



Digital Watchdog® to Run Prism Skylabs software Natively on MEGApix® IP Cameras

Joins Prism Connect Program to Create Next-Generation Visual Sensors

Tampa, FL. – November 25, 2014 – [Digital Watchdog](#) (DW™), the industry leader in digital recorders, surveillance cameras and related management software, has joined Prism Skylabs in their new Prism Connect program. This program allows Prism Skylabs software to run natively on intelligent visual sensors, resulting in a smarter and simpler camera analytics integration. The partnership, made possible by DW's acquisition of Innovative Security Designs, Inc. (ISD), takes Digital Watchdog's MEGApix® CaaS cameras to a new level of intelligent IP solutions.

"Prism has always offered a faster, higher-quality visual merchandising experience that works with more cameras using less bandwidth. The combination of the mobile UI and Prism Connect really put them head and shoulders above anything we've seen coming out of the retail analytics space," said ISD Founder and CEO Ian Johnston, CTO of Digital Watchdog.

Digital Watchdog's MEGApix CaaS™ cameras are advanced edge recording solutions that eliminate the need for a dedicated driver. The integration with Prism Connect will add mobile access, powerful analytics, and privacy protection, enhancing the surveillance system and providing instant accessibility.

ABOUT DIGITAL WATCHDOG

Digital Watchdog® (DW™) empowers our customers as the industry-leading single source of value-driven complete solutions for all video surveillance applications (analog / hybrid / IP enterprise), focusing on ease of use and ROI. DW™ products offer technologically-advanced features including Star-Light™ super low light technology, Omni-Plus™ autofocus systems, WDR, Smart DNR™ and Smart IR™. Complete IP megapixel surveillance solutions include MEGApix® cameras and edge recording systems, Blackjack™ NVRs and DW Spectrum™ IPVMS for server, mobile and on-camera control. Complete analog surveillance solutions include Star-Light MPA™ 1.3MP 960H cameras, VMAX™ DVRs and mobile management applications.

ABOUT PRISM SKYLABS

Prism helps makes sense of a visual world. Its unique cloud service transforms any video camera into a business intelligence tool that can be accessed from any device. Retailers large and small, as well as



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other customers, use Prisms platform to remotely audit, manage, and optimize their real-world businesses.

www.prism.com

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