

# Building the bridge from analog to digital video

Hybrid IP Platform



# Cross over from CCTV to networked digital video

Closed-circuit TV is just that: closed. And while it has served well in security applications for years, today's environments require a more open video surveillance system based on standard networking protocols.

That system is here: the GE Hybrid IP Platform opens up CCTV to give you secure access to live, streaming video over your IP network infrastructure. It saves images to a Digital Video Recorder (DVR) and network servers, supporting remote backups. It's easy to expand and adapt as requirements change. And it works with your existing analog CCTV equipment.

GE's Hybrid IP Platform can be used virtually anywhere you need to capture surveillance video. It's especially beneficial in applications with multiple facilities, such as banks and ATM kiosks, school campuses, office and industrial parks and retail chains—whether they're local, national or global.

## Hybrid IP Platform camera—**analog or digital output, plus Xposure™ WDR technology**

GE's Hybrid IP Platform features a camera with traditional BNC output, plus a standard Ethernet port. This gives you a direct connection to your IP network with no other equipment required. Its built-in MPEG-4 encoder compresses video output to preserve network performance without compromising image quality. And its RCA jack lets you add live or recorded audio.

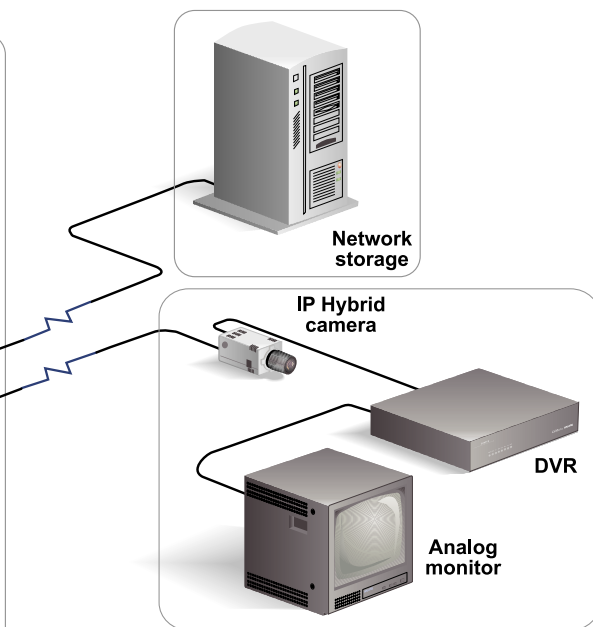
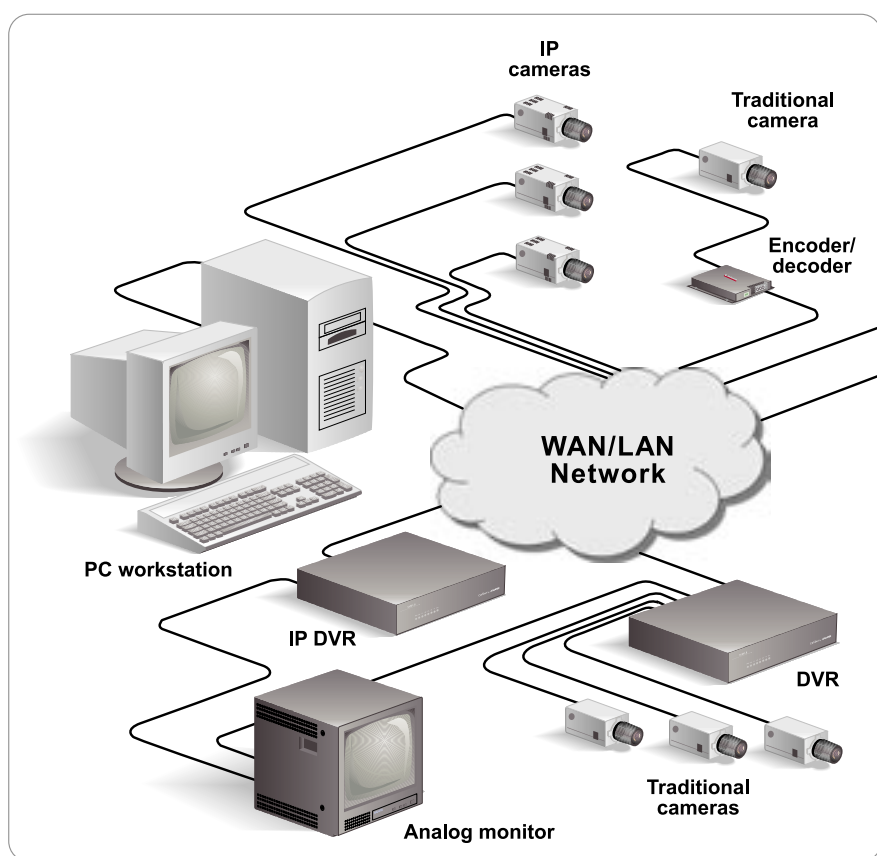
The Hybrid IP Platform camera also includes Wide Dynamic Range (WDR) capabilities. GE's advanced Xposure™ technology processes each pixel individually within the camera's field of view, automatically adjusting exposure time to compensate for glare, reflections, shadows and backlighting. That means you'll see clear pictures even in the most challenging lighting conditions. And you'll capture important details that make identification easier.

## IP encoder/decoders—**network connections for analog equipment**

GE encoder/decoders let you connect your existing analog cameras and monitors to an IP network. And you can use the two built-in serial ports to control Pan/Tilt/Zoom (PTZ) cameras from your network PC or from a PTZ keyboard connected to a decoder.

## Video navigation software—**Easy viewing from your PC**

GE's video navigation software makes it easy to watch single or multiple windows of live video from your network PC. You can find video footage quickly by time/date range, camera, alarm, event, transaction text or motion detection. And you can control PTZ cameras.



## Flexible IP network supports digital, analog video equipment

GE's Hybrid IP Platform lets you create an IP-based video network while continuing to use your existing analog equipment. You can connect Hybrid IP Platform cameras, digital video recorders, PCs and servers directly to the network. Encoder/decoders provide network access for analog cameras and monitors.

# Five reasons to choose the GE Hybrid IP Platform



## View any camera from any location

GE's Hybrid IP Platform uses a unique IP address to identify every camera in your video surveillance system. That means you can use your Internet connection to watch live, streaming video at 30 frames per second from any camera. You can call up multiple cameras from any IP-equipped monitor or from your PC using video navigation software. You can also search for and play back recorded images from any networked digital recorder or server. Plus, you're not bound by location; as long as you can access your network, you'll see the same high-quality images whether you're in the next room or on the other side of the world.



## Economical and efficient

GE's Hybrid IP Platform makes the transition to network video access economical as well. For starters, you don't have to buy all new equipment. With analog-to-digital encoders and decoders, you can continue using the cameras and monitors you already have. What's more, you don't have to run dedicated video cable; the Hybrid IP Platform uses standard twisted-pair Ethernet cable, allowing you to create a video surveillance network using your existing infrastructure. Plus, with careful network planning you can create two autonomous networks for your company's data and video surveillance functions, preserving bandwidth and performance.



## Flexible and scalable

GE's Hybrid IP Platform lets you install surveillance cameras wherever you can connect to your IP network. That gives you more security in remote locations that may need it most. Plus, the Hybrid IP Platform gives you the same scalability and easy expansion as any other IP-based network. Simply connect an IP camera or an analog camera with an encoder to your network and assign an IP address.



## Compatible with existing equipment

GE's Hybrid IP Platform bridges the gap between digital technology and your existing analog equipment. You can access analog cameras connected to a digital recorder via the recorder's IP address. For stand-alone cameras, simply connect the camera to an IP encoder; if it's a PTZ camera, the IP encoder includes RS-232/RS-485 serial ports so you can pan, tilt and zoom the camera to follow the action or better capture identifying details. You can connect a standard PTZ keyboard to an IP decoder or control the PTZ camera using video navigation software on your PC. And you can connect analog monitors to your network using an IP decoder or IP DVR.



## Secure access

GE's Hybrid IP Platform encodes all video signals sent over the network, to prevent eavesdropping, hacking or other tampering. Your system administrator can also assign access privileges for cameras and recorders to specific users or groups. That way, you retain control over who can watch video from your surveillance system.

U.S.  
T 800 469 1676  
F 541 754 7162

Asia  
T 852 2907 8108  
F 852 2142 5063

Australia  
T 61 3 9259 4700  
F 61 3 9259 4799

Europe  
T 32 2 725 11 20  
F 32 2 721 86 13

Latin America  
T 305 593 4301  
F 305 593 4300

[www.gesecurity.com](http://www.gesecurity.com)

© 2004 General Electric Company  
All Rights Reserved

# Bridging the past, present and future of security technologies

When you choose security products from GE, you can integrate the latest security technologies with the equipment you already have. GE consistently and significantly invests in research and development to improve current security technologies, create new ones and incorporate valuable third-party technologies into our products. And while looking to the future, we don't lose sight of the present—or the past. We design products so they'll work in tandem with existing security systems, bridging established technologies with the latest innovations.

GE's Security business spans the globe as a technological leader in the rapidly growing electronic security industry—helping you protect your people, your property, your customers and your bottom line. For more than 25 years, we've been designing and manufacturing video surveillance, access control, intrusion and fire detection, explosives and narcotics detection, key control and fiber-optic transmission systems.

What's more, we can offer something that's hard to put a value on: the confidence that comes from working with one of the world's most respected companies, one that has been creating new technologies and making lives better for more than 110 years.

Call 800 469 1676 or visit [www.gesecurity.com](http://www.gesecurity.com) for more information.



#### Hybrid IP Platform camera

The Hybrid IP Platform WDR camera features both Ethernet and BNC outputs, giving you a direct network connection while supporting existing analog equipment. GE's advanced Xposure technology exposes each pixel individually to produce clear, detailed images in even the most challenging lighting conditions.



#### Hybrid IP Platform encoder/decoder

The Hybrid IP Platform encoder/decoder gives you network access to your existing analog equipment. IP encoders convert video from analog cameras to digitally compressed video, while decoders convert digitally compressed video to standard NTSC analog output for viewing on analog monitors.



GE imagination at work