

## **BriefCam Delivers Unique CCTV Video Synopsis for Pelco's Top Selling DVR**

***BriefCam's technology, integrated with Pelco's DX8100 series of digital video recorders, condenses 24 hours of CCTV footage into a few minutes***

**Neve Ilan, Israel, February 17, 2009** – BriefCam Ltd. ([www.briefcam.com](http://www.briefcam.com)), a unique provider of systems for video synopsis and indexing of surveillance camera content, today announced an integration partnership with Pelco Inc., the world's leading video surveillance equipment company. Users of Pelco's DX8100 Series of digital video recorders can now utilize BriefCam's first-of-its-kind technology, which allows for one day of surveillance camera footage to be summarized into as little as a few minutes, enabling the rapid review and indexing of captured video.

BriefCam's video synopsis provides a summarized video clip of the original full-length video footage. The synopsis is made possible by presenting concurrently multiple objects and activities that have occurred at different times. Clicking on any individual object or event in the clip invokes the original unabridged video for targeted review.

With affordable video summarization, BriefCam enables the rapid review of captured video to assess reported incidents and occurrences, as well as the uncovering and discovery of incidents that may never have been exposed in the past due to the high cost of manual video review.

"Pelco is always searching for the industry's leading technology providers to further enhance our products," said Terry Carver, Pelco API Business Development Manager. "BriefCam's ability to summarize hours of video footage into only a few minutes will allow our customers to save costs and time, while getting the most efficient video security technology available today."

"BriefCam is thrilled to be working with Pelco to provide the best video security technology in the market today," said Gideon Ben-Zvi, chairman and president of BriefCam. "BriefCam's technology is key to giving security personnel, retail managers, homeowners and others the ability to react faster and more efficiently in managing their security needs. We look forward to working closely with Pelco in giving people the tools they need to achieve rapid results, at an affordable cost."

### **About BriefCam**

BriefCam is a unique provider of video synopsis solutions for CCTV surveillance cameras. With BriefCam technology, one day of surveillance camera footage can be condensed into as little as a few minutes, enabling the rapid review and indexing of captured video at significantly reduced costs. This innovation makes CCTV a cost and

time efficient security solution for the public sector, businesses and individuals worldwide.

BriefCam products are designed to seamlessly interface and complement existing video surveillance and analytic solutions, a wide range of DVR and NVR devices, and advanced IP cameras. Its products complement existing video surveillance and analytics solutions for municipalities, transportation centers, border control, banks, office building management, retailers and others.

The initial technology of video synopsis was developed by world-renowned Professor Shmuel Peleg at The Hebrew University in Jerusalem, and was coordinated with the Yissum Research Development Company of the university. Professor Peleg is also co-founder of BriefCam and serves as Chief Scientist. Founded in December 2007, BriefCam's Chairman is Gideon Ben-Zvi. The company is headquartered in Neve Ilan, Israel. For more information, visit [www.briefcam.com](http://www.briefcam.com).

#### **About Pelco**

Pelco Inc. is a world leader in the design, development and manufacture of video and security systems and equipment ideal for any industry. Pelco produces the security industry's most respected offering of discreet camera domes and enclosures, access control, video matrix systems, next-generation digital video recorders, IP solutions and fiber optic transmission systems for video/data – and much more. For additional product or company information, please visit [www.pelco.com](http://www.pelco.com).

#### **Press Contact:**

Caroline Cohen or Jason Silberman  
Koteret International  
Tel. +972 3 575 5778  
Mobile (Caroline) +972 54 483 8233  
Mobile (Jason) +972 54 535 9955  
Fax +972 3 575 5887  
Caroline\_c@koteret.com  
Jason\_s@koteret.com  
[www.koteret.com](http://www.koteret.com)