

# SANTEC Video Technologies

Professional solutions for more security



Security • Applications • Network • Technology

## Welcome to SANTEC

# History

- 1974 Established as SANYO Video Vertrieb GmbH & Co. KG in Hamburg as exclusive distribution company for SANYO CCTV products
- 1985 Introduction of SANTEC as own brand for CCTV
- 1986 Move from Hamburg to Ahrensburg
- 1995 Construction of new headquarter and warehouse
- 1996 Starting the export business
- 2002 Sanyo Video becomes an “AG” (=corporation; Plc/Inc.)
- 2005 Webshop launch
- 2009 Starting the export business in BE-NE-LUX
- 2009 Entering vertical markets
- 2010 Introduction of new “SANTEC” company logo
- 2011 Targeted expansion to vertical market and export business



# Company at a glance

- Privately owned company
- Distribution company for CCTV products and video surveillance solutions with more than 35 years experience
- One of the top 5 CCTV distributors and system solution providers in Germany
- Broad product portfolio
- Coverage of the entire D-A-CH market with several regional offices
- Distribution partners in BE-NE-LUX and across Europe
- Customer-focused support team
- Inhouse product management and product development
- Inhouse service and repair department
- Own warehouse with delivery within 24 hours
- ISO 9001:2008 certified
- Approx. 40 employees



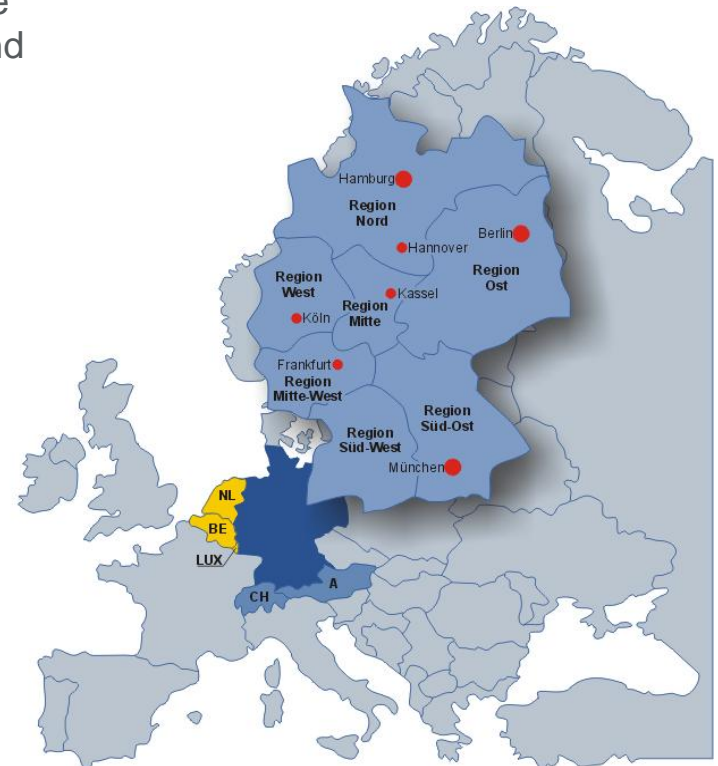
# Philosophy & strategy

- Supplier of complete CCTV product portfolio and leading digital video network solutions to certified CCTV installers
- Covering the complete market segments from mid-end to high-end products & solutions
- Complete solutions from one source (one stop shopping)
- Customer-focused sales and support team (expert-to-expert support)
- Own SANTEC product range with own product development
- Approach to vertical markets and projects in cooperation with specialised and selected partners for various market segments
- Europe-wide partner network
- Long-term orientation and thinking



# Sales, support & marketing

- Together with the customers, the sales team does the planning as well as the design of network, storage and system
- On-site service and support
- Tailor-made solutions thanks to inhouse service and development
- Face-to-face trainings in our training centre in Ahrensburg
- Road-shows with technology partner
- Regular web-based seminars („webinars“)
- Regular e-newsletter about latest products and technologies
- Comprehensive product catalogue, brochures and website



# Website

Our website [www.santec-video.com](http://www.santec-video.com) provides our customers with comprehensive company information about all our products and solutions:

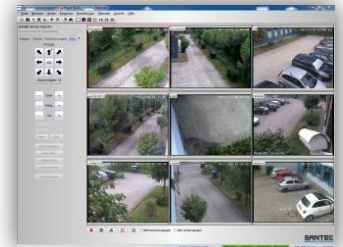
- Detailed description of all products (user manuals, data sheets, downloads)
- Webshop with real-time prices and availability
- Service and support area
- Dedicated partner area
- Latest news and calendar for trade shows, trainings and webinars
- Extensive material and tools (product catalogue, brochures, software, presentations)
- Interactive live demo ([livedemo.santec-video.com](http://livedemo.santec-video.com))



# Product development

**Our product development and product management team offers our customers the right solution for their application:**

- Inhouse product management and product development team for own SANTEC products
- In-depth knowledge and expertise in CCTV products
- Patented G-sensor camera technology
- Self-developed video management software
- Self-developed UTP (twisted pair) products
- Tailor-made products for special customer requirements and projects
- Special certifications for applications in railways, banks or other areas



# Overall product portfolio

**We offer a complete and comprehensive product portfolio for CCTV applications for mid-size and big projects in the mid-end to high-end field:**

- CCTV cameras (analogue cameras, IP cameras, HD CCTV cameras )
- Digital video recorders (DVR) and network video recorders (NVR)
- Video management software (VMS) and intelligent video analytics (IVA)
- Monitors for CCTV and industrial use
- Coax, UTP (twisted pair) and fibre optics transmission products
- Storage systems
- Network products and accessories
- Big range of accessories like lenses, housings, IR illuminators, tools, cables



# SANTEC product portfolio

Our SANTEC product portfolio covers a full range of CCTV products with more than 350 different models:

- CCTV cameras and speed-dome cameras
- Network cameras and network speed-dome cameras
- IP video server
- Lenses
- Monitors
- Digital video recorders (DVR)
- Video management software (VMS) and network video recorder (NVR)
- IR illuminators and white light illuminators
- Housings
- UTP transmission products
- Accessories like cable, tools, power supplies



# Technology partners

We cooperate with the best partners to offer our customers the best possible solutions for their application.

Our partners are technology or market leaders in their field:



# Vertical markets

## Industry

Surveillance of productions, warehouses, supplier entrances, parking places and outdoor areas. Controlling and visual supporting of specific operating procedures.



## Traffic

Surveillance of intersections, watergates, runways, rail way stations, car parks, shopping malls, airports, ports, manoeuvring systems for lorries, buses and ground vehicles.



## Renewable energy

Surveillance of photovoltaic parks, wind parks and hydropower station. Also improving efficiency of monitored systems.



# Vertical markets

## Wholesale and retail

Surveillance of sales floors, warehouses or service rooms to protect against customer thefts and manipulations by employees.

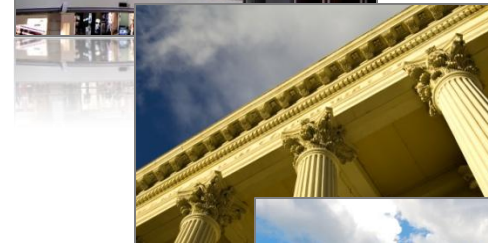
Surveillance of access ramps, supplier entrances, parking places and outdoor storage areas.

## Banks and savings banks

Surveillance of areas which are visited by bank clients or other people, e.g. lobbies, counter areas, cash machines and vaults.

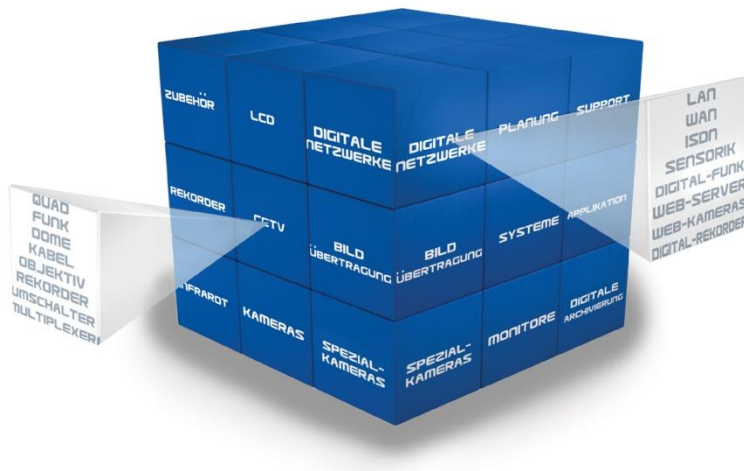
## Public buildings

Surveillance of administration buildings, museums, energy and water supply companies, public meeting places/rooms.



The spectrum of security

SANTEC Video Technologies,  
more than one solution.



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