



September 2009

## **BOSCH LAUNCHES ALL-IN-ONE IP CAMERA SERIES WITH RECORDING AND STORAGE BUILT IN**

Bosch Security Systems has launched the NBC-255-P, the first in a series of easy to install IP cameras with built-in, real time recording and storage that are 'ready to go' – a self-contained surveillance 'system' in a box for a range of internal applications.

The camera comes with everything needed for quick installation including varifocal lens, mounting bracket, removable SD card (for image storage) and all of the necessary software for a system comprising up to 16 cameras. An intuitive menu structure, similar to other Bosch IP devices, makes each camera easy to configure, and a quick set-up wizard reduces installation time and the need for installer training.

Designed for use in small commercial premises, shops and schools, the new camera uses the latest H264 compression technology to deliver real time recording and playback at VGA resolution. It is capable of storing up to 32 GB (4GB card supplied) – the equivalent of around two weeks recording (at 31PS VGA) – on the SD card, either continuously, on loop, or triggered by specific events.

The use of the new compression algorithm means that up to 50% less storage space is required than might be the case, say, for MPEG 4, as Dave Mulcahy, CCTV Product Manager for Bosch Security Systems says: "Put simply, H264 allows more images to be recorded for longer, which means there is more chance of capturing an incident should it occur. Performance is maximised and costs are controlled which is a positive message for installers to communicate to their customers.

"With storage built in, there is also no need for installers to configure external storage devices or networked video recorders which again simplifies and speeds installation and removes unnecessary cost."

Other features include bi-directional audio with audio alarm function, enabling alarm inputs to be configured to trigger alarms based on audio thresholds (eg the noise of breaking glass), thus giving the camera 'security' functionality even in the dark. It is also compatible with various other Bosch technologies, including Vidos 4.0, iSCSI and DIVAR XF.

Paul Wong, Bosch Security Systems' Managing Director, believes the new camera series meets an important need in the market: "It will very much suit those smaller installers perhaps working on smaller sites within retail, schools, commercial or even residential projects that still want all of the advantages of Bosch quality and reliability, but need an easier route into the world of IP."

The new NBC-255-P comes with a three-year manufacturer's warranty.

ENDS

For further press information, please contact:

Iona McIntyre or Alex Simmons – AGA Public Relations

020 7330 8888

[imcintyre@aga.co.uk](mailto:imcintyre@aga.co.uk) or [asimmons@aga.co.uk](mailto:asimmons@aga.co.uk)

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*