

New 'Bravura' Series of 540 TVL OSD Cameras



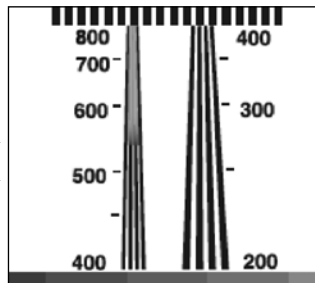
540 TVL OSD

Sparsh has extended its line of hi-resolution security cameras by launching the new Bravura 540 TVL OSD camera series. The Bravura is the state-of-the-art camera manufactured in India that enables video surveillance in varying light conditions. The new camera series is based on Sony Super HAD-II CCD technology, and further improves the video quality of security surveillance and expands applications for security cameras. Like all Sparsh products, Bravura series of cameras are backed by 8x6 service support.

Key features enabled by Bravura series are:

Maximum 540TVL

With Sony HQ1 design using Sony Super HAD-II CCD, 540TVL high resolution image with better clarity even in low light.



Selective BLC (Back Light Compensation)

If there are two areas being covered in a single picture with different light conditions, a proper view of both areas can be got with selective BLC. In CCTV applications it is common to have a bright light source behind the subject of interest. A person at an ATM or entering through an outside door are common examples. Selective BLC area setting allows the camera to find the best picture conditions and automatically/manually give the necessary light level compensation, so that users get clear identification of a subject in the foreground where there is a bright light source in the background. Selective BLC



BLC On

BLC Off

works by enhancing specific zones in the picture which usually contains the subject of interest.

Minimum illumination 0.05Lux

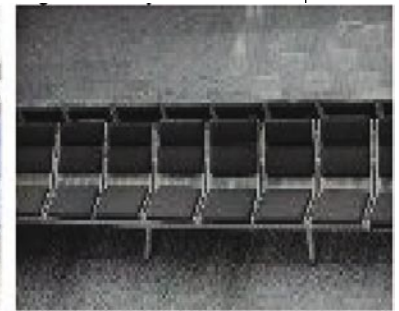
It has outstanding sensitivity of 0.05Lux in color and clear picture quality in low light level environments.

ICR (Infrared Cutoff Removal)

The IR cut filter is on when the camera is operating as a color camera for precise color reproduction. With ICR, the filter is removed which allows for much greater light sensitivity in monochrome mode.



Day



Night

HSBLC (Highlight Suppress Backlight Compensation)

With this function the camera darkens selected highlights and brightens dark portions, e.g., to read car number



HSBLC Off

HSBLC On

plate with the head lights on. The camera is equipped with HSBLC which reverses bright spots in the picture (such as headlights) to black. This enables the camera to display grayscale information such as number plate.

Privacy masking

Masking means hiding a part of the scene. This function allows for areas in the picture to be masked so that they cannot be viewed or recorded. The size and position of these masks are programmable. This feature is useful in applications where a camera can see into areas that are not relevant to the security purposes for the camera and the owner does not want to be subject to privacy invasion claims.



Privacy zone Off



Privacy zone On

AWB (Automatic White Balance)

Automatic White Balance(AWB) is a feature that the camera uses to do colour compensation arising due to the temperature of the light source. For indoor applications incandescent, fluorescent and quartz lighting all have different colour temperatures. In outdoors sunlight, mercury vapour and sodium lighting, all have drastically different colour temperatures.



AWB Off

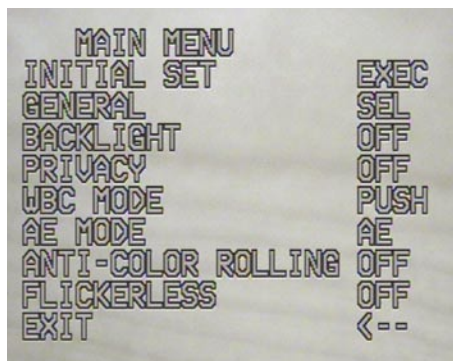


AWB On

Sparsh Bravura cameras offer AWB function to provide superior colour reproduction over a wide range of colour temperature conditions.

OSD (On Screen Display)

This feature provides easy to use display to setup various features of the cam-



era including color, brightness, image stability (flickerness) and automatic white balancing (AWB). The camera allows on screen menu setting resulting in user friendly setting where the users can do tailor made settings as per their preference and light conditions.

About Sparsh

Sparsh is a leading Indian brand in electronic security equipment and has revolutionized the security market by being India's first firm to focus on indigenous design and manufacture of technologically advanced electronic security devices. It is a result of their focus on innovation and quality control that Sony Electronics (Singapore) picked them to design and manufacture CCD board



Sanjeev Sehgal

cameras for the Indian market. Their mission is to put India on the global map for the design and manufacture of high quality and technologically advanced electronic security equipment. To achieve this goal, Sparsh has obtained ISO 9001:2008, RoHS, CE, EMC and FCC certifications.

The product lines include CCD board cameras, CCTV solutions, DVRs, surveillance on mobile solutions, network cameras, access control systems, switchers, guard management systems and accessories.

As a testimonial to their focus on product innovation and meeting diverse customer needs, Sparsh has been awarded the following:

- EFY Award for The Best Security System, 2009.
- Elcina-Dun & Bradstreet Award for Entrepreneurial Excellence, 2009.
- Frost & Sullivan Award for 'Entrepreneurial Company of the Year 2007.'
- 'Emerging Security System Integrator' Award by Hon'ble Home Minister Sh. Shivraj Patil in 2006.
- Udyog Patra Award for 'Self Made Industrialist' to Sanjiv Sehgal, MD Sparsh.
- Nominees for 'Best Security Systems Award' in EFY awards 2005, 2006 & 2008.

Sparsh sells through its extensive distribution network and also supplies product as an OEM to various major security providers. They are headquartered in NOIDA, India with manufacturing facility in Haridwar and service support office in New Delhi. ■