

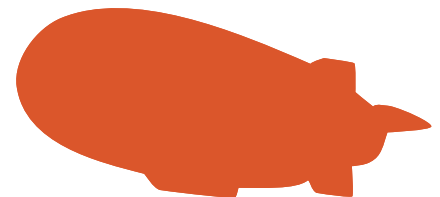
CALCULATE YOUR ROI

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	32-CH AIRSHIP DVRs
INITIAL COST*	14,400	17,900
OPERATION*		
ANNUAL CLEANING	5,400	
REBUILD YEARLY: NEW BELTS & ALIGNMENT	1,440	
TAPE REPLACEMENTS, ANNUALLY	2,160	
DAILY TAPE CHANGEOVER LABOR, ANNUALLY	2,790	
ESTIMATED 2% DRIVE REPLACEMENT		400
ELECTRICITY	515	331
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	18,545	1,511
TOTAL EXPENSE AFTER 3 YEARS OF OPERATION	55,635	21,733
AFTER 5 YEARS	92,725	24,755

* Does not include installation costs which are usually less for DVR systems.



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