



## **HDcctv Alliance Continues to Grow With Signing of Analytics Innovator IntelliVision**

*IntelliVision joins HDcctv Alliance with plans to integrate its Intelligent Video Standard, Object Recognition and Video Power Suites into HDcctv-compliant products. Embedded solutions will analyze digital video streaming from high-resolution HDcctv surveillance cameras.*

Sydney, Australia, ([PRWEB](#)) June 28, 2010 -- HDcctv Alliance®, the global security industry consortium established to manage and promote technical standards for HDcctv™ equipment interoperability, announced today that IntelliVision Technologies Corporation, a leading company in intelligent video analysis and automated monitoring solutions for the security, surveillance and safety markets, has joined the Alliance.

IntelliVision plans to introduce its family of analytics, object recognition and video power suites into HDcctv-compliant products for the surveillance market to automatically track and identify objects, analyze motion, and extract video intelligence. IntelliVision solutions will be embedded in HDcctv video encoders, servers, cameras, DVRs, and other related products such as intelligent video libraries. In addition to analytics, IntelliVision delivers the capability to stream metadata and intelligence among physically disparate surveillance subsystems.

HDcctv Alliance member companies have access to complete HDcctv specifications and are licensed to display the HDcctv logo on compliant equipment as a guarantee of interoperability. IntelliVision, recognizing a market trend towards HDcctv surveillance cameras and the importance of standards compliance, joined the Alliance to maximize its opportunities in this new product category.

“IntelliVision is happy to join HDcctv Alliance and its community,” said Vaidhi Nathan, IntelliVision president and CEO. “HDcctv provides notable benefits for video intelligence and analytics solutions. Because HDcctv has more pixels, thereby delivering higher quality video, analysis of streamed HDcctv data offers more accuracy, and that in turn provides measurable benefits to our customers. HDcctv has become a fast-growing trend in the security market. Customers are looking for better video and security solutions at lower cost. IntelliVision, along with our HDcctv Alliance partners, can provide that.”

HDcctv surveillance cameras deliver digital high-definition video over coaxial cable. The HDcctv Alliance standards enable interoperable plug-and-play high definition (HD) security systems with the highest possible signal integrity, without any perceivable latency or image artifacts from transmission-related compression.

The HDcctv Alliance has partnered with SMPTE (Society of Motion Picture and Television Engineers) to leverage the HD-SDI (High-Definition Serial Digital Interface) broadcast television standard as the basis for the HDcctv Specification. HDcctv includes a variety of enhancements to HD-SDI that are vital to surveillance, including bi-directional audio and data, up-the-cable power, and Long Reach Mode for 300m transmission over conventional RG-59 cable.

“HDcctv Alliance welcomes IntelliVision as our first member specializing in analytics,” said Todd Rockoff, HDcctv Alliance executive director. “IntelliVision is well positioned to partner with other Alliance members to



apply their algorithms on the high-quality images that characterize HDcctv. I expect the benefits of IntelliVision analytics to be particularly pronounced in HDcctv DVRs, wherein relatively powerful analytics solutions can be applied to artifact-free video streams supplied by HDcctv cameras.”

The Alliance is rapidly growing, drawing its international membership from all sectors of the security industry. The members offer diverse products and services, ranging from components, OEM and branded equipment, to security sales, support, and system installation. Alliance members benefit from full access to the HDcctv specifications, participation in the standards creation process, and certification of compliant products. Marketing benefits include HDcctv logo product branding to signify interoperability and promotions to increase members’ international visibility. Membership registration is available at [www.highdefcctv.org](http://www.highdefcctv.org)

To learn more about HDcctv, watch videos on YouTube at <http://www.youtube.com/watch?v=ee1Iq8mBCYg>.

#### About HDcctv Alliance

HDcctv Alliance is a non-profit, global consortium that manages global industry specifications for high-definition closed-circuit television (HDcctv). HDcctv systems transmit digital video over various media. HDcctv includes features for security applications, while it is derived from broadcast industry standards for serialized transmission of uncompressed video over coaxial cable. The Alliance promotes industry adoption of HDcctv and provides education to the security industry and end market. The Alliance compliance program facilitates the development of high-quality interoperable HDcctv devices. Devices that have passed compliance testing display the HDcctv logo and are promoted by the Alliance. Detailed information about the HDcctv Specification is available only to members on the Alliance's Website. Further information is available by visiting the HDcctv Alliance website at [www.highdefcctv.org](http://www.highdefcctv.org)

#### About IntelliVision Technologies Corporation

IntelliVision Technologies Corporation is a leading company in "Intelligent Video Analysis and Automated Monitoring" solutions for the security, surveillance and safety markets, with products successfully deployed to customers and partners worldwide. IntelliVision was founded after 9/11, anticipating the potential explosion of video and analysis in the security market. IntelliVision has been operational since 2002, selling to an international customer base through integrator and OEM channels. IntelliVision products run 24/7/365 and are deployed in critical security applications in airports, government and commercial projects. IntelliVision products are available as PC/server platform and embedded solutions. Based in San Jose, California, with offices in Asia and Europe, IntelliVision can be contacted at [sales@Intelli-Vision.com](mailto:sales@Intelli-Vision.com) or 1-408-754-1690. Visit the website at [www.Intelli-Vision.com](http://www.Intelli-Vision.com).

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