

## A New Year, a New Look, a New Direction *10th Anniversary Edition Highlights Changes for UDP*



**Clear Sight,  
Clearer Insight**

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### New Year Message: CEO & President James Ahn



As we end 2010, it is with great satisfaction that I can say we had a very exciting and productive year - and 2011 looks to be even more so!

**It is also a cause for celebration, as UDP celebrates its 10th birthday – 10 years of growth, development and attaining a position of market leadership.**

I would like to thank all our partners, vendors, integrators and customers worldwide for their continued support over the years and in making UDP your Partner of Choice. I am delighted that over the past 10 years UDP has evolved into a multi-product company employing expertise from related industries and disciplines which enables us to move forward in many exciting, technological directions. Recently, for example, we have the development of the latest HD and MP cameras, the expansion of the UK-based Video Analytics division and the expansion of our US Sales and support teams. I warmly welcome the new personnel there to the UDP family.

Finally, to all our staff, customers, partners, suppliers and friends, I wish you and your families a **Happy and Prosperous New Year.**

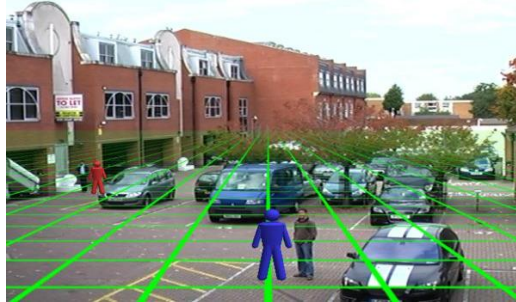
**James Ahn**

## UDP New Logo Launched

UDP is proud to announce the launch of their new logo, which heralds the beginning of their next decade!

The new logo is modern and fresh, retaining elements of the original logo, thereby honoring the past, but also looking toward the future.

## International Expansion for Video Analytics



UDP has announced an international expansion of its UK-based Video Analytics division. The move will see a change of the video analytics company's name from VCA Technology to UDP Analytics Ltd. CEO and President, James Ahn, announced that the new international analytics team is being formed from the original staff members in the UK with additional team members from UDP HQ in Seoul. The VCA naming will be retained for the range of products, such as VCAsys and VCAcount. Commenting on the significance of the move for customers, Mr. Ahn stated that this will offer the advantage of single source responsibility under the UDP banner and a more focused product development strategy.

## PRODUCT TALK

### New Product Releases

UDP is releasing a new range of compatible models which represents a continuity and enhancement of the current product series. In the new range are MP dome and IR cameras.

*Samples for evaluation are available on request.*

#### IPE3500M & IPE3100M 2MP Dome Camera Megapixel Indoor/Outdoor Dome IP Camera

A highly efficient, megapixel network camera that provides high-quality, high performance H.264 compression and intelligent video analytics as standard features.



#### IPE7500-1211-H.264 Fixed Dome IR Cameras Indoor/Outdoor Dome IR IP Camera

This high video quality D1, 30/25 fps, H.264 IP camera contains high performance IR LEDs for low light conditions and UDP's embedded intelligent video analytics as a standard feature.



#### IPE 6500-1210-H.264 Fixed Bullet IR Camera Indoor/Outdoor Bullet IR IP Camera

A robust D1, 30/25 fps, H.264 video compression camera with embedded intelligent video analytics as a standard feature.

*Detailed specifications are available from individual product data sheets.*



## Latest VMS Integration

UDP has enhanced its integration with the leading VMS manufactures in the industry, Milestone, Genetec and ONSSI.

- **Milestone's** XProtect suite with Service Pack 5.1, now fully supports UDP's H.264 product line including Video Analytic alarm events.
- UDP have implemented **Genetec's** Extension embedded in all our IP devices, camera and encoders. This unique interface provides simple integration with all versions of Omnicast's management system.
- **ONSSI** fully supports UDP's H.264 product line, including the Video Analytic alarm events, as part of the ONSSI surveillance solution.

## MARKET TALK

### The Value of Counting Behind Security



**Special purpose counting algorithms** enable UDP's video analytics to operate in crowded retail environments. Cameras installed on entry ways and other strategic points in the store, on public streets or parking lots, can use UDP's counting algorithm to gather data on people and vehicles moving in multiple directions. This data can be used for various third party applications, e. g. for retail behavior analysis, traffic density control, sales conversion rate and general marketing analysis.

**Major system advantages include:**

- Very accurate in heavy traffic
- Ease of use, maintenance and operation (no need for special training)
- Ease of integration to existing systems or any other 3rd party application
- A simple web browser eliminates the need for software integration with the end-user's computer system
- System adapts itself automatically to environmental changes (lighting, shadow etc.)

## Who's Who at UDP

### Frank Molina: Director of Sales-USA



Frank is responsible for our IP sales activity in the USA, Canada, Mexico, and South America. Frank has an extensive background in IT and Surveillance solution sales for IBM, Tandem Computers, Netscape, Object Video, MangoDSP and most recently AxxonSoft. He brings a wealth of successful sales experience, a strong understanding of the digital video surveillance market and an appreciation of OEM business requirements to the UDP team.

### Kevin Burlison-Webb: Director of US Business Development



Trained as a mechanical engineer before moving into sales and business development, Kevin is responsible for UDP business development in the US. He has extensive experience in CCTV, Electro-optics and Video Analytics. Originally from the UK, Kevin has lived in the US for the past 11 years.

### Ben White: VP Video Analytics



Based in the UK, Ben is responsible for all video analytics development within UDP. He leads an expanding team of highly skilled computer vision and software engineers based in the UK and Seoul. Ben joined UDP in 2007 and has been instrumental in building the analytics team and innovative product offerings.

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