COACHING COMMS

MARKETING POSITIONING, WEB SITE EDITS, E-MARKETING, LINKEDIN STRATEGY, LINKEDIN POSTS, LINKEDI AND BASIC USER ON-LINE TRAINING

MIRASYS

COACHING COMMS

PROJECT

I worked for Mirasys, a security software company (selling hardware too), 3 days a week for over 4 years. I was brought in particularly for my strong writing and project management skills, to work for Mirasys UK, and to support global. I was partnered with a remote designer, at the Mirasys headquarters in Finland, to write a range of brochures, technical spec sheets and case studies. Educating channel partners, installers and users about security software and hardware, and the change from old analog technology to new IP technology.

A new website was created for Mirasys UK and a separate blog site for technical users. I used Wordpress for the technical blog and Drupal to keep the website content and events updated.

Social media was implemented and twitter content created weekly.

Editorial, advertorial, brochure copy, white papers and articles were created for leading distributors and channel partners. Case studies were created for leading projects, from initial interview to final print. Vertical markets included: schools and universities, oil and gas, hotels and leisure, city centres, retail, banking and logistics.

Articles and news were created for trade press. Web banners for trade websites.

A members club with discounts was created to increase sales. A sales training program and basic user training was created in partnership with our technical director. I trained resellers in person and online via Webex.

COACHING COMMS

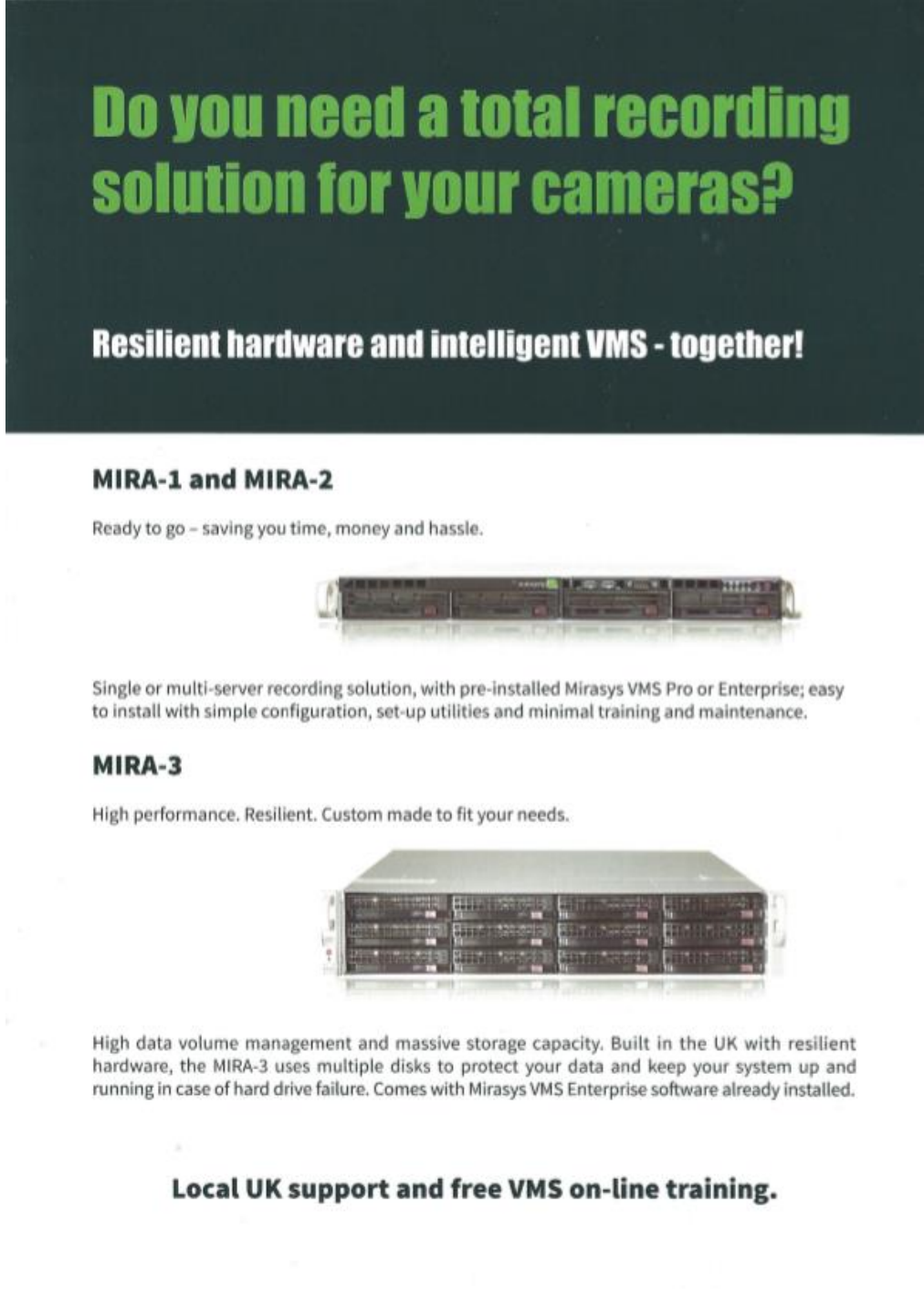
VIDEO MANAGEMENT SOLUTIONS BROCHURE

Full fourteen page brochure. Example of benefits of analytics software product.

COACHING COMMS

VIDEO MANAGEMENT SOLUTIONS BROCHURE

Full fourteen page brochure. Example of hardware products.



COACHING COMMS

VIDEO MANAGEMENT SOLUTIONS BROCHURE

Full fourteen page brochure. Example of customer success projects.

COACHING COMMS

CASE STUDY – SMYTHS TOYS SUPERSTORES

Requested case study and scheduled interviews.

Wrote and achieved sign off from partners and client.

Full [case study](#).

REFERENCES - RETAIL

Smyths Toys Superstores & Mirasys

"THE IP SURVEILLANCE SYSTEM IS VERY EASY TO USE AND IS A GOOD SOLUTION FOR LARGE SCALE PROJECTS AND MULTIPLE SITES."

Smyths Toys Superstores, the largest toy retailer in Ireland, was facing a challenge. They needed an easy-to-use video surveillance system in their stores that could offer better performance and image quality. The problem was that the old system could no longer meet the needs of the stores. The old system could not store data from a sufficient number of days, and the centralised monitoring of different stores was also not possible.

The Mirasys system met the security needs of Smyths Toys Superstores together with its camera partner Axis. According to the Facilities Manager for Smyths Toys Superstores, Stephen McGivern, it is now easy for the store managers to remotely track the events that have happened. The centralised monitoring was also an absolute requirement. "Centralised monitoring for all stores for out of hours alarms was also a key requirement", Stephen McGivern says.

The Mirasys system supports all of the Axis camera features and is able to detect different events accurately from a wide picture. In particular, the corridor format features that provide efficient surveillance of the aisles have made it possible to reduce the number of cameras.

The Mirasys system supports all of the Axis camera features and is able to detect different events accurately from a wide picture. In particular, the corridor format features that provide efficient surveillance of the aisles have made it possible to reduce the number of cameras.
Stephen McGivern compliments the new security surveillance solution of the stores:

"The key requirements were met, and we acquired an efficient substitute for our previous surveillance system – without a monumental cost increase. Thanks to Mirasys and Axis, we can expand our current video surveillance system as the number of stores increases."

CONTACT US TO LEARN MORE ABOUT THE MIRASYS PROJECTS.

GET IN TOUCH

COACHING COMMS

CUSTOMER SUCCESS PROJECTS

Lord's case study was used globally. Wrote and edited [case study](#).

Customer Success Story

MIRASYS

Lord's Cricket Ground improves CCTV with Mirasys

LORD'S
THE HOME OF CRICKET

'After comparing Mirasys' technology with other vendor's offerings, it became very clear that Mirasys NVR Enterprise provided a more open platform that could connect easily with other systems. This was essential to ensure a streamlined implementation could be achieved,' said Darren Watson, Head of Security Systems at ICTS.

THE CHALLENGE:
- Complex user interface was tedious to use
- Too much time spent accessing images and metadata

THE SOLUTION:
- Mirasys Enterprise supports up to 5,000 IP and analogue systems

THE BENEFITS:
- Quick implementation period of just 3 days
- Highly scalable system to meet changing customer needs and technology upgrades
- Reduced complexity of extracting CCTV images and videos for evidential purposes
- Remote monitoring offering more flexible access to security staff

The Challenge

The MCC hosts more than thirty matches at Lords each year, which attract around as many as 28,000 people per day. As well as monitoring crowd security and behaviour, the 119 CCTV cameras and five digital video recorders in place at Lord's also protect the MCC museum.

Recently, the MCC made a commitment to improve the site and facilities at Lords Cricket ground and their CCTV and surveillance platform needed an upgrade.

"Our recording system was outdated and becoming increasingly tedious to use. Whilst an upgrade was needed, it was important that we could find a system which could work with the digital video recorder platform that was already in place to avoid the additional costs and disruption incurred by major changes to the surveillance infrastructure," said Alan Baxter, MCC's Head of Security.

The Solution

"After comparing Mirasys' technology with other vendor's offerings, it became very clear that Mirasys Enterprise provided a more open platform that could connect easily with other systems. This was essential to ensure a streamlined implementation could be achieved," said Darren Watson, Head of Security Systems at ICTS.

The Benefits

As a highly scalable and flexible solution, Mirasys Enterprise was able to address this challenge through the ability to support up to 5,000 IP and analogue systems, ensuring that Lord's future security requirements could be easily accommodated.

"Mirasys can accommodate new technologies as well as the customers' changing needs, which will allow Lord's the flexibility to choose the most suitable technologies for their specific needs now and in the future," continued Watson.

Following the implementation of Mirasys Enterprise, Lord's has been able to improve and simplify CCTV surveillance across the site. The key aim of the project has now been achieved: the complex user interface of the previous solution has now been replaced with a much more user-friendly and accessible solution.

www.mirasysuk.com

COACHING COMMS

CUSTOMER SUCCESS PROJECTS

Edited and rewrote the Hartwall Areena case study for the UK market. Full [case study].

Customer Success Story

MIRASYS

Future proof Mirasys Enterprise upgrades outdated analog system

HARTWALL AREENA

EUROVISION SONG CONTEST HELSINKI 2007

"Mirasys software has been phenomenal when it comes to spot and identify unwanted persons in the crowds and at the entrance. Video clips will immediately be sent for review to the police, and thanks to the clear and sharp images there will be no misunderstanding." Leo Vikka, Security Manager at Hartwall Areena.

THE CHALLENGE:

- The analogue CCTV system was outdated
- Poor picture quality and delays in the motion detection system
- Service costs associated with machine maintenance

THE SOLUTION:

- Mirasys Enterprise supports up to 5,000 IP and analogue systems

THE BENEFITS:

- The system provides rapid search results
- User friendly interface
- Click and export video clips for forensic review
- Easy to upgrade future proof solution

The Challenge

The Hartwall Areena in Helsinki, Finland, is one of Europe's most actively used entertainment venues, has a capacity of 15,000 seats and it is unique in having a large retail focus within the building, which houses a multitude of restaurants, bars and event shops. In May 2007 the 52nd Eurovision Song Contest (ESC) was held in Hartwall Areena televised to a 100 million viewers. During the Eurovision Song Contest airport-level security was implemented at the Arena. The event, contestants and audience was protected by Mirasys Enterprise security solution.

Upon the construction of the arena in 1997 a security system based on analogue CCTV system was installed, but it soon proved to be slow and expensive to manage. Poor picture quality associated with VCR tapes, delays in the motion detection system and service costs associated with machine maintenance forced the Security Manager to look for a new security solution. They needed A DVR system which was reliable in providing rapid search results through a user friendly interface.

The Solution

A public tender was arranged and three security solutions, including Mirasys were chosen to be assessed over 6 months. Mirasys won the tender as it was able to offer highly efficient operations of video, audio and alarm management.Two DINA recorders, connected to 28 cameras were installed in 2003. To meet todays and the future's requirements and security standards, the security system was further upgraded to Mirasys Enterprise series in 2006 when a Mirasys recorder and 36 new cameras were installed. "The upgrade brings the security personnel access to the exceptional integrity and unique features offered by the Enterprise series and allows them to employ the newest technology," states Leo Vikka, Security Manager at Hartwall Areena.

The Benefits

"Our biggest security challenges at the Hartwall Areena are to prevent all kinds of disorderly behavior, from misdemeanor, sabotage and vandalism to fights. Mirasys software has been phenomenal when it comes to spot and identify unwanted persons in the crowds and at the entrance. We are able to react straight away and turn away or evict these unwanted persons before they cause any misconduct. Video clips will immediately be sent for review to the police, and thanks to the clear and sharp images there will be no misunderstandings who started the fight and who did what," said Mr Vikka.

Mirasys security solutions are constructed so that a DVR system can be easily built up from four camera channels up to 50 camera channels simply by updating the license. Up to 100 recorders can be used to build up a system.

"What makes Mirasys Enterprise series unrivalled is because it consists of analogue DVRs, which can be extended to hybrid DVRs, simply by adding network cameras to the basic unit!. The recorders receive video data from both analogue and IP cameras and the software sets no limits to the resolution of video images."

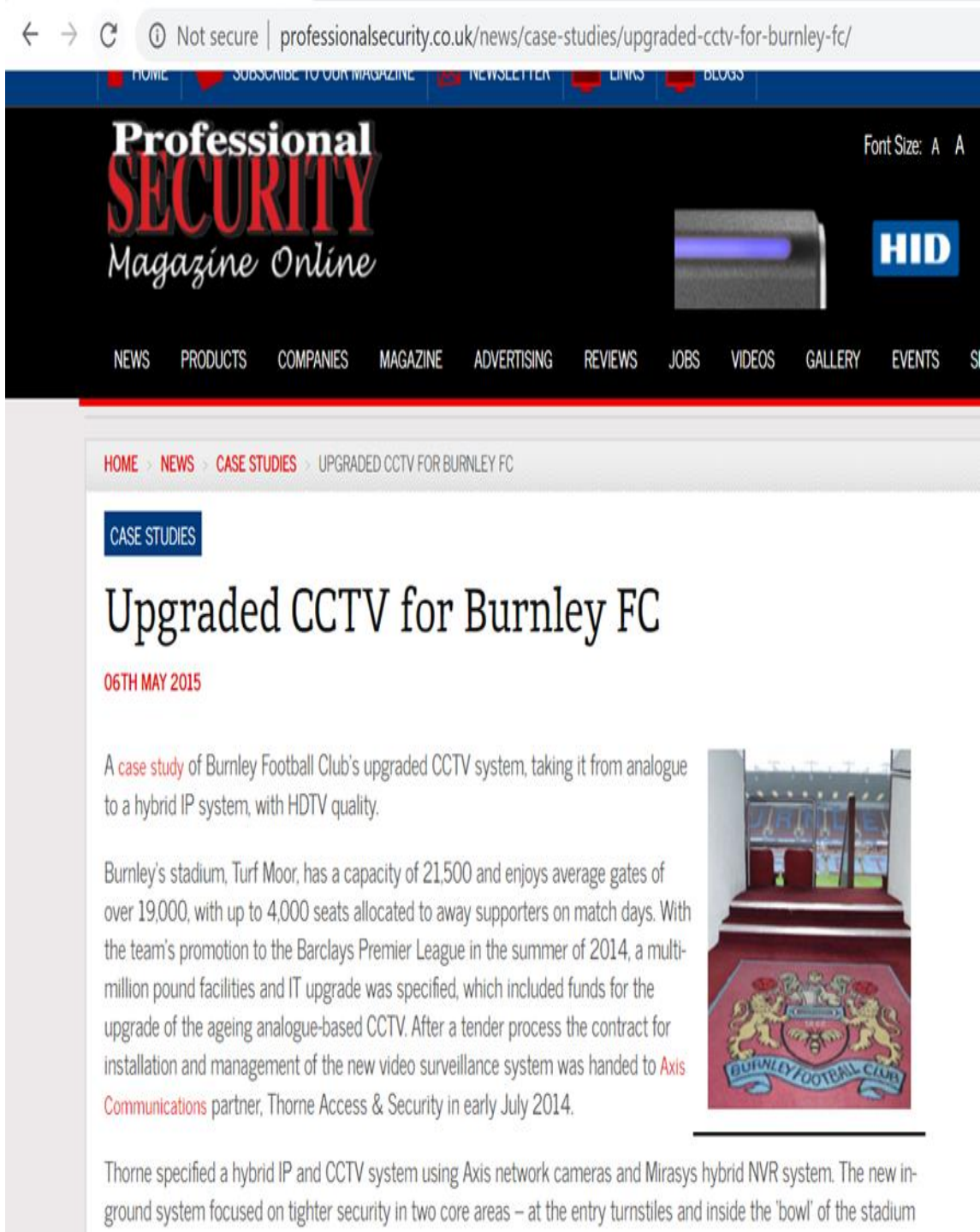
"We are pleased that Mirasys security systems can be easily updated and upgraded in a cost-efficient way. We are extremely happy with Mirasys security solution; we have now a significantly improved overview of the arena. But foremost, we are able to react promptly to incidences to keep the people attending our events safe and protected," said Mr Vikka.

www.mirasys.com

COACHING COMMS

CUSTOMER SUCCESS PROJECTS

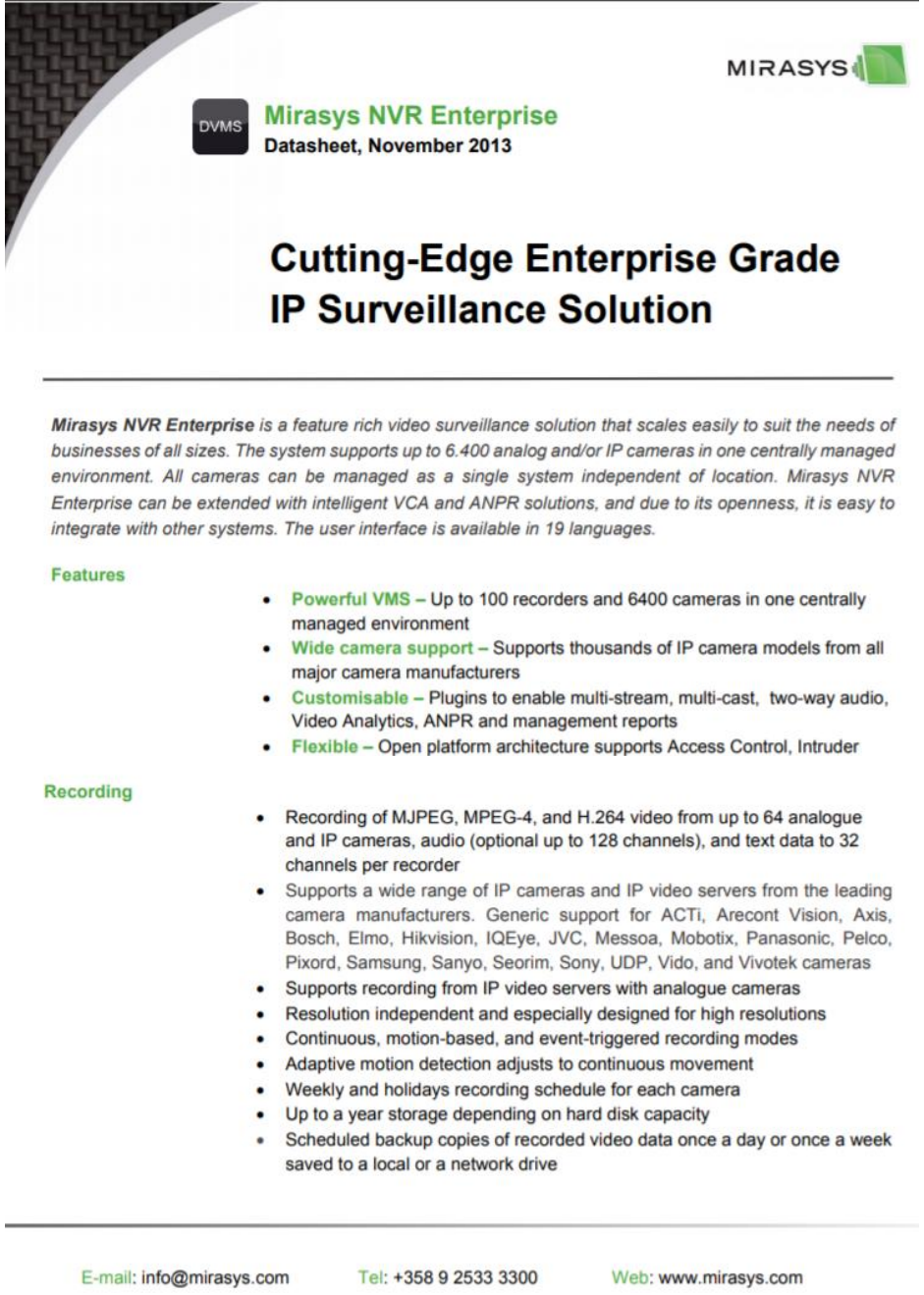
From initial interviews to final print.
Burnley FC case study. This was used for global marketing purposes.
Full case study.



COACHING COMMS

DATA SHEETS

Full 11 page brochure with a range of data sheets.



MIRASYS

DVMS

Mirasys NVR Enterprise
Datasheet, November 2013

Cutting-Edge Enterprise Grade IP Surveillance Solution

Mirasys NVR Enterprise *is a feature rich video surveillance solution that scales easily to suit the needs of businesses of all sizes. The system supports up to 6.400 analog and/or IP cameras in one centrally managed environment. All cameras can be managed as a single system independent of location. Mirasys NVR Enterprise can be extended with intelligent VCA and ANPR solutions, and due to its openness, it is easy to integrate with other systems. The user interface is available in 19 languages.*

Features

- **Powerful VMS –** Up to 100 recorders and 6400 cameras in one centrally managed environment
- **Wide camera support –** Supports thousands of IP camera models from all major camera manufacturers
- **Customisable –** Plugins to enable multi-stream, multi-cast, two-way audio, Video Analytics, ANPR and management reports
- **Flexible –** Open platform architecture supports Access Control, Intruder

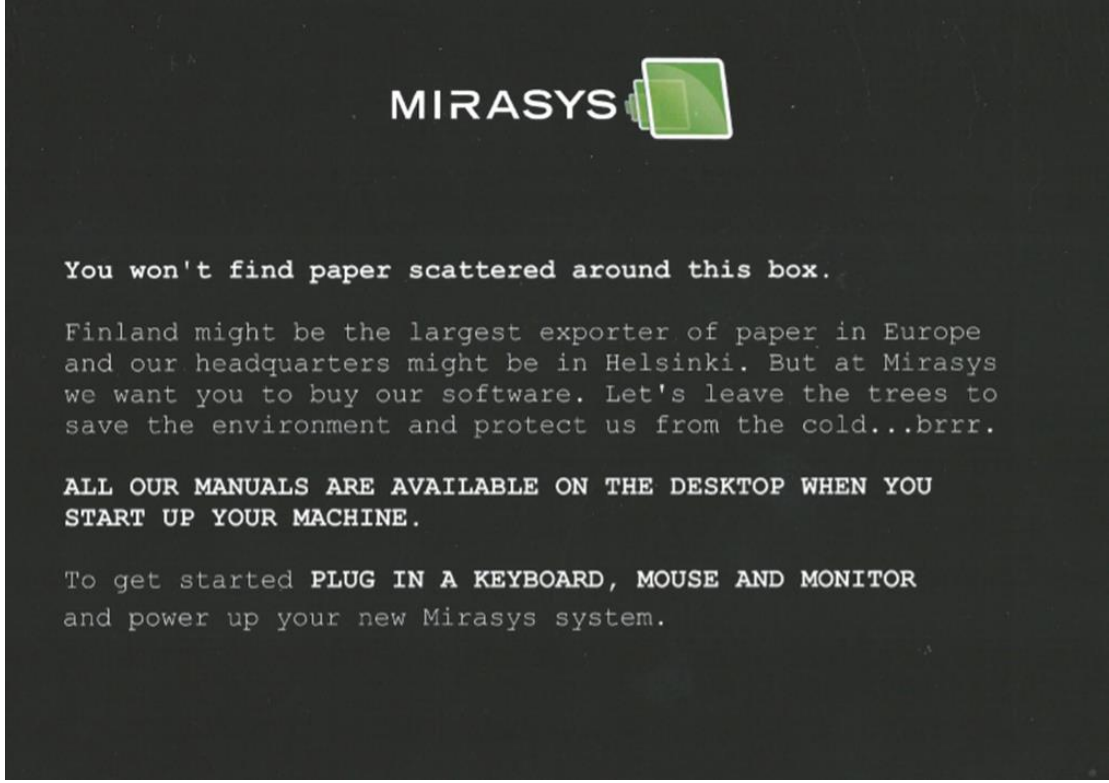
Recording

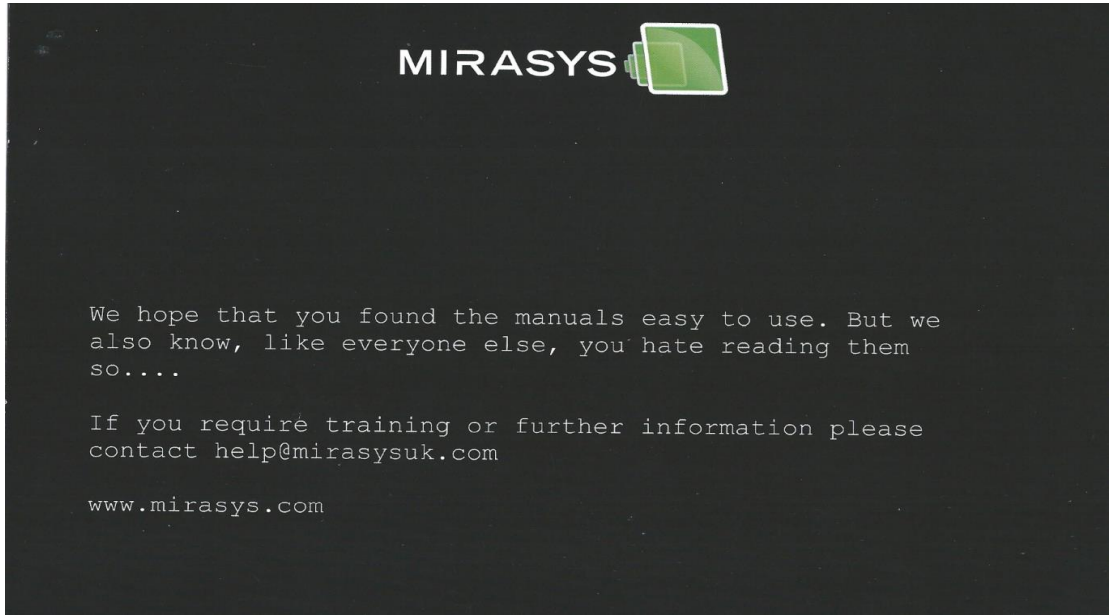
- Recording of MJPEG, MPEG-4, and H.264 video from up to 64 analogue and IP cameras, audio (optional up to 128 channels), and text data to 32 channels per recorder
- Supports a wide range of IP cameras and IP video servers from the leading camera manufacturers. Generic support for ACTi, Arecont Vision, Axis, Bosch, Elmo, Hikvision, IQEye, JVC, Messoa, Mobotix, Panasonic, Pelco, Pixord, Samsung, Sanyo, Seorim, Sony, UDP, Vido, and Vivotek cameras
- Supports recording from IP video servers with analogue cameras
- Resolution independent and especially designed for high resolutions
- Continuous, motion-based, and event-triggered recording modes
- Adaptive motion detection adjusts to continuous movement
- Weekly and holidays recording schedule for each camera
- Up to a year storage depending on hard disk capacity
- Scheduled backup copies of recorded video data once a day or once a week saved to a local or a network drive

E-mail: info@mirasys.com Tel: +358 9 2533 3300 Web: www.mirasys.com

COACHING COMMS

POSTCARD CREATED TO BE INSIDE HARDWARE BOXES – ECO ANGLE





COACHING COMMS

PARTNERSHIP

Two page partner brochure. Includes case study on the Dublin Port Tunnel project.

MIRASYS

Mirasys and Axis partner to ensure safety and security across the UK and Ireland

Dublin Port Tunnel

This project was winner of this year's ITS Ireland Award – honouring the most innovative, effective and influential achievements in the intelligent transportation systems industry

Problem

- The existing system needed to be upgraded as it was based on a closed protocol architecture
- Wanted easy integration with 3rd party systems
- Situations needed to be monitored such as height restricted areas and fast moving vehicles and breakdowns

Solution

- **Open system** - Mirasys VMS Enterprise proactively manages the tunnel's infrastructure whilst rationalising and simplifying operations. Excellent integration with 3rd party solutions
- **Reliable** - customised high quality hardware to ensure long term data retention and reliability
- **Cost savings and future proof** - Axis encoders used so that existing analogue cameras could be integrated into the new Mirasys system

Burnley Football Ground Turf Moor Stadium

"...Evidence of disorder can be quickly exported and given to the Police to support further action against identified individuals. There is no doubt that Turf Moor is a safer place now..."

Problem

- Ageing system with low quality images
- Wanted a highly reliable system
- Needed to search and identify incidents: pyrotechnics, people throwing objects and ticket fraud

Solution

- **Flexible and easy to use** - with Mirasys VMS Enterprise, the Burnley team can get a visual picture of their whole security
- **Fast and accurate** - zoom in when suspicious activities arise and playback quickly to check incidents
- **Quick and powerful search and export tools** - to send evidence to the Police on smart phones

Smyths Toys Superstores

"The Axis / Mirasys partnership has provided a solid future proof solution which can grow as our number of stores increases."

Problem

- Old system did not provide centralised monitoring for 63 stores
- Evidence from footage was low quality and could not be used for police investigation
- Wanted high data retention and long term storage
- Needed to keep down the costs for additional cameras

Solution

- **Centrally managed system** - to monitor all cameras across multiple stores with a few simple clicks and free remote access
- **Reliable** - provided long term video storage and high data retention
- **Cost savings** - Mirasys support for features such as corridor format helps to reduce the number of cameras required

COACHING COMMS

VERTICAL MARKET BROCHURES

A range of vertical markets were created including oil & gas, banking, hotels, city centres and universities.

Oil and gas brochure.

MIRASYS

Solutions for IP Surveillance

Oil & Gas

Within the context of the harshest and most hazardous conditions as well as ever increasing safety considerations, how can you ensure you minimise risk and counter threats to protect your investments, employees, plants, buildings and offshore environments with a robust and reliable video surveillance solution?

In a rapidly changing CCTV market full of outdated, obsolete, untested and unreliable products, Mirasys stands cut as one of the leaders in IP Surveillance; providing reliable and innovative solutions that have been developed and perfected for over 15 years.

The world's best VMS interface along with mobile access to give you the freedom of remote access across all your sites via iPhone, iPad or Android. High levels of customisation ensure tailored viewing and information rights for different users. Bandwidth and remote network considerations are addressed through the use of multi-casting, multi-streaming and camera SD support. Footage from remote sites can be sent to headquarters or multiple sites concurrently in different resolutions, frame rates and compression; saving bandwidth while optimising recording quality. Data stored locally on the camera can be retrieved even after network outages.

With a true open architecture approach, Mirasys works with over 1,500 IP camera manufacturers and delivers a platform upon which the most sophisticated surveillance solution can be developed. Utilise Mirasys Carbon Video Analytics or 3rd party analytics to give you detailed information such as dwell time, object and perimeter detection and track vehicle threats in real time. Mirasys integrates seamlessly systems such as Intruder Alarms, Access Control and Fire Alarm into our easy to use Windows based interface.

Keep your sites under control with one dynamic cost saving system

- Intuitive and easy to use interface means that minimal training and supervision is required
- User authentication and setting specific user rights allows you to control and protect system access
- Real time or playback view is easy to open by dragging the camera on your workspace, map tools allows virtual navigation through multiple sites
- Comprehensive system management tools and advanced file system usage ensure manageability and robustness, avoiding performance degradation over time
- Mirasys Web Client and Spotter Mobile allows you to access video and data across multiple sites, anytime, anywhere via web browser, phones and hand-held tablets. It means that you can have overall control of your sites remotely, reducing costs and response time

COACHING COMMS

VERTICAL MARKET BROCHURE - BANKING

Two page banking brochure.

MIRASYS

Solutions for IP Surveillance

Banking

Few industries have more complex and diverse requirements for video surveillance technology that those we find when working with banks and financial institutions. From corporate buildings, to branch offices, data centres, ATM's and cash depots. With such varied needs how can you ensure you have a surveillance solution that meets all your different objectives, is a robust technology, provides remote access across multiple sites, supports vast amounts of data, integrates with the newest technologies and is future proof?

Mirasys has been designed to provide you with a complete recording, viewing and management solution for your bank's IP Surveillance requirements. In a rapidly changing CCTV market, where few products are able to meet the demands of evolving technologies and business requirements, Mirasys stands out as one of the leaders in Video Surveillance, providing reliable and innovative solutions that have been developed and perfected for over 15 years.

With Mirasys you are assured that you have a future proof system that can be integrated with a wide range of third party security products. Designed from the ground-up to support the requirements of the banking industry Mirasys is the perfect choice allowing you to manage your various sites centrally or from anywhere you choose globally.

A true open architecture approach

Mirasys delivers a platform upon which the most sophisticated surveillance solution can be developed. Integration with 3rd party systems means Mirasys can be used to monitor more than just video; direct feeds can be received from Transactional systems, Access Control, Fire Detection and Intruder Alarms. Mirasys has built in support and data management from cameras of up to 20 megapixels in resolution ensuring data can be captured and investigated in graphic detail. Integration with leading Video Analytics manufacturers allows sophisticated solutions to be designed that provide proactive, intelligent alerts such as dwell times, cross line detection and facial recognition.

Manage all your security in one dynamic system

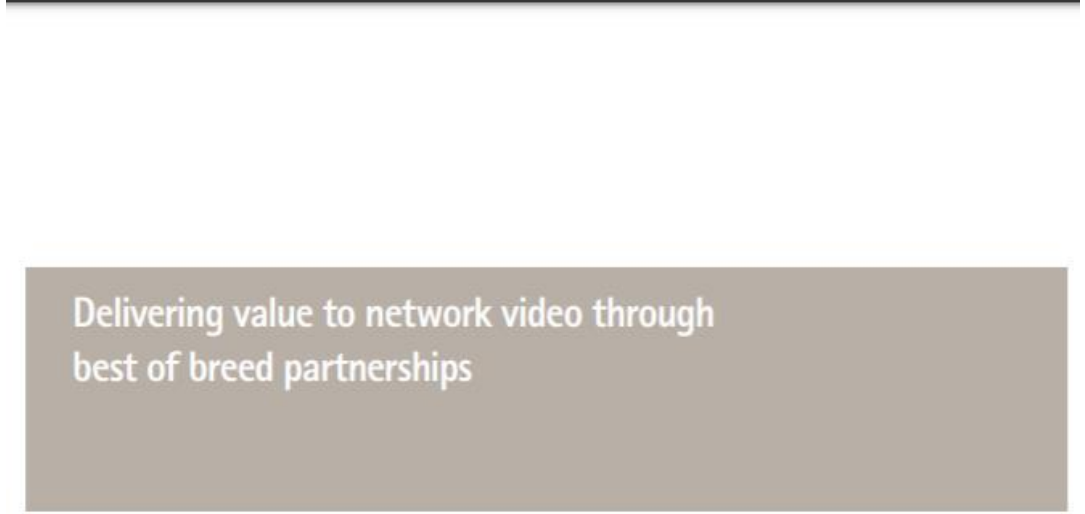
- With software installed at headquarters, banks can centrally manage all the surveillance devices of their branches and get access to security status instantly
- Mirasys can be expanded as you need, without the need to make sophisticated system changes; simply add cameras, recorders, clients and sites anytime
- Unlimited scalability means no matter how many camera or sites you require Mirasys grows with your needs
- Mirasys Web Client and Spotter Mobile allows you to access video, audio and data across multiple sites, anytime, anywhere via web browser, phones and hand-held tablets. It means that you can have overall control of your sites remotely; reducing costs and response time
- Mirasys VMS easily integrates with existing Intruder Alarm, Access Control or Transaction systems, helping to detect and mitigate frauds

Email: sales@mirasysuk.com Tel: 0844-357-9672 www.mirasysuk.com

COACHING COMMS

WHITE PAPER
BROCHURE – WITH PARTNERS

Two page white paper brochure.



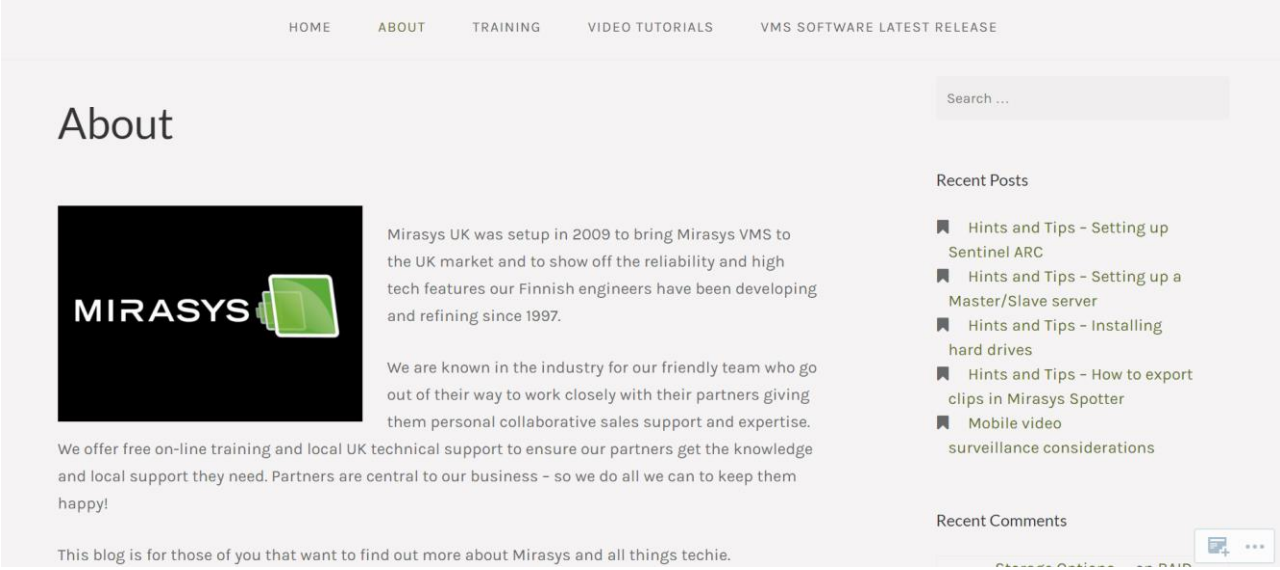
COACHING COMMS

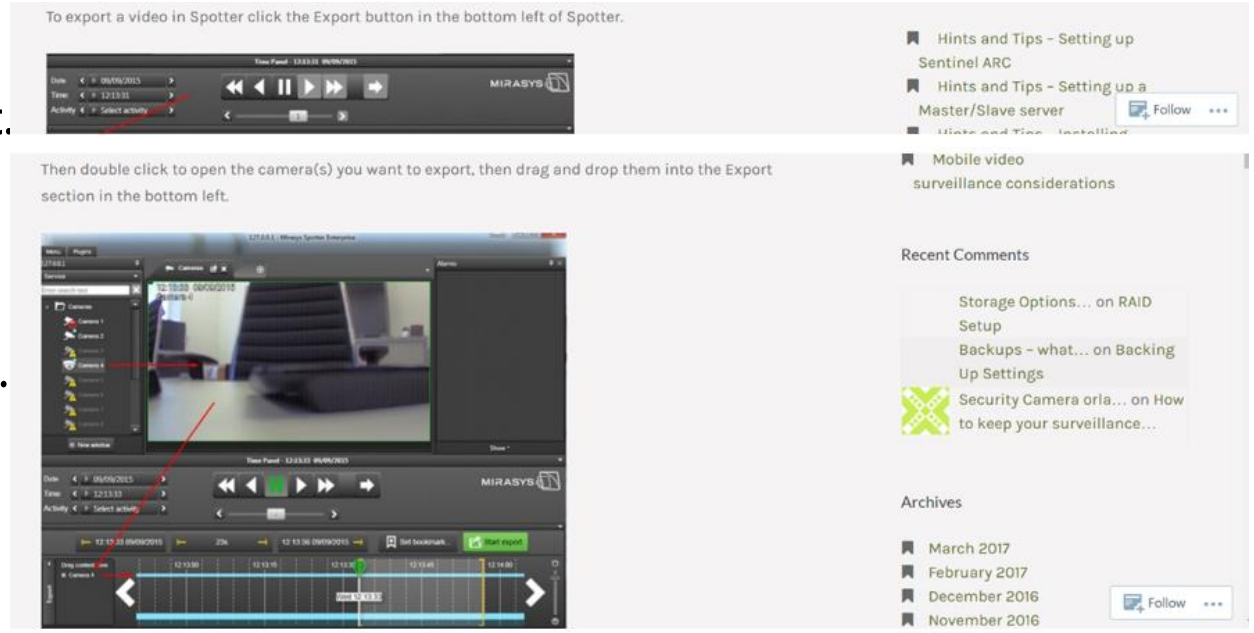
INTEGRATION LEAFTLET FOR SPANSH TRADE SHOW

COACHING COMMS

WEB SITE & TECHNICAL BLOG

Originally a UK specific website was created as the products and services were too different. After two years Mirasys Finland created the global website which I helped them to write. We also created a number of specific UK pages. Mirasys UK also created a new technical blog.

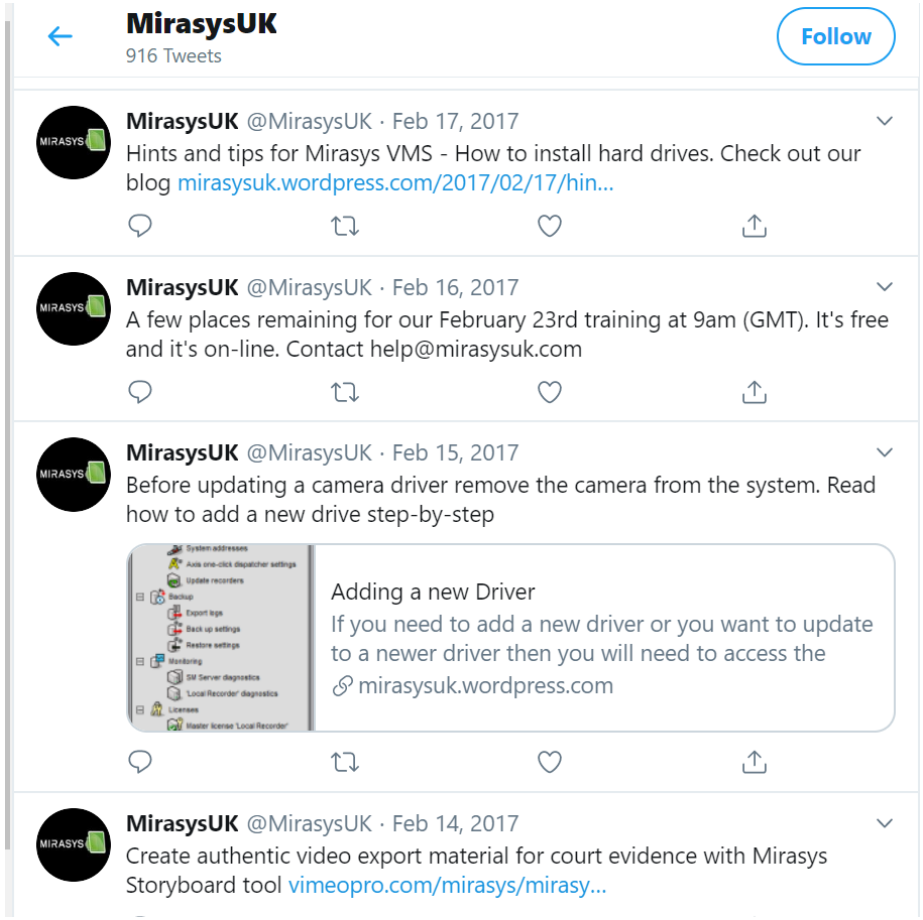




COACHING COMMS

SOCIAL MEDIA

Providing quality content and showcasing our partners. Twitter was the main social used as is fitted our target market profile.



COACHING COMMS

E-MAIL MARKETING

MEET MIRASYS AT INTERSEC 2017

Dear

Join us at INTERSEC 2017 on the 22 - 24 January 2013, Dubai World Trade Centre, Stand 2-F33

Come and meet Mirasys and find out how we can work together to deliver complex video solutions that generate real value to customers looking for more than CCTV, using the world's leading technologies.

Ensure your security is based on a secure platform which gives you safety, flexibility and the very latest features and integrations. With Mirasys management system, you have built in video analytics, powerful features and you can integrate thousands of cameras and 3rd party systems, such as access control, fire alarms and POS.

Mirasys Video Management Software is used by over 70,000 customers from a wide range of industries globally. Established since 1997, we work with leading technology partners to help create the best solution for large projects and multiple sites. Our team offer a highly consultative approach and excellent support.

To arrange an appointment with our Sales Team at INTERSEC please contact:

Maria Ruggiero, Sales, Mirasys UK Ltd
Email: maria@mirasysuk.com
Tel: 0844-357-9672

We look forward to seeing you on **Stand 2-F33**

Mirasys Logo

The Carbon Club upgrade to first class

Mirasys UK has been experiencing unprecedented growth over the past few years and this has been very much down to the support from customers such as you. We would like to share our success and repay you for your loyalty.

We believe our best customers should be rewarded...

As a valued and loyal customer, you have been selected to be included in our exclusive Carbon Club, which will give you rebates and free benefits.

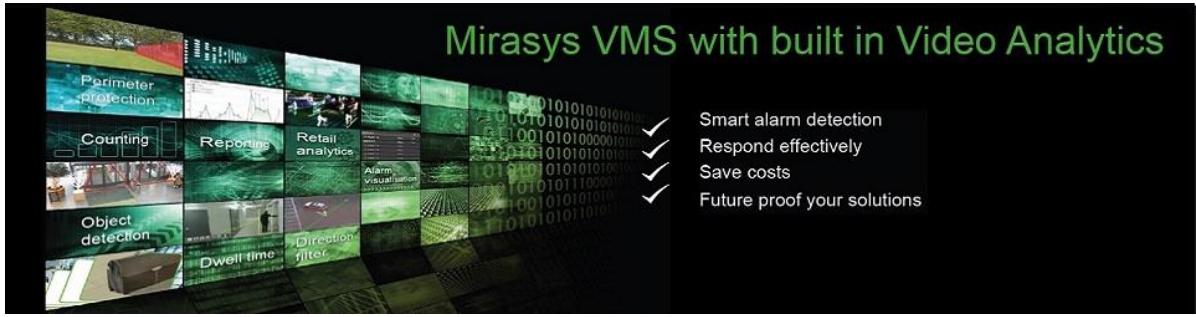
Your Carbon Club Membership – Card number

- Free license allowance based on annual order quantities
- One year's free Service and Maintenance Agreement
- Dedicated Mirasys sales support on large projects
- Free on-line tailored training

Ashley Cardno, Sales Manager, will be in contact to answer any questions you may have about this new exciting membership and to get things set up for you.

COACHING COMMS

PARTNERS AND RESELLERS



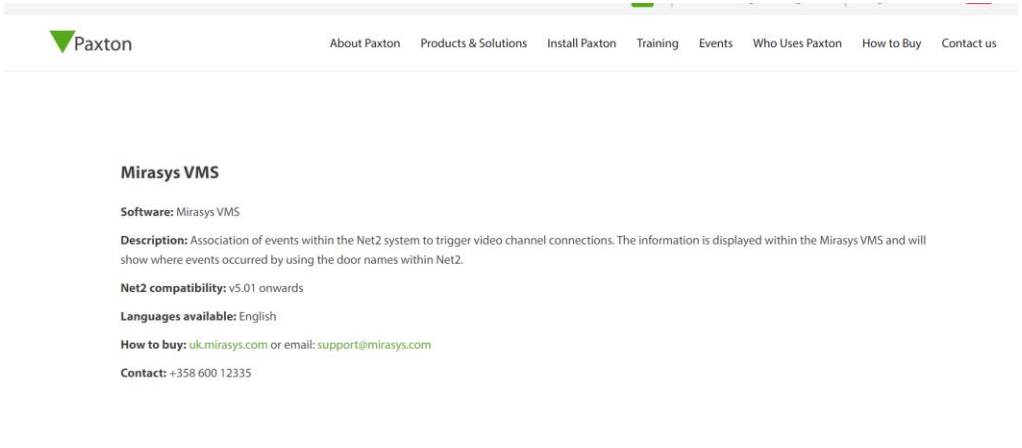
arecontvision.com/news/expansion-of-arecont-vision-and-mirasys-ltd-alliance-facilitates-seamless-h-264-megapixel-camera-and-nvr-operability

COVID-19 UPDATE: Contact us, as we're working & able to meet your surveillance needs!

AV COSTAR COMPANY PRODUCTS SOLUTIONS RESOURCE CENTER SUPPORT PARTNERS HOW

Expansion of Arecont Vision and Mirasys Ltd. Alliance Facilitates Seamless H.264 Megapixel Camera and NVR Operability

- Press Releases
- News Articles
- Case Studies
- Company News
- AVC In the News Newsletter)


Paxton About Paxton Products & Solutions Install Paxton Training Events Who Uses Paxton How to Buy Contact us

Mirasys VMS

Software: Mirasys VMS

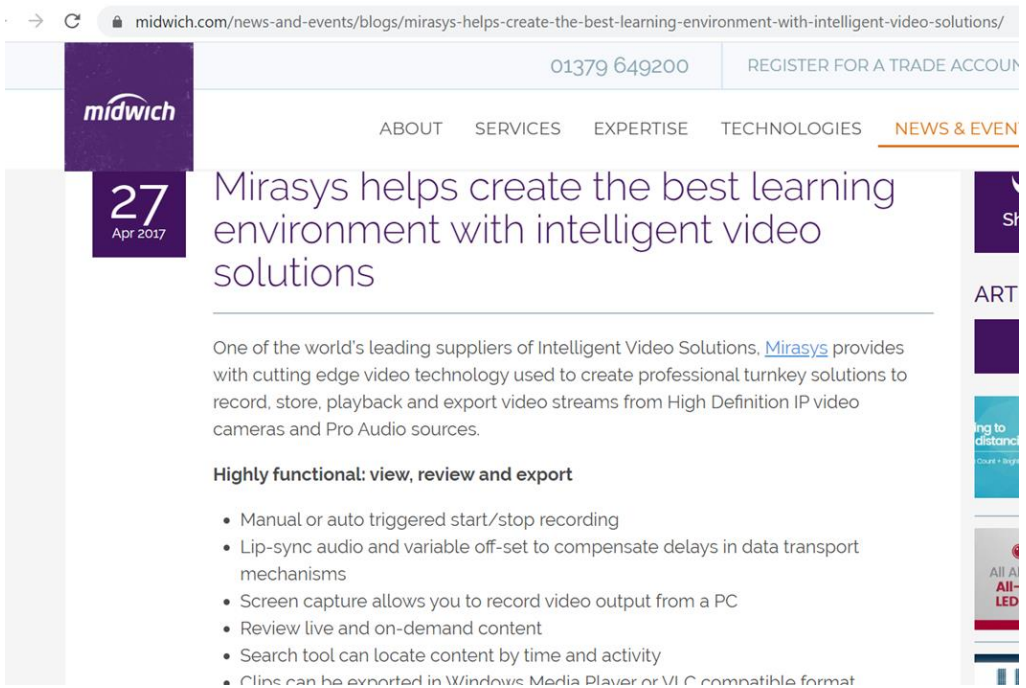
Description: Association of events within the Net2 system to trigger video channel connections. The information is displayed within the Mirasys VMS and will show where events occurred by using the door names within Net2.

Net2 compatibility: v5.01 onwards

Languages available: English

How to buy: uk.mirasys.com or email: support@mirasys.com

Contact: +358 600 12335


midwich.com/news-and-events/blogs/mirasys-helps-create-the-best-learning-environment-with-intelligent-video-solutions/

01379 649200 REGISTER FOR A TRADE ACCOU

midwich ABOUT SERVICES EXPERTISE TECHNOLOGIES NEWS & EVEN

27 Apr 2017

Mirasys helps create the best learning environment with intelligent video solutions

One of the world's leading suppliers of Intelligent Video Solutions, Mirasys provides with cutting edge video technology used to create professional turnkey solutions to record, store, playback and export video streams from High Definition IP video cameras and Pro Audio sources.

Highly functional: view, review and export

- Manual or auto triggered start/stop recording
- Lip-sync audio and variable off-set to compensate delays in data transport mechanisms
- Screen capture allows you to record video output from a PC
- Review live and on-demand content
- Search tool can locate content by time and activity
- Clips can be exported in Windows Media Player or VLC compatible format

COACHING COMMS

TRADE PRESS COVERAGE

asmag.com/showpost/9892.aspx

You are at : Home > News > Supplier's News

Mirasys Surveillance Solutions Watch over UK Large Venue

Source: Mirasys Date: 2010/07/01 Related tags: Lord's Cricket Ground, UK, DVR

Lord's Cricket Ground has been the 'Home of Cricket' since 1787, and is widely viewed as the game's spiritual 'headquarters'. Owned by Marylebone Cricket Club (MCC), Lord's is said to be the most important single place in the world for cricket, and plays a key role in promoting cricket in Britain and globally.

directory.ifsecglobal.com/burnely-fc-nets-stateoftheart-security-system-at-news024251.html

Thorne Access & Security specified a hybrid IP and CCTV system using Axis network cameras and Mirasys hybrid NVR system. The new in-ground safety system focused on tightening security in two core areas – at the entry turnstiles and inside the 'bowl' of the stadium itself. A combination of AXIS Q6045-E PTZ Dome Cameras and AXIS Q1765-LE Network Cameras were deployed inside the stadium bowl, while 14 legacy analogue cameras were retained to cover concourses in the new hybrid CCTV and IP video system. A total of 64 new cameras were installed covering the stadium, turnstiles, and concourses outside the bowl and behind the East Stand. The new system also provided total coverage of all 40 turnstiles through which thousands of fans pass through on match days.

as UK toy retailer secures new shop

asmag.com/showpost/15096.aspx

UK toy retailer secures new shops with integrated IP surveillance

Source: Mirasys Date: 2013/06/11 Related tags: Smyths Toys Superstores, loss prevention surveillance

Smyths Toys Superstores, a large UK toy retailer with 63 shops nationwide, recently deployed an integrated IP-video surveillance system consisting of 1,500 Axis Communications network cameras, 500 analog cameras, 35 Mirasys NVRs and 15 hybrid recorders at its new

ifsecglobal.com/video-surveillance/toy-shop-defamation-set-thwarted-cctv/

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Fire Installer Security

Toy Shop Defamation "Set-Up" Thwarted by CCTV

A defamation claim brought against a security firm and a Dublin toy shop has been thrown out of court after CCTV footage contradicted the claimants' story.

Alan Joyce and his young son, David, sued Manguard Plus Ltd and Smyths Toys in Blandchardstown Shopping Centre for €100,000 after they were prevented from leaving the store by security staff on June 24, 2012.

The security guards' suspicions were aroused about

COACHING COMMS

MIRASYS UK VALUE PROPOSITION

The Mirasys Value Proposition

the best partner possible…

Mirasys' mission is to be the best partner possible to our select customers. To work with our partners to win and deliver complex intelligent video solutions that generate real value for customers who are looking for more than just CCTV.

Mirasys was one of the first companies in the UK to market with a highly functional and powerful Windows based NVR and intelligent VMS software. Our extremely reliable products can be found globally in schools, government buildings, city centres, retail stores, manufacturing plants, distribution facilities, museums, sporting arenas, banks, commercial buildings and hotels as well as many other applications.

Today, the NVR market has split into two directions – low cost products dominate with limited functionality, distributed through channels working on high volumes and low margins for the installer and integrator. Mirasys focuses on the market that needs highly functional intelligent solutions designed to recognise a return on investment quickly. We offer a range of high quality products delivered by technically skilled professionals to exacting standards. **Using this direct approach and by focusing on a core set of solution partners we are able to keep our costs highly competitive and in many cases more than 35% cheaper than our competitors equivalent products.**

We have years of experience in delivering some of the largest and most complex intelligent video surveillance, safety and security projects in the world. Our fully open Video Management Software platform supports integration to a huge variety of 3rd party products and can be easily customised to meet individual project or customer requirements. There is no need to be tied to particular manufacturers; working with a truly open platform like Mirasys means that you can pick and choose the products that will best serve your customers' needs. Our intelligent tool kit offers a comprehensive set of features that can be used to build the most complex solutions for a variety of business applications where video can be used.

No other VMS vendor supports their select partners to succeed so comprehensively: we include a broad partner training programme, project design, and engineering support and customisation. You will be working with a dedicated account manager who will ensure you have all the correct resources to meet your objectives. Our team is made up of professionals with years of experience in IT, software engineering, Artificial Intelligence and network video technology. Pioneers in our field, we have a history of technical innovation and quality.

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Mirasys VMS Basic Product Training

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Install the software

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Set alarms

Add and edit user profiles

Set emails, back up, watchdog

Use the server diagnostic

Install drivers

Use client applications, Spotter for Windows and DVMS Workstation

Use server application, Mirasys Gateway

The course lasts 2 hours plus extra time for the Q&A session.

For further information please contact help@mirasysuk.com.

Calendar available at our website www.mirasysuk.com.

To register please enter your details below.