

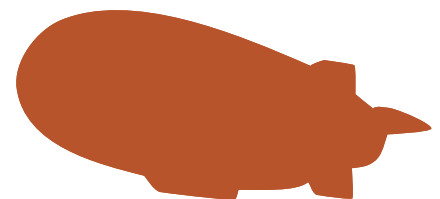
HOW TO CALCULATE YOUR ROI

The first things businesses do when they are trying to understand the business case for a significant investment is to calculate the return on investment (ROI) they will see.

With surveillance operating costs set to soar for VCR recording, modern DVR recording is an investment organizations cannot afford to miss.

FOR AN AVERAGE CARDROOM WITH 60 CAMERAS	1-CH VCRs	16-CH AIRSHIP DVRs
INITIAL COST*	14,400	17,200
OPERATION*		
ANNUAL CLEANING	6,000	
REBUILD YEARLY: NEW BELTS & CLEANING	1,440	
TAPE REPLACEMENTS, ANNUALLY	1,440	
DAILY TAPE CHANGEOVER LABOR, ANNUALLY	2,500	
ESTIMATED 1% DRIVE REPLACEMENT		200
VCR SEARCH @ 1/WEEK: A single search for video evidence of a "bad guy" can take a trained operator all day. Usually it is a surveillance manager that has to perform or supervise the search	6,240	780
ANNUAL OPERATING EXPENSE	17,620	980
TOTAL EXPENSE AFTER 3 YEARS OF OPERATION	67,260	20,140
AFTER 5 YEARS	102,500	22,100

* Does not include installation or energy costs which are roughly equivalent across systems.



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