

## PRESS RELEASE

### Vista covers every angle with its latest IP and analogue camera launches

19<sup>th</sup> April, Reading UK

Vista is proud to announce the newest additions to the VK2 and HDA ranges. The camera launches were supported by the introduction of the new 'universal' brackets which greatly simplify installation and were developed in line with 'Voice of Customer' feedback. The collective aim of the cameras and brackets is to reduce installation time on site, therefore minimising cost. The use of the latest technology within the cameras and the intelligent product design mean that excellent quality images can be produced and adjustments can easily be made to meet future requirements.

The VK2 range has been developed with the customer in mind. The cameras are designed to reduce bandwidth and storage requirements along with minimising the time required on site installing and adjusting the cameras. Their ability to stream highly efficient H.265 video format, combined with Vista's advanced "Hi-Stream" bandwidth reducing function, means that storage and bandwidth requirements can be up to 75% lower than that of an equivalent H.264 stream. The VK2 cameras are available in 2MP and 4MP formats and produce crisper images compared to those achieved by general IP cameras. This is as a result of a user definable min/max shutter speed, True Wide Dynamic Range and IR Illumination.

The VK2L range has been designed for those who require a high quality video image at a cost effective price. These brilliant value cameras reduce bandwidth and storage requirements like their VK2 siblings and, due to a wide angle lens, minimise the number of cameras required on site. The key benefits shared by the VK2 and VK2L ranges can be found below:

- **Compatible with all modern NVRs and VMS** - H.265/H.264 compression formats making for a flexible system
- **Reduced required levels of bandwidth and storage** - Significantly reduced when used in H.265 mode and as a result of Hi-Stream Region of Interest which adds greater compression to areas with no motion
- **Ensure a much crisper frozen image** - User definable min/max shutter speed provides much clearer images than general IP cameras

The launch also included an analogue offering to set you apart. The newly released HDA cameras are capable of providing full HD 1080p resolution in TVI HDA format over coax cabling and provide a very flexible solution. A wide range of features make them suitable for many internal and external applications as well as providing excellent quality images without the requirement of an IP knowledge base. The HDA range makes for the perfect transition from analogue to IP and can be used in conjunction with existing analogue infrastructure.

All of the IP and analogue cameras included in the launch are perfect for use with the Vista Viper range of NVRs and DVRs and ONVIF compliance ensures they can also be used on multiple manufacturers' recording platforms if existing systems are in place. Alongside the cameras, the

## PRESS RELEASE

introduction of a new selection of 'universal' brackets simplifies installation and the process of selecting the correct bracket.

For more information, please speak with your Vista BDM or Norbain Account Manager, visit [www.vista-cctv.com](http://www.vista-cctv.com) or contact us at [info@vista-cctv.com](mailto:info@vista-cctv.com), or 0118 912 5000. For the latest news and events, please follow us on [Twitter](#).

[End]

### **About Vista**

With over 25 years' experience in the CCTV industry, we at Vista have made it our mission to understand our customers' needs.

Headquartered in Reading, UK, Vista focuses exclusively on the development of innovative products, using the most powerful and stable technologies – all wrapped up in a support environment that ensures your projects run smoothly.

Offering a comprehensive product range reflecting the brand's depth of market understanding, we can advise you on the best course of action – whether you're looking to make the most of your current analogue infrastructure, or benefit from the advantages of IP.

Everything we do is based around our values of listening, understanding and advising. We want customers to understand that, by working with Vista, they're getting a partner who will support them every step of the way.

### **Marketing Contact:**

Suzy Ley

Tel: 0118 9125147

Email: [suzy.ley@vista-cctv.com](mailto:suzy.ley@vista-cctv.com)