

First Video Surveillance Software Company to offer QR Code in Surveillance Application



Los Angeles, CA, November 9, 2011 – Philex Enterprises, Inc., manufacturer of Visec®, a suite of IP video surveillance software applications, announces that it is the first company in the world to support rapid Quick Response (QR) Code reading and decoding directly from an analog or IP camera stream with no additional software or scanners to buy. As long as the QR code is visible, the Visec® software module can decode it from a surveillance camera stream, log the results, and perform a programmable function based on the readings.

The module is an add-on to the Visec® IP camera software application. It can automatically read QR codes at a 99.9% accuracy rate. Multiple QR codes can also be read simultaneously with a single camera. The QR algorithm has the ability to rapidly process large amounts of data with a very good error correction.

“QR code technology is becoming more ubiquitous in every facet of business,” says Alexander Bordbar, Chief Technology Officer of Philex Enterprises, Inc. “Integrating QR technology into existing video surveillance applications creates new opportunities for the video surveillance industry. Such solutions can now be used as a low cost alternative to effectively compete with RFID technology, Barcode and other analytical solutions.”

QR modules allow security vendors to create new markets with their existing clients. Traditionally, a business might incorporate video surveillance cameras to protect its inventory. Now, with technology like the Visec® QR module, the same company can use existing video surveillance solutions to reliably track merchandise and ensure optimal logistical flow, all automated and with a minimal investment.

QR codes are two dimensional bar codes usually the size of a postage stamp, that store data both vertically and horizontally. The technology has just recently surged in popularity for advertisers as a new platform to communicate with prospective buyers. QR codes are more powerful than standard barcodes because they allow the transfer of complex information in a reliable and error free manner. Much more data can be stored and expensive scanners are not required like for standard bar codes. QR codes also offer a lower total cost of ownership to RFID tags and are easier to implement. All major smart phone manufacturers now provide apps to read QR codes. Implementing QR code

technology does not require any licenses and is royalty free. Do it yourself software is also readily available for free that enables users to create their own QR codes .

The Visec® QR module can work independently or in conjunction with the Visec® IP camera security software application or license plate recognition (LPR) module. The technology is also available on a license basis to third party manufacturers that want to integrate QR solutions into their existing technology.

About Philex Enterprises, Inc.

Philex Enterprises, Inc., is the manufacturer of Visec®, a leading developer of IP video surveillance software, access control technology, license plate recognition systems and integrated QR code processing technology solutions. Visec® employs a team of cutting edge software developers with an expertise in developing advanced mathematical algorithms for IP video applications. It prides itself in its cutting edge solutions designed with the utmost software engineering standards known today. Visec® abides by a doctrine that embraces Corporate Social Responsible Methodologies as part of its overall growth strategies. Visec® has its principal offices in South Africa and the United States, with representation and clientele in all major countries around the world. For more information about Visec®, please visit our websites at www.visecpro.com