

UDP Technology

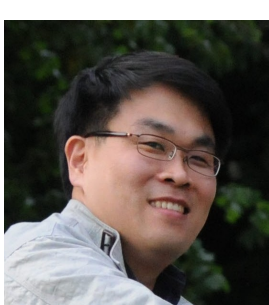
**Clear Sight,
Clearer Insight**

- ▶ In This Edition:
- ▶ Welcome
- ▶ UDP Product Direction
- ▶ Video Analytics Goes Mainstream
- ▶ PRODUCT TALK
 - ◆ BHP Series Express Box
- ▶ MARKET TALK
 - ◆ HDcctv Competitive Analysis
- ▶ COMPANY TALK
 - ◆ Exhibitions
 - ◆ Who's Who at UDP

[Visit UDP Online](#)



Message from the CEO & President, James Ahn



Welcome to the first edition of our new style newsletter, which will bring you the latest news, views and developments in the world of UDP. During the past few months we have been busy expanding our worldwide presence as well as developing a number of new products – of which your local sales office has details – and some exciting forward plans; more of those to come in future editions!

We have also started a campaign promoting Intelligent Video Analytics which we believe should be offered as a STANDARD feature with ALL Video Surveillance systems – at no extra cost! The UDP family is growing and we are proud to be able to offer on-the-ground service to our customers and partners in the US, Europe and the Middle East in addition to our home market in the Far East.

I hope you will enjoy this and all future editions.

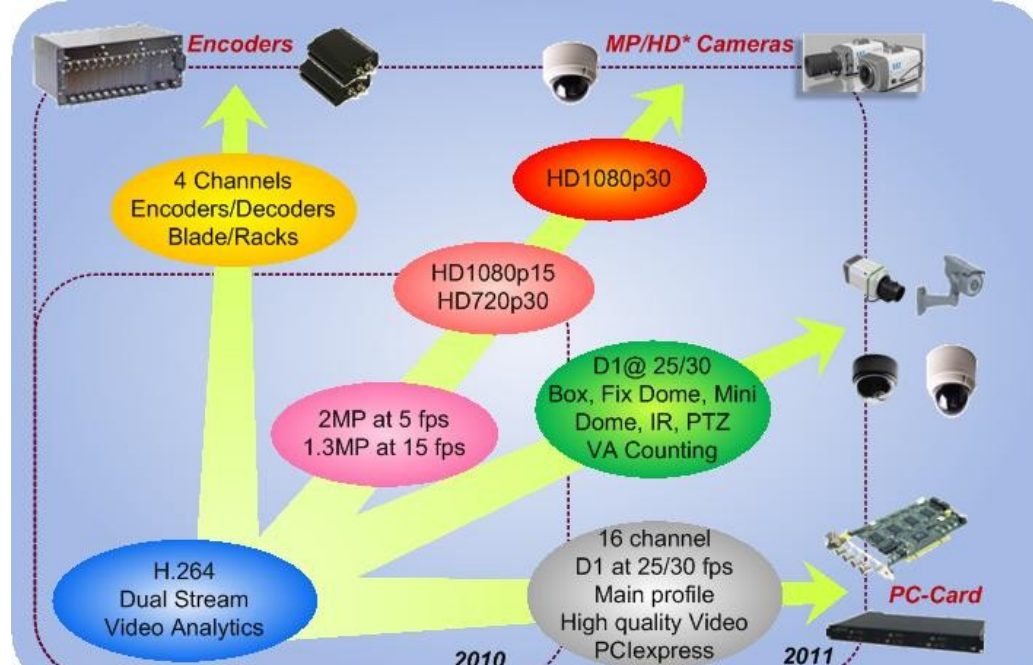
James Ahn
CEO & President

UDP Technology Product Direction

Following our long-standing policy of supporting our customers by bringing them new business opportunities, we are pleased to advise that UDP is now offering additional IP solutions.

Our new line of network cameras and video servers with real-time D1 up to full HD resolution enhances UDP's strong global position as the leading OEM provider of video surveillance equipment.

UDP incorporates a powerful primary Intelligent Video Analytics technology as a standard feature with all IP edge devices cameras and encoders; ensuring smart and effective surveillance, security and retail intelligence monitoring for any application.



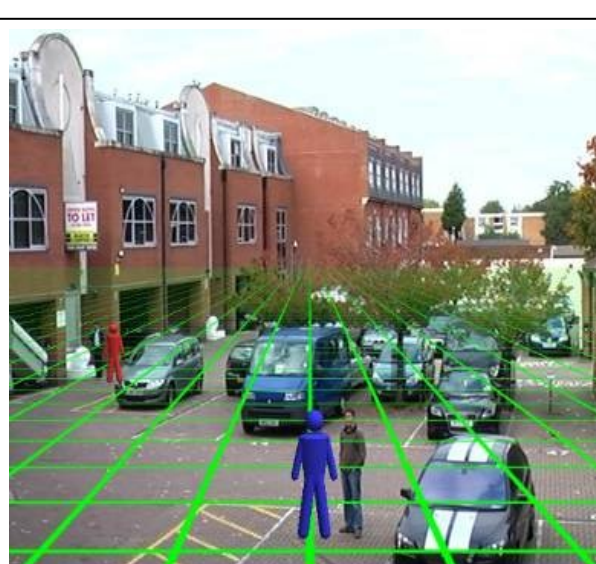
VCA-Video Analytics Goes Mainstream

UDP believes that Video Analytics should be a fundamental element of all surveillance and security systems, providing comprehensive coverage to combat today's increasing security risks.

This is why UDP's Video Analytics system, powered by VCA Technology, provides intelligent Video Analytics technology as a standard feature, transforming CCTV from a reactive to a proactive tool. Images are converted to information, ensuring smart and effective surveillance, security and retail intelligence.

UDP brings Video Analytics within easy reach of every surveillance system and our embedded technology gives system integrators and OEMs the added value which no other system provides.

The UDP Video Analytics system is also approved by i-Lids* a UK Government initiative to facilitate the development and evaluation of Intelligent Video Analytics systems for government use.



PRODUCT TALK

BHP Series D1 H.264 External PCI Express Box

Answering the demand for greater efficiency, reduced cost-of-ownership and ease of installation and maintenance, UDP has developed a unique self-contained H.264 compression 19" 1U rack video enclosure.

This distinctive solution enables the assembly of a scalable, unlimited channel system with the video unit operating independently of any off-the-shelf standard server running a video recording, monitoring and/or management application. Such a configuration easily enables the construction of a high performance DVR / Hybrid system or the effortless addition of analog inputs to an existing NVR System.



The unit provides all the interfaces needed for connecting through quarter size PCI Express bus to receive H.264 compressed or raw video. Maintenance efficiency and seamless installation are considerably enhanced, with resultant significant cost-of-ownership savings. UDP's robust primary video analytics acquired through the SDK is provided as standard at no extra cost throughout the UDP range.

End of Life Notice:

IPC Network MPEG-4 Cameras & MP MPEG-4 H/W Compression Cards

UDP Technology declares on End of Life Notice for the MP and BMP series PC-based MPEG-4 DVR solution.

Availability:

- ◆ Last orders end of September 2010
- ◆ Last shipment end of December 2010

Replacement Products:

The replacement devices provide H.264 compression video stream and OSD (On Screen Display) within the compressed video stream. The UDP Primary Video Analytics is included as a standard on each camera and Advanced Video Analytics with license fee.

UDP Technology declares on End of Life Notice for the IPC IP MPEG-4 surveillance Cameras.

Availability:

- ◆ Last orders end of September 2010
- ◆ Last shipment end of December 2010

Replacement Products:

The replacement devices provide H.264 compression video stream. UDP's Primary Video Analytics is included as a standard on each camera and Advanced Video Analytics is available with additional license fee.

Full details available from your local sales office.

MARKET TALK

HDcctv Competitive Analysis

While the concept of non-IP megapixel – HDcctv – is gaining a good deal of interest, there are a number of areas which need to be explored before it can be seen as a true market player. First and foremost is: how compatible will it be with megapixel/IP high definition cameras?

While HDcctv should reduce latency for HD PTZ cameras, the benefit will be mainly for local monitoring of systems. Any remote monitoring and storage will still require video compression and network transmission, just like an IP PTZ, thereby significantly reducing its apparent competitive edge. HDcctv is still a new concept in its infancy and needs to be proven.

While HDcctv certainly offers benefits in simplicity and cost compared to IP, it needs to demonstrate that the complexity and issues in supporting analog cameras is superior to Hybrid DVRs/IP megapixel.

COMPANY TALK

UDP Shows the World What it's Got

During the first six months of this year, UDP participated in two major international shows: ISC West in Las Vegas and IFSEC in Birmingham, UK. The feedback from each was extremely positive and the exhibitions help put UDP on the international map, according to Executive Vice-President Global Marketing, Ami Paz.

"The market is beginning to take notice of UDP and its unique values and products," Ami said. "We are definitely making an impact."

The UDP stand at IFSEC n Birmingham



Who's Who at UDP

As UDP expands its global presence, we bring in seasoned professionals to help improve your business. We are pleased to feature four of our international executives in this edition.



Geoff Thiel

Managing Director, EMEA: based in Surbiton, UK. In addition to his responsibilities as MD of EMEA, Geoff leads the entire global Video Analytics program.



Kevin Waterhouse

Executive Vice-President, Sales, EMEA and USA: as such he is responsible for all the sales activity in Europe, the US, the Middle East and Africa. Kevin is also based in the UK.



Ami Paz

Executive Vice-President Global Marketing: Ami is responsible for the global marketing strategy, company roadmap and partnership development and relations. Ami divides his time between Seoul HQ, the UK and the US offices.



Jeffrey Choi

Support Manager, FAE Global: Jeffrey manages UDP worldwide support and is responsible for the entire worldwide Field Application Engineering (FAE) support team. Jeffrey is based at Seoul HQ.



Clear Sight, Clearer Insight

UDP Technology Ltd.
Tel: +82-2-2605-1486
Fax: +82-2-2605-1489
sales@udptechnology.com

EMEA Headquarters
Tel: +44-0-20 8337-5092
Fax: +44-0-20 8337-6507
sales_eu@udptechnology.com

USA Branch
Tel: +1-407-872-3020
Fax: +1-407-872-3040
sales_usa@udptechnology.com