

FOR THE CUSTOMERS OF

**sound  
incorporated**

# sound Ink

Issue 1, 2011



**Register For Our  
SECURITY &  
TECHNOLOGY EVENTS:  
BREAKFAST & LEARN  
LUNCH & LEARN**

*(See pages 2 & 3 in  
this issue or our web  
site for more details).*

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## Should Your Company Buy Into Unified Communications?

David wants to get in touch with co-worker Larry on an urgent business matter. Not sure where Larry is, he shoots him a text message, but he receives no response. Thinking he might be at his desk, he calls his desk phone and leaves a voice mail, then tries his mobile phone. Finally, David sends an e-mail message in the hope that he'll read it on his mobile device.

Sound familiar? The problem isn't that Dave and Larry need better devices to communicate with, they already have them. They just aren't unified.

The Unified Communications is about call completion, getting in touch with the person(s) you need now. Businesses choose to unify their communications to deliver value at all levels of the organization:

Type	Benefit	How	Example
User-level	Improve employee productivity by reducing latency in communications	Integrating communication functions directly into work activities and applications	Mobility solutions that enable single number and single identity allowing employees to remain in touch
Workgroup-level	Faster and more effective collaborative and team efforts delivering higher quality results	Lever communications and collaboration tools to overcome barriers of time and distance Virtual meeting rooms speed rapid-response teams	Rich presence and availability information rapidly identify individuals with the right skills to address a problem
Enterprise-level	Better communication between teams / departments, with partners and customers enabling organizations to: <ol style="list-style-type: none"> <li>1. be more responsive,</li> <li>2. deliver more value to their customers and partners, and</li> <li>3. adapt easily and quickly to changing market conditions</li> </ol>	<ul style="list-style-type: none"> <li>• Integrating communication capabilities into workflows</li> <li>• Integrating communications capabilities into business process applications which support workflows (Communication enabled business processes)</li> </ul>	Customer interaction and escalation based on rules engines and advanced PBX call handling, mobile integration, remote / home / branch office integration and collaboration  Integrating communications capabilities into business process applications UC client integration with CRM applications

## What is the ROI for Unified Communications (UC) for your business?

There are tools and logical formulas to help identify if there is an ROI for your organization. If you would like to discuss Unified Communication deployment for your organization, contact your Account Executive or our Business Development Group at (630) 718-3145 or by e-mail to [biz-info@soundinc.com](mailto:biz-info@soundinc.com) to learn more!

IQ inVision **SECURITY EVENTS**  
**Mark Your Calendar****Lunch & Learn**

If you are an end user, architect, engineer or consultant interested in setting up a lunch and learn, please contact

**John Strauss at**  
**630-369-2900 or**  
**[jstrauss@soundinc.com](mailto:jstrauss@soundinc.com)**

Sponsored by:

**Midwest Security**  
**Conference 2011**

**March 28-29**  
**Lisle Wyndham Hotel**  
[www.midwestsecurityconference.com](http://www.midwestsecurityconference.com)

**ASIS Chicago**  
**Monthly Meetings**  
[www.asischicago.org](http://www.asischicago.org)

**ASIS - 2011 Annual**  
**Seminar and Exhibits**  
**September 19-22**  
**Orlando, FL**  
[www.asisonline.org](http://www.asisonline.org)

## The Advantages of HD/Megapixel IP Cameras

Over the years we have seen the CCTV surveillance systems change rapidly from analogue cameras with a digital video recorder to IP cameras with a network video server. Now it is all about High Definition- Megapixel video with 480P, 720P, 1080P and up to 5 Megapixel cameras.

IQinVision, also known in the security industry as IQeye, is leading the way with HD/Megapixel IP security cameras which offer multiple benefits when designing and implementing a surveillance system. With incredible HD/megapixel resolution, intelligent camera software and easy integration features, IQeye smart cameras take the guesswork out of any security video application. Installation is simple and cost-effective, and the IQeye's proven image quality and time-tested reliability delivers results where traditional CCTV cameras fall short. IQeye intelligent cameras give you multiple video management options, and are top quality security IP cameras that are affordable for any budget. With IQeye cameras, you have a wide range of IP camera options to create the most cost-effective surveillance system tailored specifically to your needs. In addition, the system will grow with you because it is easy to interchange the security cameras as your needs change as well.

- Superior Image Quality
- Lower Total Cost of Ownership
- Total Control

### Superior Image Quality

#### Forensic Detail

Most security cameras today deliver low resolution images that make it impossible to catch the bad guys.



With IQeye HD/megapixel cameras, you get clear, crisp images that let you see the important details you need for identification so you don't let the bad guys get away. With the right design and calculations of pixels per Ft you can easily recognize faces and read license plates while still capturing the full field of view.

### Excellent Low-Light Performance

IQeye network cameras include the latest image processing technology that ensures the best possible performance in low light conditions.



LIGHTGRABBER™ OFF



LIGHTGRABBER™ 4X

IQeye cameras are also available with Lightgrabber and IR sensitive Day/Night camera models.

### Great for Fast-Moving Objects

IQeye cameras use progressive scan CMOS imagers with rolling and global shutters, which are ideal for capturing clear video of high speed objects.



PROGRESSIVE SCAN



INTERLACED SCAN

Other cameras use "Interlaced" technology that stitches two low-resolution pictures together so when there is motion, the images have a jagged, blurry "tearing" appearance.

### Total Control

#### Intelligent Camera Features and Network Management

IQeye cameras have on-camera intelligence like multi-stream H.264/MJPEG, digital image cropping, and dynamic resolution and frame rate, giving you total control of what surveillance video you get and when you get it.

TRADITIONAL  
FORMAT  
WASTED  
VIDEO

IT directors enjoy our integrated bandwidth and storage throttles as well as our frame rate and H.264 compression controls that ensure IQeye cameras behave predictably at all times.

(continued on top of page 3)

## The Advantages of HD/Megapixel IP Cameras (continued)

### Lower Total Cost Ownership

#### Better Coverage and Viewing Experience

IQeye HD/Megapixel network security cameras can replace multiple standard resolution cameras and still deliver forensic detail. Replacing several low-res cameras with a single HD/megapixel IQeye IP Camera also improves the viewing experience by eliminating the need for multiple monitors and complex, thumbnail multi-view screens. This is accomplished by having a 16:9 ratio instead 4:3 and more pixels per foot.

#### Long Camera Life

IQinVision has pioneered IR mirror technology that filters less noise and eliminates the worry of imager burn. In addition, IQeye security cameras are built to last - using high quality commercial-grade materials and tried, tested, and proven to be the most stable network cameras on the market. IQeye cameras are available in vandal resistant domes and weatherproof domes that will last for years to come.



### Lower Labor & Maintenance Costs

Time is money when you're running a business. That's why every IQeye IP camera was designed to minimize installation and set-up time so you are up and running faster. You can also save on maintenance costs because, unlike Pan/Tilt/Zoom cameras, IQeye security cameras have no gears, belts, or pulleys that break.

### Simple Power over Ethernet Wiring

Every IQeye is PoE ready whether it is a basic plug-and-play network cameras or one of our smart IP day/night cameras for indoor and outdoor applications. Just a Cat5e or 6 cable and a PoE switch. This feature not only contributes to an easy installation, but it also means you have an energy-efficient camera for surveillance of any type of business property.

### Designing a HD/Megapixel IP Camera System

Sound Incorporated can design and implement an HD/Megapixel surveillance system that will exceed expectations and deliver the results you need for your unique security application. We will work with you to determine the right HD camera for the right application by calculating the following for your system: Storage and Bandwidth requirements, Image to be Captured, Frames per Second, and Pixels per Foot (Detail), Field of View, and Lens requirement.

For a more in-depth demonstration on IQeye HD/Megapixel IP cameras and its features, capabilities, and benefits please feel free to contact Sound Incorporated Security Sales Director, John Strauss ([jstrauss@soundinc.com](mailto:jstrauss@soundinc.com)).

## Is Your Carrier Overbilling You?

Are you sure? Already in 2011 we found a:

Municipality that will **REDUCE** monthly carrier bills by over \$3,500 per month.

School District that can **REDUCE** monthly carrier bills by 32%.

Manufacturing firm that can **REDUCE** monthly carrier bills by 38%.

...and many others that we are helping. The percentages/dollars listed above are **actual savings** based upon customer supplied bills.

#### We also identified for clients:

That we can allocate carrier expenses amongst multiple locations and bill each site directly.

Municipalities can take advantage of West Suburban Purchasing COOP and favorite nation pricing (everyone receives the same great rate).

Please contact the Director of Sales, Bob Kintz, or your Account Executive at 630-369-2900 or to learn more.

Engineered a solution allowing critical data to be transported on a private network, meeting stringent delay and packet loss requirements FOR LESS THAN THE COST OF THEIR INTERNET SERVICE!

#### What is the catch?

Nothing! We research your current billing and present the information, you make a business decision. We want to help you!

#### How is Sound incorporated paid?

We receive commissions from the 30+ carriers we represent. It does not affect the rates you receive from the carriers.

#### ASK US FOR REFERENCES!

Sound Incorporated has been a carrier advocate for over 20 years. We will be glad to supply you with current customers that you can contact directly.



*"...the IQeye's proven image quality and time-tested reliability delivers results where traditional CCTV cameras fall short."*



## TECHNOLOGY EVENT Mark Your Calendar

Breakfast & Learn

Sponsored by:



Experience the Future;  
Powered by Cisco

March 17, 2011  
8 a.m. - Noon

Cisco Office  
9501 Technology Blvd.  
Rosemont, IL 60018

**You Should Attend** if you are a business owner, sales manager or in the IT/Telecom department and want to learn how technology can improve your organization.

**Come EXPERIENCE what Technology has to offer!** In Cisco's new State-of-the-Art demonstration facility.

**SEE what's new for:** Voice, Data, Video, Network, Physical Security Mobility, UC, and more!

**Learn WHY to upgrade your existing Cisco Call Manager!** What is new since you installed/upgraded your system.

**SPACE IS LIMITED** Please RSVP with Forest Smith at 630-369-2900 or by email to [biz-info@soundinc.com](mailto:biz-info@soundinc.com)

## Meet Hank Schultz

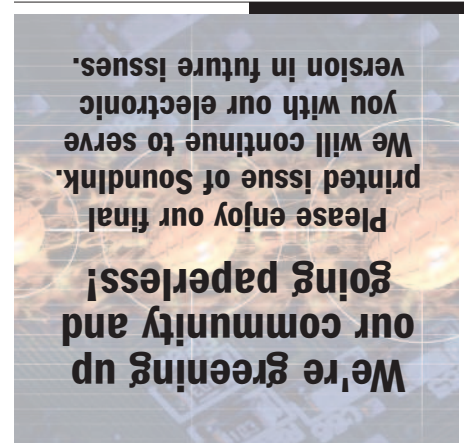
Sound Incorporated welcomes Hank Schultz to its staff of technology professionals. Hank comes to Sound Incorporated with over 20 years of experience in Systems Integration.

Hank has distinctive core competencies in Audiovisual Systems, Crestron Solutions, Sound Reinforcement Systems, Speech Privacy Systems, Video and Audio Conferencing Technologies. Hank utilizes a consultative approach with customers to provide practical and cost effective solutions for systems of any size.



**If you are investigating the purchase, replacement or upgrading any of the above listed systems please contact Hank at (630) 718-3143 or at [hschultz@soundinc.com](mailto:hschultz@soundinc.com).**

It costs nothing for an opinion!



Return Service Requested

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Naperville, IL 60563  
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www.soundinc.com

