

Sunell Technology is one of the leading security solution provider and manufacturers, dedicated to Research and Development for the professional security industry, focusing on market demand, and driving innovation to ensure existing, and future market demands are met. Underlining Sunell's global presence with their IP Video solutions, "World in View", offers reliable security and peace of mind to people in all walks of life.

Sunell is placing the "World in View", through the vast variety of mega-and-multipixel providers available in the industry. The below criteria is often used when selecting which brand to offer when IP Surveillance is considered for entrusting your valuables and loved ones through the use of quality, high definition IP Video:

- Cost
- Build Quality
- Imaging – Video Quality
- Integration flexibility
- Warranty
- Customer service and support
- Ease of doing business
- Value add features

Sunell's products are widely used in various vertical markets spanning from domestic usage across small to medium enterprises, government, finance, telecoms, and transportation, demonstrating Sunell's vast and sustainable technological compatibility. Having focused on the ODM and OEM markets traditionally, the Sunell brand has become increasingly popular in recent times.

### **Main Product Lines**

Sunell's main product lines comes in various flavors covering analog cameras, network cameras, IP Network Thermal cameras, NVRs, and recording and management software solutions. Their hot selling items in the international market lies in the variety of IP bullet and dome cameras.

Building on innovative and current market demand driven technology, Sunell offers POE based NVR recording platforms boasting 4 and 8 channel fully populated POE NVRs as an entry level solution and up to 32channel flexible IP recorders.

Edge storage offered across the IP CCTV platform, delivering flexibility for redundant storage, and easily accessible by the user for an interchangeable solution. True WDR in all light challenge scenarios of up to 120dB on select models makes the range suitable to any integrators needs.

Boasting integration to a comprehensive list of third part Video Management Software providers, Sunell also forms part of the 21 companies as a Full Member of the Onvif committee (<http://www.onvif.org/About/MemberList.aspx>), delivering the latest Onvif streaming protocols for seamless integration into current video software platforms.

Sunell's comprehensive range of Analog and IP solutions proved to be reliable and durable in all markets whilst delivering an exquisite design which serves clients aesthetic taste. Sunell's self-developed 3A algorithm (automatic white balance, automatic exposure and auto- focus)

ensures transparent and clear images, vivid color rendition, and distinct focus ability. Advanced wide dynamic sensors and algorithms can adjust repeatedly in challenging backlit environments to achieve the best wide dynamic effect, delivering ratings up to 120dB on certain models.

In summary, Sunell offers the full suite of HD CCTV IP Cameras: 720p, 1080p, 1.3MP, 2MP, 3MP, 5MP, IP IR PTZ and IP Thermal cameras in various form factors to the industry.

### **VMS Development**

In recent years, the demand for a scalable, yet affordable management platform has increased as the surveillance sector started to merge with IT infrastructure based solutions. With the demand for expansion of the video surveillance system, users are shifting focus to the importance of the security management platform, considering functions, stability, compatibility, and scalability.

Sunell steps up to the challenge and delivers software solutions via their InView X range, which covers all popular mobile platforms ensuring that you high definition ip video, follows you every step of your way! Bundled software with each Sunell camera offers a no charge recording solution, giving flexibility and is enriched with features, in order to let you enjoy all the features of the quality build, Sunell hardware.

However, software platforms are often used and expanded on, so Sunell spends a vast amount of time working close with these platform providers, such leading international video management brands, such as Axxon, Nuuo, DigiFort, Genetec, ExacqVision, SeeTec and Milestone. We pay special attention for the inclusion of motion detection events from camera for the best bandwidth utilization and of course cost effective use of storage.

### **Future Outlook**

Technical support is the foundation for any IP Surveillance platform. With dedicated support staff, Sunell focuses on ensuring that clients queries are resolved in a timeous manner.

As for market expansion, “Sunell not only maintains and develops relationships with customers from developed markets, such as Europe, and the U.S., but also explores emerging markets, such as Latin America, the Middle East, and Southeast Asia, etc. to promote our own brand, and recently introduced an office in South Africa, offering product, technical, design, warranty and marketing support to Africa and beyond. In order to fully develop our overseas sales, we combined our domestic and international marketing and expand technical departments. In this case, we can integrate and share manpower and material resources, thus the international sales team can leverage on each other’s skills, delivering comprehensive support to all of our partners on an international level” said Ann Wu.

Be passionate about IP Video through the high definition megapixel offering available through reputable distribution partners, by the name of SUNELL, and come to love it the way WE DO!