



HD Analog – Quick Reference Sheet

Selling HD Analog isn't just an opportunity... it's a necessity. Below is everything you need to know to get started.

Why HD Analog?

If you aren't transitioning your customers to HD Analog today, you need to start. Here's why:

- ✓ **HD Analog simply offers a better experience than Analog for our customers.**
- ✓ HD Analog delivers megapixel resolution video over coaxial cable... and is as simple and cost-effective as Analog.
- ✓ Many manufacturers are already discontinuing production of traditional Analog solutions – knowing that all demand will soon transition to HD Analog.
- ✓ Mitigating this pending risk, we will quickly reduce our Analog inventory positions – and replace with HD Analog solutions.
- ✓ The market price (and margin opportunity) for Analog solutions will quickly decrease – as suppliers look to dump their Analog inventory.
- ✓ At current pricing, the financial opportunity of upselling from Analog to HD Analog will increase your AOV by ~65%, at the same GM%.

The Benefits of HD Analog:

- ✓ Megapixel Resolution
- ✓ Digital Zoom Capabilities
- ✓ Simple Installation
- ✓ Lower Cost (vs. comparable IP solution)
- ✓ Zero Latency
- ✓ Low Cabling Requirements
- ✓ Longer Video Transmission
- ✓ Transition Friendly (coax & camera compatible)



Why HD-TVI?

HD-TVI offers clear and measurable advantages relative to alternative HD formats, including:

- ✓ Better Video Quality
- ✓ Longer Video Transmission (both coax & CAT5)
- ✓ Broader Camera Compatibility
- ✓ Better Configuration Flexibility
- ✓ The Most Open & Adapted Format
- ✓ Lowest Cost of Ownership

HD Analog Resources:

For a comprehensive overview of HD Analog technology and available formats, send your customers and dealers to the following reference site: www.HDAnalog.com