

# MARKETING & SALES



With the revolution in new CCTV technologies, greater accessibility to higher bandwidth communication, the roles played by CCTV continue to expand. New capabilities include:

- CCTV can be sent over the internet
- Digital Video Recorders and PCs for powerful configurations
- Motion detection with analytical software that triggers emails, texts, or calls

Migration toward IP based solutions that integrate with existing systems, the intranet and internet provide hitherto inconceivable services.

With all these new building blocks available, the permutations and applications are all but limitless. Often organisations do not realise how CCTV can improve their services. ICU applies lateral thinking for outside-the-box tailor made solutions that deliver real value.

Which trade stand always gets more customer attention? Which car on the lot generates the most attention? It is now possible to analyse behaviour and create statistics with regard to customer and product interaction. In addition, you and your clients can log on to a specific camera to discuss site related details. Generate more revenue with these and other expansions of your service.

Practical application: If you manage a snooker hall, wouldn't you like to be able to offer a copy of your customer's play on DVD? You could even use that same technology supplied by ICU to ensure that play only takes place on booked tables.



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