

## SPARSH MARKS ITS PRESENCE IN IFSEC INDIA, 2011

Pragati Maidan, New Delhi

**Dec 11, 2011:** Sparsh marks its presence in India's largest exhibition for Commercial and Homeland Security, IFSEC INDIA, 2011 organized by UBM India from **8th to 10th December**, at **Pragati Maidan**, New Delhi. This is the most important security exhibitions of the country which was inaugurated by Honorable Union Home Minister, Mr. P Chidambaram & D. R. Kaarthikeyan, Padma Shri, Chairman, ASSOCHAM's National Council on Installations, Premises & Personnel Security (IPPS).



Sparsh's launched its OmniSurv IP camera A-series & S-Series and the eYe and Elegant series of network DVR which were the highlights for the event. The feature-rich solution comes with superior low-light performance and ONVIF compliance that seamlessly integrate with major NVR management platforms. Award-winning product lines were also exhibited as part of the SPARSH complete video surveillance solution tailored for diverse industry segments and applications.

With the rapidly expanding security market in India, Sparsh showcased the most extensive range of products. Located at booth no. C66B, Hall 18, the showcased products included new Bravura 480/650 TVL EFFIO-E Series Cameras, Indoor IR Speed Dome Cameras, Laser Speed Dome, Elegant & eYe Series Cameras, , 4/8/16/24/32 Full D1 DVRs and special cameras that attracted so many visitors.

The Bravura Series utilizes the latest chip technology from Sony, the Effio™-E, with Sony's newly developed 960H CCD image sensor. This provides clearer pictures with higher sensitivity compared to conventional CCTV cameras. Bravura has features like 2D noise reduction system, ATR (Digital WDR), HLC, Privacy Masking & Motion Detection.

The Laser Speed dome with original Sony Zoom module with visibility up to 200 meters even at night and Number Plate Reader camera for monitoring vehicles and recording their number plate at night even with headlights ON were the products which attracted most of the Exhibitors and visitors.

The eye catching thing in the event was the simultaneous display of 480 & 650 TVL resolutions which could easily differentiate the low resolution cameras from the standard ones. Visitors showed their interest in the way the resolution is calculated from the display.

There were some products that gained appreciations also from the visitors. The Indoor Speed Dome Camera was appreciated as it suits the indoor environment due to variety in its colors. The new launched DVRs were also appreciated due to their sleek & elegant design and also as it run with the same software as of IP Cameras.

Sparsh is targeting the huge demand for public infrastructure development taken place in India brought by the economic growth. Sparsh is looking forward to explore the latest technologies and successfully establishing a solid position in the local market.

Sparsh is a leading Indian Brand and is the first Indian Company to manufacture CCD Board Cameras in India. It is a trusted brand and is aimed towards becoming a globally reputed firm.

For more information:

Please visit [www.sparshsecuritech.com](http://www.sparshsecuritech.com)

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