monitor and on recordings - both the scene and the quality - is the single best way you can prepare for.
- Avoid solely using dummy cameras. While they may deter some problems, they also can create a legal liability by creating an expectation of safety when none exists. In saying this, in some situations it can pay to intersperse several dummy cameras along with real cameras to give the impression of more cameras being in the system.
- Buy for the right reasons. Using a high-tech solution to solve a low-tech problem can result in wasted money and effort. If you have vandalism problems in a parking lot, adding lights can be a far cheaper and more effective solution than installing cameras. At the end of the day, if you are not able to recognise and identify perpetrators of criminal acts from your camera recording system, then the police will not be able to assist you.
- Put up signage. Highly visible signage that lets customers and employees know that they are being filmed can greatly increase the deterrent effect.

Surveillance Systems Australia has been servicing the Perth and WA market since 1997 ... over 20 years. As new digital technologies have rapidly improved and been introduced over the last few years, **Surveillance Systems Australia** have been at the forefront of introducing these new systems to WA businesses.

Recognised as industry leaders in WA in security camera system design and installation, we design and install CCTV solutions to suit individual businesses and specific problems.

We have many clients from a wide range of different industries. This includes several national supermarket chains, national franchised food outlets, local suburban shopping centre complexes, cinema complexes, general retail outlets, government departments, local TAFE Colleges and educational institutions, as well as many private retail and general business clientele. We also consult to several other security companies and service providers here in WA.

Surveillance Systems Australia will not try and sell clients systems or equipment that they do not need. We first discuss with our clients particular situations and requirements, and then suggest technologies and systems that will both meet their expectations as well as their budget.

Our after sales service and backup technical support is a crucial part of our business, and we invite prospective new clients to talk to our existing clients before making a purchasing decision.



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