

Company Profile

MOBOTIX AG

Headquarters: **MOBOTIX AG**
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**Subsidiaries/
Offices:** New York (USA), Sydney (AUS)

CEO: Dr. Ralf Hinkel, Founder and CEO
Lutz Coelen, Chief Financial Officer
Dr. Magnus Ekerot, Chief Sales Officer
Dr. Oliver Gabel, Chief Technology Officer

Employees: 300 employees (as of June 2011)

**Revenue
Development:** MOBOTIX AG generated sales of €73.2 million in the 2010/2011 financial year (6/30/2011). This represents growth of 36 percent in comparison with the same period last year. The export quota is currently around 76 percent.

Installations: There are hundreds of thousands of MOBOTIX cameras in use around the world.

Sales: Conducts indirect sales via qualified distributors and commercial business partners in over 70 countries.

Press Relations: Dr. Ralf Hinkel, Founder and CEO

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HiRes Video Innovations

MOBOTIX AG, with Headquarters in Langmeil, Germany, is a software company with in-house hardware development for digital, high-resolution and network-based video security solutions. The company focuses on the development of user-friendly, complete system solutions from a single provider. MOBOTIX AG is known as the leading pioneer in network camera technology since the founding in 1999, and their decentralized concept has made high-resolution video systems cost-efficient. From 2010 onwards, MOBOTIX will extend their product range to include in-house-developed intelligent home automation products. Whether in embassies, airports, railway stations, ports, gas stations, hotels or highways, hundreds of thousands of MOBOTIX video systems have been in operation on every continent for years. To keep up with the high level of demand, MOBOTIX has built a new production facility with an area of 6,000 square meters at the company's headquarters in Langmeil, Germany, in August 2011.

Market Position

In just a short period of time, MOBOTIX has acquired fourth place of the market share. In the EMEA region ("Europe, Middle East, Africa"), the company has a market share of 14.9 percent, making it the second largest in the region. In North and South America, the company is among the ten largest providers of network cameras (eighth place) and in Asia, MOBOTIX is the seventh largest on the market. In the megapixel camera segment, MOBOTIX is the world market leader.

Why High-Resolution Systems?

The higher the resolution, the more accurate the detail in the image. Analog cameras generally record images of around 0.1 megapixels (CIF). Yet, one MOBOTIX camera with 3.1 megapixels records around 30 times more detail. This makes it possible to record larger image areas, including 360° panoramas, while significantly reducing the number of cameras, and therefore, the costs. For example, four lanes of a gas station may be recorded with one single MOBOTIX camera, instead of the four standard cameras normally required for such a task.

Disadvantages Of The Centralized Solution

Usually, cameras only supply images. Processing and recording take place later on a central PC using (expensive) video management software. This traditional centralized structure has too many limitations since it requires high network bandwidth and the PC processing power is insufficient when using several high-resolution cameras. An HDTV MPEG4 film already places a heavy load on a single PC, so how can it be expected to keep up with a dozen high-resolution live cameras? Due to the large number of PCs required, traditional centralized systems are therefore becoming less and less useable or cost-effective.

The Decentralized MOBOTIX Concept

Unlike other systems, with the decentralized MOBOTIX concept, a high-speed computer and, if requested, a digital long-term flash memory (MicroSD/SD card) are built into every camera, enabling you to record for several days. The PC or the video control center is required only to view and control the cameras (PTZ), not to evaluate and record video. This prevents you from having to rely on expensive, overloaded video

management software because most of the important functions that require a large amount of processing power are integrated into the MOBOTIX cameras themselves.

The Benefits

MOBOTIX video solutions therefore require significantly:

- Fewer cameras thanks to more accurate detail in panoramic images with megapixel technology,
- Fewer recording devices, because the decentralized system is equipped to store recordings from ten times the number of cameras of a traditional system and these recordings can be stored simultaneously as high-resolution HDTV video with sound on a PC or server,
- Lower network bandwidth, because everything is processed in the camera itself and the high-resolution images therefore do not have to be constantly transferred for analysis.

Robust And Low-Maintenance

MOBOTIX cameras have no mechanical motors for lenses or for movement. Without any moving parts, these cameras are so robust that maintenance is reduced to a minimum. The unique temperature range from -30° to +60°C (-22°F to +140°F) is achieved without heating or fans and consumes only three to four watts. Since no PC hard drive is necessary for recording, there are no parts that wear out in the entire video system.

Software Included – For Life

There are no software or licensing costs with MOBOTIX because the software is always supplied with the camera for an unlimited number of cameras and users. The supplied software package also includes professional control center software, as used in soccer stadiums, for example. Software updates are free of charge on the website.

Standardized Network Technology

The cameras are connected and supplied with power using a normal computer network and not via a video cable. This enables you to access the cameras from anywhere in the world via glass, copper or via a wireless connection using affordable standard IT components.

Storage Concept Without Bottlenecks

These days, video data is normally pre-processed and stored centrally on a PC or DVR using video management software. Video and audio streams from all installed cameras are directed to this central device. This can quickly cause data bottlenecks for high-resolution cameras, in particular. The storage system is also highly inefficient, because the high-resolution video must be transferred directly to the recording device without additional processing and with a high frame rate due to the lack of processing power of the PC. With the MOBOTIX system, on the other hand, the necessary adjustments to the image format and frame rate for the application at hand (for example, two frames per second are sufficient for recordings in a gas station) are made inside the camera itself, reducing the load on both the network and the recording device (PC, server). MOBOTIX cameras can also minimize the recording independent of the live video and the sound channel is retained, even at two frames per second.

References

The following companies, among others, use MOBOTIX cameras:

Industrial Applications

Rheinkalk
VDO Automotive
Hitachi Zosen Information Systems

Zellstoff Stendal
Dickel-Holz

Transportation and Logistics

Deutsche Bahn
Honeywell Airport Systems

Lufthansa Cargo
VMZ Berlin
trans-o-flex
Fresh Logistics System
Fraport AG
MAN Logistics
Arriva Netherlands

Automotive

Daimler
Porsche
Keiper-Recaro
Škoda
Fendt
Schreyer Group

Food Industry

Nestlé Food
Weihenstephan

Local Authorities

TWK Kaiserslautern
Traffic Surveillance Kaiserslautern

City of Dillingham, Alaska
City of Ghent, Belgium
City of Villennes-sur-Seine, France
Province of Bergamo, Italy

Banks

Commerzbank

Landesbank Hamburg (Hamburg
State Bank)
Stadtsparkasse (Municipal Savings
Bank) Kaiserslautern
crédit du Maroc, Morocco

Research and Education

Jackson High School, Cleveland,
Ohio (USA)
Republic Polytechnic, Singapore
German Meteorological Service
Meteorological Institute, University
of Munich
Max Planck Institute, Jena,
Germany

Train Stations and Airports

Bus station network, Guatemala

Main Train Station, Magdeburg,
Germany

Ports

Lübeck port, Germany
Bremerhaven port, Germany
Panama port

Tourism

Le Méridien Park Hotel, Frankfurt
am Main, Germany
Tropical Island Resort
Ritz Carlton Hotel, Bahrain

Sporting Facilities

Fritz-Walter Stadium,
Kaiserslautern, Germany
Parc des Princes Stadium, Paris,
France
EURO 2012 Stadium, Donbass
Arena, Ukraine
Al-Sadd Stadium, Qatar
Al-Rayyan Stadium, Qatar
Al-Gharafa Stadium, Qatar

Other Industries

Highway A6, Rhineland-Palatinate, Germany

Maria Hilf Clinic, Mönchengladbach, Germany

World Cultural Heritage Site at the Völklingen Ironworks, Germany Housing Cooperative, Erfurt, Germany

Holland Heineken House, Beijing, China

Vatican Library, Vatican City

Telecom Italia, Italy

Bezeq Telecom, Israel

Barwa Financial District, Qatar

An extensive list of reference projects can be found at
http://www.mobotix.com/ger_DE/Referenzen

