

## **Bosch Security Systems Launches HD Security Solutions**

April 2010

Bosch Security Systems has launched a new portfolio of high-definition (HD) surveillance technologies for specific applications where the benefits of HD are preferred as part of an overall CCTV solution. Bosch will be promoting the new portfolio in a series of HD Roadshows throughout April and at IFSEC in May (stand 5/D90).

The new products are described as providing a complete solution across the entire surveillance chain, according to Paul Wong, Managing Director of Bosch Security Systems: “From scene to screen, every component is designed specifically for HD technology, ensuring that ‘HD in’ equals ‘HD out’,” he says.

The Bosch HD portfolio of products offers a total video IP solution from camera to monitor with software that easily integrates both HD and standard definition (SD) devices so that all video appliances can be operated using one intuitive interface.

“The level of detail in Bosch HD images captures extensive information throughout the whole scene,” Paul continues. “CCTV operators can recognise small features, such as faces or number plates, much more easily, and all live and recorded content can be examined much more closely by zooming in whilst still maintaining a sharp image. The widescreen format also captures more useable image content, reducing the amount of empty sky or foreground in a scene.”

Like all Bosch products, the HD portfolio is thoroughly tested to deliver the highest reliability, keeping maintenance costs down and the system operating 24/7: “Bosch HD systems offer solid investment protection,” Paul says.

“Intuitive video management and user software simplifies training needs, further reducing the total cost of ownership for security systems. And existing investment is protected as HD with SD devices can be added and easily mixed.”

Leading the way in interoperability, all Bosch HD cameras conform to the ONVIF standard, ensuring they integrate easily with third-party security solutions.

From motion detection to advanced Intelligent Video Analysis (IVA), Paul believes that Bosch' HD technology provides outstanding support to any security team: "HD-optimised video analysis reinforces your security capability, ensuring optimum monitoring and alarm performance," he concludes.

Details of the HD Roadshows are as follows: 12<sup>th</sup> April, Mercedes Benz World, Weybridge; 14<sup>th</sup> April, Haydock Park Racecourse, Newton-le-Willows; 19<sup>th</sup> April, Red Cow Moran Hotel, Dublin. To register, contact [hd-roadshows@uk.bosch.com](mailto:hd-roadshows@uk.bosch.com)

ENDS

**Contact person for press inquiries:**

Iona McIntyre

Sean Feast

The AGA Group

020 7330 8888

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

Additional information on Bosch Security Systems and Bosch Group is available at [www.boschsecurity.co.uk](http://www.boschsecurity.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 275,000 associates generated sales of 38.2 billion euros in fiscal 2009. 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 growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for some 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

*Additional information can be accessed at [www.bosch.com](http://www.bosch.com)*