



# HeiTel Digital Video GmbH

## Company Presentation

# Corporate History

- 1990 - Founded as Heinemann & Telwest GbR, Kiel
- 1992 - Refounded as the HeiTel Kommunikationselektronik GmbH
  - first headquarters: Wilhelmplatz, Kiel
- 1995 - Moved to Kiel's Innovation and Technology Centre (KITZ), Schauenburgerstrasse 116
- 1999 - Inclusion of Michael Meissner as officer with statutory authority and GL member with responsibilities for sales & marketing
- 2001 - Recruitment of Michael Gwozdek as Head of Product Management
- 2002 - Refounded as HeiTel Digital Video GmbH, Kiel
  - Michael Meissner becomes managing partner
  - Move to Kiel's Hörnspitze, Kaistraße 101
- 2005 - Frank Telwest departs as partner
  - Michael Gwozdek becomes managing partner
  - Moved to our premises at Molfsee near Kiel, Stuthagen 25

# Core Competence of the Company

- Design, development and sale of digital products in the field of video surveillance technology (CCTV)
- Specialists since 1990, company's own "HeiTel" brand since 1996
  - Digital video remote transmission via public or private phone/computer networks (wire-based/wireless)
  - Digital recording integrated into HeiTel video transmission concept for local long-term storage
  - Efficient compression algorithms for rapid and low-cost transmission/storage of video images
  - Integration of video receiver technology into security monitoring centres, emergency call and service centres (NSL)
  - Development of cost-optimised products for international security technology applications

# HeiTel References

- More than 40,000 HeiTel systems employed worldwide
- The HeiTel concept is optimised for chains and franchised shops
- The following chains already use HeiTel products successfully:
  - T-Punkt > 450 shops in Germany
  - McPaper > 400 shops in Germany
  - Kloppenburg > 160 shops in Germany and central storage surveillance
  - Animal Food Stores > 60 shops in Germany
  - Vodafone Spain > 100 shops
  - Ladbrokes U.K. > 800 shops
  - National Car Parking U.K. > 1.000 systems employed
- The HeiTel product range is completely network compatible (dial-in, live transmission, remote maintenance etc.; also via xDSL)
- HeiTel is the German market leader regarding alarm video transmission to central monitoring stations (market share > 60%)
  - More than 200 professional monitoring stations use HeiTel software on a day-to-day basis

# Company Activities in Various Associations

- Member of the National Association of Manufacturers and Installers of Security Technology (BHE)
  - HeiTel participates actively in the Technical Commission for CCTV (FA-CCTV)
  - HeiTel participates actively in various BHE work groups
    - KA image (multistandard image receiver)
    - Technical papers
  - HeiTel is the first company nationwide to receive the „BHE manufacturer quality seal of approval“ from the BHE
- Member of the Association for Security Technology (VfS)
  - HeiTel actively participates in work group 3 (Video)

# A host of good reasons for using HeiTel products (1/5)

- Special hardware developed for security technology
  - Embedded Linux
  - No licenses required
  - Automatic reboot after loss of power
  - High rate of reliability as there is no PC hardware
  - Can not be attacked (hacker protection)
- Certification according to EN-50130-4 (alarm systems)
  - particularly in case of power loss/power interruption
- All software products are downwards compatible until 1995
- HeiTel software packages can be used on workstations or by multi-users (server/client)
- Extremely low bandwidth load in networks (Ethernet/Internet)
  - The maximum band width load is < 4MBit/s
  - Bandwidth load can be set by the software in 10 steps

# A host of good reasons for using HeiTel products (2/5)

- Event-controlled connections, even in the Ethernet (alarm connection)
  - This thereby reduces the bandwidth load
- Very compact design at highest rate of recording density
  - 2HE at ½ 19" width
  - With a 320 GB hard drive: approx. 20 mio. images (à 15KB) can be stored
- Image recording quality according to the „UVV-Kassen" standard (BGV-120)
- Easy installation and operation of all HeiTel system components
- Support for all modern communication paths
  - Line communication: PSTN/POTS, ISDN, xDSL, LAN, Internet)
  - Wireless: GSM, GPRS, HSCSD, UMTS, WLAN
- Supports both static and dynamic IP addresses
  - DNS server support (transmitter and receiver)

# A host of good reasons for using HeiTel products (3/5)

- Triple image transmission redundancy by means of 3 interfaces that can be used in parallel
  - Ethernet interface for LAN, xDSL etc.
  - ISDN interface for internal ISDN boards
  - V.24 interface for external ISDN-, POTS-, GSM-, HSCSD adapters
- The CamDiscsvr series has built-in image manipulation detection
- HeiTel hardware and software contains intelligent user solutions
  - POS (embedding of data from POS machines)
  - ATM (embedding of ATMs)
  - Link with EMA centres (active alarm enable)
  - PTZ protocols from over 30 manufacturers is integrated

# A host of good reasons for using HeiTel products (4/5)

- Individual user rights administration can be configured by the software
  - Live cameras can be individually assigned to a user
  - Archive cameras can be individually assigned to a user
  - Assign special functions: PTZ rights, setup rights and much more.
- All HeiTel products can be used remotely
  - Remote control (Live, Archive, PTZ, and much more)
  - Remote configuration
  - Remote maintenance or remote update
  - Remote storage of the setup data
- Multi-track recording method (event/time/timer/calendar)
  - Every camera can be configured individually
  - Overwrite protection
  - Underrun control with alarm function

# A host of good reasons for using HeiTel products (5/5)

- Logical link of integrated motion and external alarm contacts
  - Event-optimised continuous recording
- Smart search function (motion search) for continual recording archive
- 4 addresses can be selected in case of an alarm, including the call-back function
- Decentralised receiver archive evaluation via LAN
  - CamControl PLAYER with CamControl PRO
- Automatic pop-up of the HeiTel application in case of an alarm
- Alarm call in case of a CamDiscsvr hard drive error
- 24 hours routine call (automatic device and line check)

# A host of good reasons to become a HeiTel Partner (1/5)

- Development and Technology
  - 10 qualified engineers develop market-oriented HeiTel products
  - Full range of technology at (and from) a single source
  - Maximum image quality at minimum data rate
  - Latest Software is complete downwards compatible
    - Even the first transmitter from 1996 is still compatible
  - High resolution still picture despite differential images
    - Thanks to JPEG-standard as HeiTel basic compression method
  - Compatible with all transmission media
  - Simple to integrate into common data networks
  - Proof against manipulation thanks to own compression system
  - Fully automatic transmission and receiver operation

# A host of good reasons to become a HeiTel Partner (2/5)

## ■ Sales

- Committed, highly motivated staff
- High-efficiency, clear sales concept
- Clear sales structures
- Optimum price/performance ratio
- High connection density in German security/alarm centres
  - HeiTel has a list of control centre addresses for your partners
- Actual demo sites with attractive camera views
  - For optimum and competent product demonstrations
- Expert hotline support
- Active support of partners
  - Trade fairs/in-house fairs with device and personnel
  - Training (central/regional)

# A host of good reasons to become a HeiTel Partner (3/5)

- Logistics
  - High delivery capability of all HeiTel products
  - Rapid, expert order processing
  - Same-day deliveries on request
  - Simple, lowest bureaucratic RMA processing
  - Rental pool of devices for product demonstrations

# A host of good reasons to become a HeiTel Partner (4/5)

## ■ Marketing

- heitel.info - the interactive CD-ROM with all tools for efficient sales
  - Demo software with preconfigured demo transmitters
  - Interactive product presentation
  - Datasheets
  - Tender- and Quotation texts
  - Technical Basics, Planning Aid, Capacity Tool
- Regular information to all partners via e-mail
  - Newsletter for all new HeiTel products, etc.
  - Trade news for all pricing and supply information
  - Software updates for all HeiTel standard products
- Photo CD with all products in different resolutions

# A host of good reasons to become a HeiTel Partner (5/5)

## ■ Marketing

- heitel.com - the service stage on the internet
  - Up to date documents and demo software on one download site
  - Up to date, free of charge firmware updates
  - Password protected Partner Forum (software, manuals)
- Printed documentation
  - Multilingual brochure „Pictures in Motion“
  - Datasheets for all standard products
- HeiTel in the trade press
  - Editorials (also manufacturer-neutral technology articles!)
  - Advertisements and product reports in the trade press
  - Sources in national and international magazines, buyers guides and internet portals

You can find a list of contact persons on our website

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

and on the heitel.info CD-ROM.

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# HeiTel

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