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Turning video into intelligence

Businesses and organizations are beginning to use video in ways in new ways. In order for them to get a better return on their investment in surveillance recording and video data management systems, surveillance is moving into new areas such as training, vendor relations, and health and safety.

Airship Industries is at the forefront of this trend, marketing its systems to organizations seeking to leverage their surveillance systems to obtain ROI-boosting intelligence.

“Many businesses already have all the tools they need to collect highly valuable business intelligence. They just don’t know it,” said Abigail Hamilton, **Airship’s** Marketing and Creative Director.

“All you need is high-quality live viewing and recording, a real-time frame rate, lots of video storage, and the ability to easily search your recorded video. If your system is good enough, you can use it to develop and deliver customer service training, health and safety training, and to analyze customer behavior, traffic patterns, wait times, demographics, response to merchandizing, and to build vendor relationships. The sky really is the limit.

“We want our customers to be creative and get every possible return on their surveillance video investment.”

Hamilton goes on to point out that **Airship Industries** makes enterprise-grade systems that are scalable from 4 to thousands of cameras on a network. “And we do it for a very good price. **Airship** is a company pioneering enterprise-grade performance that is scalable enough and affordable enough that virtually any organization can benefit.”

Airship Industries, a Bellevue, WA-based surveillance system manufacturer, designs its systems to offer users advanced surveillance video optimized for both security and new uses. With **Airship**, the same features that enable better security also yield superior intelligence opportunities.

Intelligence gained from **Airship** surveillance video can lead to the following sources of return-on-investment (ROI):

- reduced employee theft
- better employee protection
- prosecutable evidence of criminal behavior
- better understanding of customer preferences and patterns
- better vendor relations (through proof of compliance with merchandising programs and in-situ evidence of customer response)
- more effective customer service training
- more effective health and safety training

About Airship

Airship Industries, located in Bellevue, WA on Seattle's Eastside, is a software development house with expertise in systems design and hardware compression. Since 2003, **Airship** hardware and software has been successfully deployed under industry-giant OEM brand names in enterprise environments from museums to casinos.

Leveraging its experience developing solutions for these demanding environments, **Airship** seeks to expand the security video market by making high-quality DVR solutions and the latest technology accessible to more users across the market segments.

FOR FURTHER INFORMATION

- Visit **airshipdvr.com** for complete product information and specifications
- Call Victor S. Huang, CEO, at **425.462.4250** or at **1.877.462.4250** toll-free
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