

# ZOOM + - POWER

ON A  
FIXED LENS BUDGET



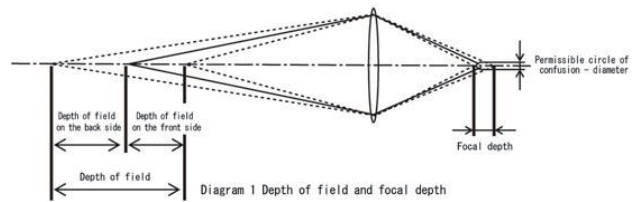
HiLook ENTRY-LEVEL  
2 MP VARIFOCAL CAMERAS

HiLook

# CHALLENGES WITH FIXED LENS CAMERAS

With fixed lens cameras, only a relatively small area – close to the focal point and within a narrow depth of field – can be viewed in clear, sharp detail.

Fixed lens video surveillance cameras suffer from various constraints and limitations, including:



## Inability to zoom

Users cannot zoom in to see more detail on close-range targets.



## High labor costs for system design

System designers need to measure the size of the monitored area and complete tedious calculations to choose camera models with proper focal lengths.



## Overstock of cameras

Distributors and installers have to keep huge inventory of fixed lens cameras with different focal lengths on hand to meet various installation requirements.

# ADVANTAGES OF VARIFOCAL CAMERAS



## Budget-friendly on site survey

Varifocal cameras adapt to more complex site conditions than fixed lens cameras. This means installers will require less time to measure a site to find optimal camera positions.



## Motorized zooming

The varifocal lenses are motorized through remote configuration on an NVR or via client software, so users can zoom in to see close targets more clearly.



## Installation flexibility

Cameras with varifocal lenses are much easier to install. Focal lengths are adjustable for a wider range of monitoring areas. With this adaptability comes more flexibility, too, as many more camera installation locations become possible.



## Easier inventory management

Fewer varifocal camera models are required to effectively monitor a given area than fixed lens cameras. Distributors and installers can save money by keeping fewer models of cameras in stock when they use varifocal models.

# ZOOM POWER ON A FIXED LENS BUDGET



# PRODUCT SHOWCASE



IPC-B621H-V/Z  
Varifocal bullet camera



IPC-D720H-V/Z  
Varifocal dome camera

**IPC-B621H-V**  
Manual zooming, full metal

**IPC-D720H-V**  
Manual zooming, full metal

**IPC-B621H-Z**  
Motorized zooming, full metal

**IPC-D720H-Z**  
Motorized zooming, full metal

- PoE
- DWDR
- IP66

- PoE
- DWDR
- IP66, IK10

## FEATURES



Built-in microphone



Lower bit rate  
H.265/H.265+ encoding



Good night vision  
EXIR



Motorized varifocal lens (-Z)  
2.8-8 mm

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## ZOOM POWER ON A FIXED LENS BUDGET

Distributed by



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