

# Business Opportunities

## A Security Franchise That Rides The Networking Wave

(NAPSA)—In addition to fitness and fast foods, one of the next big opportunities in the franchise arena may involve blending the need that large institutions have for dependable surveillance and security systems with the latest in network video technology.

Advocates of "IPVS"—or Internet Protocol Video Surveillance—project that next year's growth could exceed the already high 44 percent annual growth rate as more clients move from aging analog to modern digital, or networked, systems.

### Digital vs. Analog

The majority of institutions still use outdated analog video surveillance equipment. Analog systems rely on fixed-resolution closed circuit television (CCTV) and record images on videotapes. Some have been upgraded to "second generation" equipment, where the VCR recorder has been replaced by a digital video recorder (DVR) appliance. While these systems may be adequate for capturing an event, the low resolution of TV images is far from meeting the standards of courts for recognizable faces and readable license plates.

A growing number of users are finding more satisfaction and security capabilities with an approach that is now the basis for a new franchise operation.

This third-generation approach, called IPVS, involves a system of cameras, software and disk storage arrays and relies on standard Ethernet networks to provide end-to-end reliability and network information. Motion detection and rule-based alerts are automatic in such systems, providing both faster and more appropriate responses to security threats for buildings, campuses or public works.

IPVS users find that networked systems built on top of standard components, such as Windows servers and Ethernet switches, lower maintenance costs. This in turn reduces their total cost of ownership (TCO), which is the holy grail of institutional IT departments.



**The video surveillance industry continues to sustain an annual 44 percent growth rate and is projected to increase as clients shift from analog to digital equipment.**

### A Business Opportunity for a Bad Economy

One company now offers franchise opportunities that employ this third-generation technology. Founded in 2006, SightMind focuses on providing IP-based video surveillance to the backbone of American institutions. SightMind delivers customized systems for high schools, colleges, municipal government, transportation, industrial centers and commercial campuses.

Franchisees receive extensive training and support in both sales and technology. The parent company has delivered over 150 systems in Northern California since 2003. The extensive tools developed over the past five years are now available for deployment nationwide. Franchisees are trained to deliver enterprise-class systems that compete favorably with the largest competitors in the market.

The company's CEO, Kim Rubin, believes that a security franchise built on modern networking technology is the kind of business opportunity that will thrive even in a weak economy. In a recent interview, he mentioned, "Nobody cuts back on security in a bad economy. Networked systems not only provide better security, but they also deliver immediate hard dollar savings."

For more information, visit [www.sightmind.com](http://www.sightmind.com) or contact (877) 478-7988.