

Video Surveillance Solution by HP and Intel

A New Revenue Source for Both Broadband and Mobile Telephony Providers

Video Surveillance: many purposes, huge opportunity

Even though the global economic downturn has slowed the expansion of video surveillance markets in 2008 and 2009, an ABI Research study reports that they have nonetheless posted a healthy 10% growth rate. ABI Research forecasts that it will accelerate as the economy starts to recover in 2010, and that the total video surveillance market will be worth more than \$41 billion in 2014.¹

Video surveillance empowers users to view events as they occur and react straight away, as video extracts can be sent to their email boxes. They protect their belongings, but they also get access to any type of enhanced video content, captured by 3G, IP, public or private cameras, on mobile phones or PCs, real time or scheduled. Whether at home, in the office, on the move, at security points, or potential hazardous locations: check in on the children, take a peek at traffic or weather conditions: all these places and situations can be accessed around the clock.

The video surveillance created a new thriving revenue opportunity for service providers.

A window of opportunity has arisen as people have become more mobile, and as the enabling technology has matured, with for example, improved speed and quality of IP and 3G networks, and enhanced handset screen quality. 3G and IP cameras quality has also matured, with lower prices. Moreover, video surveillance systems get simpler to install and manage, and are less expensive than traditional closed-circuit television (CCTV) surveillance. Proving that video surveillance can create a new thriving revenue opportunity for service providers.

Video Solutions by HP and Intel

The goal of HP's Communications & Media Solutions (CMS) team is to create innovative solutions for service providers and network equipment providers in areas such as: RealTime BSS, Next Generation Operations Support Systems (NGOSS), Digital Media, and Service Delivery Infrastructure & Applications (SDI&A).

Within SDI&A's Rich Communication domain, HP Entertainment & Communities solutions help service providers to transform the subscriber experience. Network storage lease, as well as cameras, sensors, and digital video recorders resell or lease will create an opportunity for customized bundles to increase mobile and broadband users' revenue streams.

This powerful solution is running on HP blade servers with Intel® Xeon® processors 5500 series (based on Nehalem micro architecture), that greatly enhance live video processing performance because of both faster access to memory and greater processing capacity.

HP Video Surveillance Solution (VSS)

This solution creates the link between cameras for video capture, and screens for mono or multiple video displays. It is adapted to leading IP and 3G mobile handsets and cameras, to which users have a secured shared access.

Functional components are divided into two categories: Front-end, on the boundary line with cameras and customers, and back-end, containing the business logic and information. It can run in a virtualized environment.

¹ http://www.abiresearch.com/research/1003837-Video_Surveillance_Systems

Benefits for end-users

HP VSS's users can get live video information from multiple cameras onto different displays. They can schedule the capture and store it, as well as alerts to help them catch the unexpected events that require immediate actions. They can protect their assets or optimize their activities according to events they get information about. VSS is hosted by the service provider, so that images are securely stored in the service provider's network and easily retrieved by users or sent to users' email boxes.

VSS is an innovative fixed-mobile convergence service, allowing service provider differentiation.

Benefits for Service Providers

VSS is a revenue source which can be utilized by both broadband and mobile telephony providers:

- To broadband providers: This extra service brings additional monthly fees, but also boosts internet access contracts. Users will choose this over the competition to benefit from VSS. It is very easy to deploy and sell because it is based on standards such as terminal compliance managing H263/H264/MPEG4 video formats, as well as various codecs.
- To mobile phone providers: This can generate additional revenue from extra monthly fees, increase billable traffic on 3G network and new subscriptions. An increase in user migration to the latest handsets will lead them taking up other 3G services.

As for image storage management, additional monthly revenue can be generated for either Digital Video Recorders (DVR) resell or lease, or storage capacity lease.

VSS is an innovative fixed-mobile convergence service, allowing service provider differentiation.

HP & Intel Key hardware components

HP Blade System c7000 Enclosure



The BladeSystem c7000 enclosure provides all the power, cooling, and I/O infrastructure needed to support modular server, interconnect, and storage components today and throughout the next several years. The enclosure is 10U high and holds up to 32 servers or 16 storage blades plus optional redundant network and storage interconnect modules.



The HP Intel Solution Centers provide complete telecom infrastructures for demonstrating the Communications Media and Entertainment Solution Portfolio to HP customers and partners. The centers are located in the three regions: Grenoble, France for EMEA; Richardson, Texas, USA for Americas, and Shanghai, China for APJ. These unrivalled technical facilities offer our customers and partners, the unique opportunity to evaluate new services in real-world environments, test new technologies and select the solutions most likely to succeed.

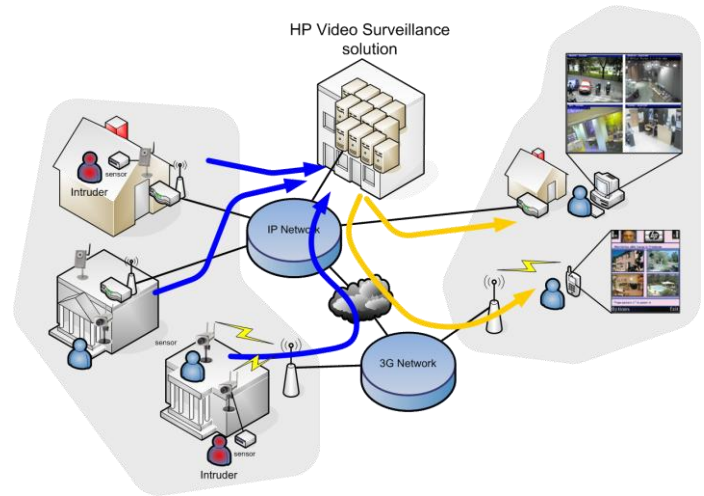


Fig.: HP VSS Overview, showing multiple sources to multiple displays and 3G-IP convergence.

HP Intel Communications, Media and Entertainment (CME) Solution Center's team and facilities

The CMS Experience Center (CMS XC) is hosted in the HP Intel CME Solution Center. It offers resources for on-site or remote demonstrations anywhere on the globe. The converged HP VSS for IP and 3G is now part of the CMS XC, demonstrating scaling out capabilities as well as superior video quality.

After demonstrations and workshops, the HP Intel CME Solution Center also allows for an easy way of trialing new solutions and services, through secure proofs-of-concepts. With fast set up and flexibility, see our hardware settings optimized to your constraints and environment, helping you reduce the risk and shorten your time-to-market.

Intel® Xeon® processors

The Intel Xeon processor 5500 series are built with 45nm new Nehalem micro architecture with up to eight cores in a two-processor configuration. This new micro architecture delivers more performance in the same platforms and at the same power consumption, giving customers the flexibility to match performance, power and cost requirements with your unique requirements and delivering advantages beyond just pure performance.



Technology for better business outcomes

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For more information, visit <http://www.hpintelco.net>

Video Surveillance Solution, October 2009.

