



## **MOBOTIX opens up new worlds with the MOBOTIX HUB open video management platform**

**el 19 de mayo de 2021**

*Langmeil, May 2021* - With MOBOTIX HUB, MOBOTIX AG is expanding its offering in the field of video management software. From a few local cameras to thousands of devices distributed worldwide, the company now offers complete system solutions for almost any requirement of specific vertical markets. For example, the open video management platform MOBOTIX HUB can integrate all ONVIF-enabled MOBOTIX video systems and more than 10,000 additional cameras and devices at a wide variety of locations worldwide. In addition, the high-performance platform maps the constantly growing variety of intelligent video analysis tools and other functions.

While the cameras continue to form the basis of each system, the use of supplementary event and analysis software based on deep learning and artificial intelligence enhances protection, optimization, and security functions. Workflow, business, and production processes can thus be made more efficient and secure.

### **Connect. Control. See. Analyze.**

MOBOTIX HUB provides users with a central node and control point that connects all network components. It makes video and security systems easy to control and gives users the best possible overview. MOBOTIX HUB, along with MOBOTIX CLOUD and the MxManagementCenter, means MOBOTIX now offers its customers three video management solutions covering the complete range of requirements, from small applications to the largest, high-security, multi-site projects. In addition, customers that only have MOBOTIX MOVE cameras can use MOBOTIX MOVE NVR as an integrated storage and management solution.

"We want to offer our customers and partners product solutions that are a perfect fit," emphasizes MOBOTIX CTO Hartmut Sprave. "With MOBOTIX HUB, we have expanded our solution portfolio in such a way that we can serve any company from our focused vertical markets. All requirements for the function and performance of video security systems can now be supported with MOBOTIX video management software products."

MOBOTIX provides five different levels of the MOBOTIX HUB. This ranges from the free L1 system for small, local applications with up to eight cameras to L5 for large, security-oriented applications with unlimited cameras and devices installed at locations worldwide. Flexible access to the video system can be via Mobile, Web, or Desk Client. The Video Wall, accessible for the two most versatile levels L4 and L5, provides the user with a transparent and comprehensive overview in the control center.

Every solution is different. Every industry and every company has its requirements. MOBOTIX HUB is scalable with future video security market hardware and software developments. As an open system with ONVIF compatibility, the video management platform can continuously connect additional video equipment and new techniques. It can independently assign alarms and trigger any functions. MOBOTIX HUB is almost arbitrary expandable. With three product updates per year, MOBOTIX ensures that the system is always up to date.

"Video technology has evolved beyond pure security requirements. Providing data for optimization, marketing, and integration into other systems is an absolute necessity today," says Thomas Lausten, CEO of MOBOTIX AG. "MOBOTIX HUB is an important part of this, and part of our strategy to bring best-of-breed solutions to customers by supporting integration with other VMS partners. We are a solution provider. Our goal is to always guarantee our customers the best fitting solution, according to their current and future requirements."

## Cybersecurity, data security and data protection

Like all MOBOTIX solutions, MOBOTIX HUB is designed to enable secure end-to-end communication to protect data and the entire network. Cybersecurity measures are constantly being developed to be dynamically armed against cyberattacks permanently. The MOBOTIX HUB VMP software offers a whole matrix of security mechanisms. Tiered administrator and user permissions enforced on the server-side, combined with strict IT security procedures, make MOBOTIX HUB the first choice for security-sensitive companies and organizations.

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## About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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