



## Key Reasons to buy MOBOTIX

- MOBOTIX products offer a **true edge based end to end IP CCTV proposition** negating the need for expensive NVR/DVR and high specification PC hardware.
- MOBOTIX **decentralised concept** means all decisions are made by the camera itself based on customisable settings. From event triggering to alarm and recording management and messaging
- MOBOTIX products are **truly an intelligent solution in a box**. No other camera on the market offers the same degree of functionality or flexibility
- The system architecture means there is **no single point of failure**, for more robust and reliable performance products offer day and night recording. Regardless of the environment, as long as the camera has industry standard POE to hand, it will continue to work even in the event of the NAS/NVR or entire comms room losing power. **The building is still being monitored and recorded by the cameras using the onboard Micro SD Card**
- MOBOTIX hardware works **without moving parts**, this is achieved entirely through software which in turn increases reliability and longevity but most notable is the reduced power implications. For this reason MOBOTIX solutions offer **faster ROI than both conventional systems and other IP systems alike**
- The MOBOTIX business model operates with **no licence fees, free software and software updates for life**. This means that the camera is the investment piece. MOBOTIX constantly update and release new functionality, allowing the camera to evolve taking on new functionality through software, increasing its value as a data collection device and business intelligence tool through **on board object counting and heat mapping** on single lens cameras
- MOBOTIX cameras are **Made in Germany** without any third party dependency. Each camera goes through the same quality assurance measures. This contributes to a MOBOTIX camera lasting for years. Current mean time before failure is 9 years.
- MOBOTIX **High Resolution 6MP Moonlight Technology** capability means in some cases 4 or 5 analogue/IP camera's can be dis-placed with a single MOBOTIX camera and still offer far greater image quality. This is one of the key drivers behind the company success, being able to prove reduced camera deployments compared with rivals. This has other benefits such as reduced maintenance and faster implementations
- The MOBOTIX **Partner Program** means there is a structure in place to sell the brand therefore ensuring **better service to the end user and higher skill set in the channel**. Partner benefits include: Increased discount, improved commercial terms, marketing support , events lead generation for Partners, discounted demo equipment, incentives and promotions
- With a **UK & Ireland dedicated team**, MOBOTIX is well positioned to service the region and work with both integrators and end users producing the highest quality solutions and offer training, demonstrations, meeting and proof of concept services to the UK & Ireland market.