

Don't Let Storage Silence Your Security Voice: Why You Deserve Cozaint's MARCIA™

We have all been there.

You meticulously architect your video surveillance system, your guardian against potential bad outcomes. You choose camera locations, you assume resolution will be everything you hope for, and retention is something the lawyers tell you to satisfy. It's only then that the inevitable truth hits: disk storage is expensive. Those beautiful, high-resolution recordings you envisioned come at a premium.

The effectiveness of a video surveillance system relies on the storage infrastructure supporting it. Storage is the only part of the solution that scales with every decision. Disk storage solutions are expensive, inevitably forcing compromises on resolution and camera count that can have consequences when incidents occur.

Imagine the frustration of being forced to make the easy, albeit costly, decision to invest in an expensive disk-only storage solution for your video surveillance needs. You cannot compromise retention requirements, so camera counts and video quality are the only adjustables as storage costs start driving decisions. Less cameras and less resolution are the kind of decisions that double the poor outcomes. Video that is too far away -and grainy images- are so often useless. You are promised efficiency and reliability, yet when a

critical event unfolds, you are left grappling with the harsh reality that your surveillance solution delivers nonactionable results.

When the Moment of Truth Arrives:

An incident occurs. Vandalism. Theft. A critical safety concern. You rely on your recordings, but when you find the details you are looking for, the grainy, low-resolution recorded footage offers little to no detail. Can you identify the culprit? Piece together the events? The silence from your storage system is deafening. People are counting on you, you feel powerless, you compromised.

The weight of responsibility bears down on you as people rely on your ability to uncover the truth and specific details of what happened, but the constraints of your storage infrastructure thwart your efforts, leaving management disillusioned.

This is not just about video; it's about trust, accountability, and the ability to fulfill our department's obligations when it matters most.

At Cozaint, we understand the compromises, frustrations, and limitations that accompany expensive storage devices. That's why we're proud to have developed MARCIA™.

MARCIA is our patent-pending video surveillance storage routing platform designed to revolutionize the way organizations record, store, and manage their video footage.

The Calculus Of Camera Capabilities:

When we discuss video storage needs for surveillance systems, the quality and detail of recorded video directly affects how much storage space is required. The camera settings influence the storage requirements and the potential cost-benefit analysis involved.

This is where so many disk-only vendors trap you into expensive storage systems.

Key Settings Affecting Storage:

- **Resolution:** Higher resolutions (e.g., 4K vs. 1080p) capture more detail but generate much larger video files. Why have we accepted the practice of reducing resolution?



- **Frame Rate:** The number of frames captured per second (FPS) determines video smoothness. A higher FPS (e.g., 30 vs. 15) creates smoother recordings but consumes more storage. Again, another accepted practice of lowering FPS to save on storage costs only to impact the quality and usefulness of the recorded video.

- **Camera Count:** Distance to an event can seriously impact your ability to solve an issue. More cameras mean better coverage, but more cameras means more storage. Compromising camera count to storage budget just does not add up.

- **Recording Mode:** Continuous recording captures everything, but it consumes the most storage. The industry has, once again, accepted the known flaws in motion-triggered recordings, once again all because of storage needs.

Customer Considerations:

Surveillance system managers have become too accustomed to lower video quality to extend storage capacity and recording duration. Reduced video quality absolutely hinders identification in critical situations. There *is* a better way to store the highest quality video your cameras can generate.

Unleashing the Power of LTO Digital Tape Storage:

MARCIA harnesses the effectiveness of linear tape open, LTO digital tape storage, by making it operationally practical within the video management software (VMS) storage infrastructure. By integrating with the VMS, LTO tape actually delivers the most affordable video storage for larger camera deployments.

This breakthrough technology allows you to affordably retain useful critical video footage for extended periods, increase camera deployments, record at highest resolutions, and ensure you never miss a crucial moment.

Tape has been part of surveillance storage since day one. VHS recorders are a thing of the past, and that's a good thing. VHS technology was never meant for duty cycle. Consumer VHS technology was always ripe for commercial failure. This is simply not the case with current LTO technology.

The largest enterprises rely on LTO for a variety of jobs that are fulfilled successfully every day. Backup is the obvious use case, but long-term video retention is the money saving usage for tape.

The long-standing issue with tape in surveillance applications is usability. Tape and tape automation comes with limitations. Time to mount the tape, time to seek to the location on tape are two limiting factors in tape use. Operators want access to data right away, but instead of compromising a few minutes (seriously, about 5 minutes) to access the data, they have compromised on camera counts and video quality. It does no good to immediately access video if the images are simply too far away or too grainy to make use of. We are asking you to consider trading a few minutes of time for dramatically better quality outcomes.

MARCIA uses proprietary technology to make tape more useful to operators. We have integrated into a video management system how to actually record to LTO tape, so retrieval can be as comprehensive as possible from an operator point of view. We have the technology to inform the operator of exactly what is happening during video playback.

All this to make tape operational in a surveillance deployment. When adding LTO tape to a surveillance solution, you can't separate on how video is recorded from how it is used and *MARCIA has tied those two together to make LTO tape the only affordable solution for large scale video retention requirements.*

Breaking Through Retention Limitations:

Don't forget to consider how AI will impact your desire to keep video data for longer periods of time. Video analytics will be a game changer for large institutions. Say goodbye to arbitrary retention limits and embrace the freedom to store video footage for significantly longer durations. With MARCIA, you gain access to a vast reservoir of storage capacity, empowering you to preserve critical footage with confidence and peace of mind while empowering the video analytics workloads of tomorrow.

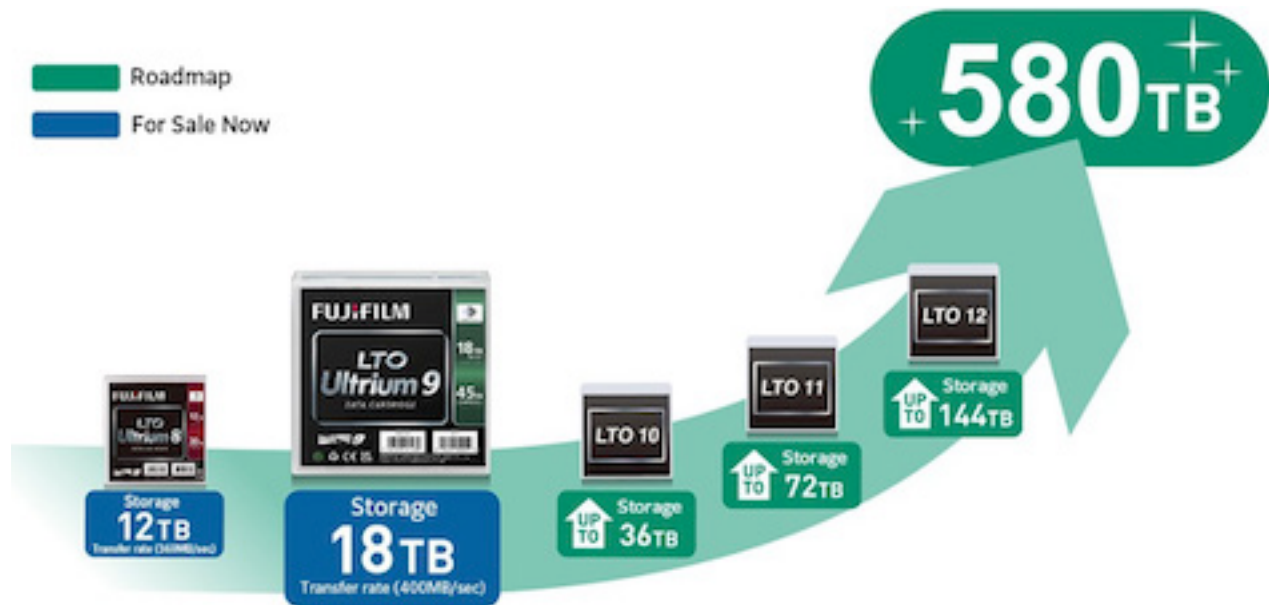
Cost-Effective Efficiency: MARCIA doesn't just save you money; it revolutionizes your approach to video surveillance storage

economics. By minimizing hardware acquisition costs and reducing ongoing operational expenses in cooling and electrical costs, MARCIA delivers unmatched value that extends far beyond the initial investment.

Here's How MARCIA Empowers You:



- **Breakthrough Retention:** Legacy disk-only storage solutions limit and hold you back from what you want in video retention. MARCIA allows you to store video footage for significantly longer periods at dramatically lower hardware costs, ensuring vital evidence is always easily accessible.
- **Unleash the Power of High-Resolution:** Stop sacrificing quality! MARCIA lets you record and store high-resolution footage without breaking the bank. Crystal clear details ensure you capture everything you need.
- **Slash Storage Costs:** MARCIA radically reduces your overall video storage infrastructure expenses allowing you to make better decisions



about camera deployments and video retention. Save on expensive disk hardware acquisition and ongoing cooling and electrical costs. LTO tape is a mature, reliable, and cost-effective solution – ideal for sites with high video storage demands.

Don't Settle for a Silenced Story

In a world where every moment counts, settling for subpar storage solutions is simply not an option. Most customers we talk to today tell us how they barely have a solution that addresses regulations and requirements, many times falling short. They talk about what they can afford versus what they need to conform, versus what they want to be successful.

Don't let disk-only storage vendors corner you into a solution that fails to deliver what you truly need: Video Excellence.

At Cozaint, we're committed to empowering you to make a difference when it matters most. With MARCIA by your side, you'll never have to compromise on the quality, accessibility, or affordability of your video surveillance footage again.

Experience the MARCIA difference and witness firsthand how we're transforming the landscape of video surveillance storage. Your peace of mind is our priority, and with MARCIA, you can rest assured

that your most critical moments are safeguarded with unwavering reliability and precision.

Don't compromise on what you need and want. Choose MARCIA and redefine what's possible in video surveillance storage.

The Tipping Point:

MARCIA truly shines when you need high-capacity storage. LTO digital tape (already widely used in the Media and Entertainment industry for over a decade) is ideal for sites that require 400-terabytes or more of video storage. The more you need to record, the greater the return on investment.

cozaint®

Intelligent Surveillance Solutions

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