



# Inscape Data

Total Turnkey Solutions for Long Range Wireless and Video Security Applications

## Winter 2006 Newsletter

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### Inscape Data Announces the New Premier Partner Program

In August, Inscape Data released its new Premier Partner Program to all current and new channel partners. After the company overhauled the previous reseller program, the new Premier Partner Program offers many attractive benefits that can be applied immediately by any small, medium, and large size resellers. Benefits are created to provide cares and support in four major areas such as lead referrals, certified training, quarterly discounts, annual rebates, and marketing support. Inscape Data's resellers will be able to offer new products to their existing and new customers by leveraging many of the benefits offered by the program.

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### Successful Launch of AirEther™ AB54 / CB54 Series

In Spring 2006, Inscape Data Corporation launched a new series of low cost long range outdoor wireless products, AirEther AB54/AB54E base station and AirEther CB54/CB54E/CB5418 client bridge products. Since its launched six months ago to the North American and international markets, it has been reported a great success by customers and channel partners.

The AirEther AB54, AB54E and AB54E Pro are wireless base station products, and are designed for carrier class outdoor wireless applications capable of operating at one of the four modes, such as Access Point, Wireless Bridge, Repeater mode or Long Range Client Bridge. The AB54 and AB54E are manufactured with an IP67 certified weatherproof enclosure and the AB54E Pro is manufactured with an IP68 certified weatherproof enclosure and all of these systems are designed for Near Line of Sight conditions.

The AirEther CB54, CB54E, and CB5418 are outdoor residential Customer Premises Equipment (CPE), manufactured with an IP67 certified weatherproof enclosure for Near Line of Sight conditions. The radio performance of the AirEther AB54 / CB54 series are designed and optimized for long range and high throughput wireless communications based on the IEEE 802.11 b/g standards.

The AirEther AB54 / CB54 Series of long range outdoor products are designed for WISPs (Wireless Internet Service Providers), Enterprises, Schools, municipalities, and many vertical security markets. Their ease of use, highly secure, and long range radio features have made the AirEther AB54 / CB54 series a resounding success.

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### Inscape Data and Wav, Inc. Announce Strategic Distribution Partnership

Partnership emphasizes value-added reseller support for wireless surveillance and outdoor wireless networks

MILPITAS, November 1, 2006 – Inscape Data Corporation, an innovative developer of the AirEther™ line of outdoor IEEE 802.11a/b/g wireless systems, and the AirGoggle™ line of network video surveillance products announced its new partnership with Wav, Inc. today, for the distribution of its wireless communications and video surveillance products.

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# Successful Launch of AirEther™ AB54 / CB54 Series

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Inscapa Data is proud to be a leading manufacturer in long range outdoor wireless products. The release of the AirEther AB54 / CB54 series represents the company's continuous effort in maintaining its leadership position in the long range outdoor wireless market while showing commitment to serve its loyal customer base worldwide.

Major features:

Compliant to the IEEE 802.11 b/g standards, DSSS for 802.11b mode radio operations and OFDM technology for 802.11g mode radio operations, and support Super G mode for up to 108 Mbps of data rate

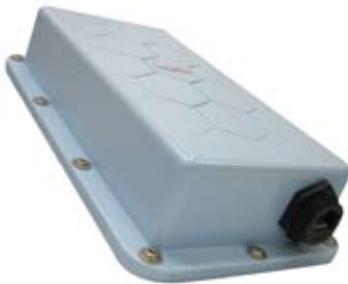
The AirEther CB54 is designed with a built in 12 dBi directional panel and the AirEther CB5418 is integrated with a built in 18 dBi directional panel antenna on the front of the housing for cost savings. The AirEther CB54E offers an external N-Female antenna for use with antennas such as a more flexible high gain omni directional antenna or a more narrow beam width sector antenna



**AirEther CB54 Client Bridge**

The AirEther AB54 / CB54 series supports WPA and WPA-PSK with AES and TKIP, 152-bit encryption for the highest data security

IP Installer management software with user friendly GUI for easy configuration of the Customer Premises Equipment (CPE), such as factory default setting, IP address setting, and wireless setting



**AirEther AB54 Base Station**

Built in site survey and management tools for simplify installations and operations of wireless system

Low profile enclosure designed for minimum wind resistance, swivel mounting accessories provide an out-of-the-box solution for quick and easy installation and cost effective Power over Ethernet (PoE)

Adjustable direct output power up to 21 dBm for optimal long range radio performance

Low profile enclosure designed for minimum wind resistance

IP67 certified all weather housing for outdoor environments; protected by a heavy-duty UV stable glass filled

The polycarbonates PC plastics and the fully weatherized outdoor housing operates in temperatures ranging from -22°F to +180°F (-30°C to +70°C)



**AirEther AB54 Pro 1W Base Station**

# Help Desk SNMP

Has your outdoor metropolitan area network grown beyond your expectations? Has finding your customers CPE on your network a pain staking deal? If you answered yes to one of the two questions, SNMP could be for you and is already included across all Inscapa Data AirEther outdoor wireless systems models. To SNMP or not is a choice, however, there are definite advantages when used with a robust SNMP software.

Simple Network Management Protocol (SNMP) is an upper layer protocol which facilitates exchange of management information between network devices. SNMP enables network administrators to manage network performances and solve simple network problems. To enable and setup SNMP on an AirEther Outdoor Wireless radio, navigate to the SNMP menu then update the following six default parameters accordingly: SNMP enable/disable, contact information, read only community, read/write community, trap destination IP address, and trap destination community name. The community name defines an access environment for a single or group of network monitoring systems. Network monitoring systems within the community are said to exist within the same administrative domain. Community names serve as authentication to access the SNMP information for an SNMP enabled radio.



Once the SNMP feature on the AirEther outdoor wireless system is enabled it is a matter of selecting SNMP software to manage your devices. There are many SNMP software available from open source to fully supported retail versions. Which one best suites you depends on how you want your equipment monitored. Inscapa Data AirEther Outdoor Wireless Systems supports SNMP v1, v2c and MIB support conforming to RFC1213 and RFC2233. There are over several hundred accessible SNMP objects, for example system uptime, wireless interface utilization, and transfer speed. The ability to graph over time the SNMP objects such as network interface utilization may aid in troubleshooting network congestion problems. Monitoring a wireless link up/down status over-time may aid in determining if an issue is isolated or network wide phenomenon. As a wireless network administrator or WISP operator, unscheduled down time is not an option. Planning for optimal up-time requires several pro-active approaches, using SNMP alerts and notifications is one of them. Most retail SNMP software have a very elaborate monitoring and alerting tools to handle many network symptom or criteria as well as monitoring over 10,000 devices at one time. Having access to these type of information ahead of your clients is crucial in wireless ISP or mission critical deployments.

I would encourage any Wireless ISP (WISP) and WLAN administrators to consider using SNMP software when manually managing your radios becomes a chore. Why not let a capable and experienced protocol software suite perform the work at your network operating center (NOC). If pursuing to purchase fully supported plug and play SNMP software package, contact your Inscapa Data reseller or distributor.

# Inscape Data Premier Partner Program

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## Sales Leads, Volume Discount, and Annual Rebate

Provides you with sales leads referred by distributors and Inscape Data directly. In addition to the reseller discount, 15% to 20%, you will be able to access any seasonal or special promotional programs as well as up to 5% annual rebate directly from Inscape Data when meeting the annual commitment and quarterly volume. To encourage meeting the annual purchase level, there will be additional up to 3% discount quarterly when purchasing in volume from an authorized distributor.

## Lead Referrals

Inscape Data continuously send lead referral to all of our registered reseller partners from tradeshows, call in, and online inquiries.

## Free Training & Certification

Based on each Premier Program level, Inscape Data provides a complete certified professional wireless and video security product training program that helps partners become competent in their services. Training will be held regionally based on an arrangement between the partners and Inscape Data.

## Pre-Sales and Post Sales Support

Dedicated account representatives with a toll free telephone number provide useful marketing support, RMA Support, and serve as your single point of contact at Inscape Data.

## Sales and Marketing Resources

Inscape Data provides partners with a wealth of resources including easy access to detailed product information, downloadable spec sheets, product images, installation guides, and technical support exclusively accessible to Premier Partners. Premier Partners will also be authorized to post a special premier partner logo on their websites or display at their offices.

## Regular Ongoing Communication

Helps ensure the Inscape Data partner community is fully informed of new product releases, price drops, and promotions such as instant rebates, special prices, and program enhancements. The communication will be done through e-mails or phone calls.

## Access to the Exclusive Partner Portal

Partners are provided with an account with an exclusive password to access a secured web portal under the Inscape Data's web site. The portal can be accessed by the partners anytime and anywhere with up to date RMA status and technical documents.

## Premier Partner Benefits At-A-Glance

Partner Level	Sliver	Gold	Diamond
<b>Benefit Levels</b>	<p><b>Standard Benefits</b></p> <ul style="list-style-type: none"> <li>Reseller Discount, 15% to 20%</li> <li>Special Promotion</li> <li>Training &amp; Certification*</li> <li>Technical Support with Toll Free Access</li> <li>Regular Ongoing Communications</li> </ul>	<p><b>Additional Benefits</b></p> <ul style="list-style-type: none"> <li>Sales Leads, Volume Discounts, and Annual Rebates</li> <li>Free training** &amp; certification</li> <li>Pre-Sales and Post Sales Support</li> <li>Special Pricing on Demo Equipment</li> <li>Sales and Marketing Resources</li> <li>Access to the Exclusive Partner Portal</li> <li>Partner identity, Gold or Diamond reseller certificate and certified partner logo for website</li> </ul> <p><b>Annual Rebate</b></p> <ul style="list-style-type: none"> <li>\$100,000.00 annual volume = 3% Rebate</li> </ul>	<p><b>Additional Rebate</b></p> <ul style="list-style-type: none"> <li>\$150,000.00 annual volume = 4% Rebate</li> <li>\$200,000.00+ annual volume = 5% Rebate</li> </ul> <p><b>Quarterly Discount</b></p> <ul style="list-style-type: none"> <li>\$25,000.00 per quarter = additional 1% discount</li> </ul> <p><b>Additional Discount</b></p> <ul style="list-style-type: none"> <li>\$50,000.00 per quarter = additional 2% discount</li> <li>\$100,000.00 per quarter = additional 3% discount</li> </ul>

\*Silver Partners, fees applied to training and certification

\*\*Gold Partners, free training is limited to one participant per company. Diamond Partners, free training limited to two participants per company. Both Gold and Diamond Partners are subject to certification fees.

# Light and Lighting for Your Security Camera Systems

The rules to capture quality images for security surveillance applications are very similar to capturing quality images in any camera system, high quality camera hardware and plenty of lighting. Reports from many sources shows the most common reason for poor picture quality is inadequate environmental lighting. The AirGoggle line of cameras consist of state of the art image sensor backed by high quality silicon CCD (charged couple device), a photosensitive pickup device, as well as a dedicated hardware real-time MPEG-4 ASIC. However, every scene usually has its own lighting challenges, but however different it is, there are few rules that applies universally across all imaging device. Let's take a look at light and measurement of light more closely.

In reality, measuring light is a complex science of quantum mechanics, but security professionals are armed with needed key information for security camera system design and deployment. From the point of view of the eye or security camera, there are two sources of light: Primary sources such as a light bulbs and secondary sources, objects or surfaces from which light is reflected. Since secondary light sources are dependent upon reflective quality of the surface, the material covering or making up of a surface will also determine the amount of secondary light's illumination. For example, a good white projector screen typically reflects 90% of the incident light where as a dark jacket may reflect only 5% of the incident light, resulting in low illumination. The level of illumination therefore is dependent on both the direct lighting source and the reflective properties of the surface areas. Below is a table which typifies levels of illumination in different lighting environment.

Scene	Starlight	Full Moon	Streetlight	Office lighting	Overcast day	Sunny day
Lux	0.001	0.1	1-10	100-1,000	10,000-100,000	100,000

At least 200 lux is needed to capture sharp quality images. To determine how much lux a security camera is seeing with respect to the object it is surveillance, a light-level meter is the tool of choice. When using a light level meter, take the reading at the camera's lens. When we think about the intensity of security camera lighting, too often we are only concerned about the area being too dark, however too much lighting can also pose problems. The human eye does not cope well with excessive bright light, neither does security cameras. Pointing the security camera directly towards a high intensity primary or secondary light source may pose an issue called backlighting. Backlighting issues are common at entrance ways where inside is much darker than outside. Another area which may cause backlighting conditions is surveillance objects in front of a bright white wall. Avoiding direct security camera view into high intensity areas and consideration to secondary light sources, changing the color of bright white wall to grey wall, is the key to solving backlighting issues.

Cameras with auto-iris lenses will increase the effectiveness of light intensity mitigation in an environment with constant changing light conditions as well as protect the image sensor being damaged by strong sunlight. Security cameras installed outdoors, for example parking lots where the variation of light intensity from 10 to 100,000 lux is normal, should use an auto-iris enabled lens. When using cameras at night, adequate lighting is required to avoid reflections and shadows. This may call forth addition of flood, wide angle, or spot lighting.

Alternative light sources could also be used for covert operations for example IR (infra-red) lighting or certain situation which restricts the use of artificial lighting. Since the human eye is insensitive to IR lighting, a primary light source, is typically used for covert operations. Monochromatic cameras

are very also sensitive to IR lighting, but color cameras are not. Day & night features were introduced to color network cameras to operate in daylight color mode when illumination is above a certain threshold and in IR mode without colors when it is below. Although the human eyes are not able to see the IR light source to determine adequate intensity, illumination rules still apply. A good quality light-meter used at the camera lens location will determine if a particular IR illuminator's intensity is sufficient for the surveillance task.

When shopping for a light-meter, key specifications to consider are intensity measurement ranges, display hold function, small form-factor, and replaceable photo detector. Most light meter manufacturer provide a black cover for the sensor and, to ensure accurate readings and preserve the life of the meter, this should only be removed while taking a reading.

When choosing the correct IP security camera is simple with Inscape Data's AirGoggle IP cameras systems. All models come standard with auto-iris lens and adjustable backlight compensation & brightness feature. Full feature day & night pan/tilt/zoom speed domes are also available. In addition, full featured professional network video recorder software allows for real-time multiple camera surveillance, recording, playback, remote pan/tilt/zoom control, bidirectional audio, and many more is included with every camera as a standard package item. You can count on Inscape Data for an end to end solution to your IP security and wireless applications.

## Inscape Data and Wav, Inc. Announce Strategic Distribution Partnership

Partnership emphasizes value-added reseller support for wireless surveillance and outdoor wireless networks

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Inscape manufactures hardware for demanding outdoor wireless networks and long range point-to-point and point-to-multipoint applications including the AirGoggle line of indoor and outdoor wireless audio/video surveillance systems. These systems are designed to communicate via wireless networks and can be managed through Inscape's video servers or standard PC's without the need for an additional closed-circuit TV network.

"WAV's depth and breadth of experience in serving our key vertical market resellers as well as their expertise designing and supporting multi-vendor solutions is a powerful value-add for our company, said David D. Lin, President of Inscape Data Corporation. "We selected WAV for their deep market, channel and product knowledge as well as the value-added services they offer their resellers such as site surveys, technical support, staging and financing."

Inscape Data's long range wireless technology effectively enables a wide range of communication applications including video surveillance, one of the most critical. Using Inscape Data's long range wireless and video security, system integrators, governments, and schools are able to economically and flexibly deploy their data, voice, and video communications from backhaul to the last mile applications.

"Our goal is to bring the latest wireless applications and technology to VARs and System Integrators in North America and Canada," said Norm Dumbroff, CEO of WAV. "We are excited to work with Inscape because our Solution Provider customers are always looking for more advanced and low-cost WIFI and wireless surveillance products."



## Upcoming Events 2007 Trade Show Circuit

Inscape Data will be attending the following exciting tradeshows. We plan to showcase the company's leading long range outdoor wireless and IP based video products. Inscape Data invites all channel partners and customers to visit us at any of the following tradeshows.

### **13th Annual EC Expo 2007**    **January 17 – 19, 2007**    **Denver, Colorado**



As a grand gathering of two-way radio and wireless system equipment providers, EC Expo draws a regional, national and international audience of wireless network providers, users and attendees who are interested in "converging" the wired world to the "wireless." It's a great opportunity for anyone who intends to learn about the latest wireless network products, solutions & configurations, design, deployment and installation scenarios tailored to your firm's specific needs, industry and vertical markets.

### **International CeBIT**    **March 15 – 21, 2007**    **Hannover, Germany**



Since 1986, CeBIT in Hannover has been an international platform for comparing notes on current industry trends, networking, and product presentations. It's the world's largest trade fair showcasing digital IT and telecommunications solutions for home and work environments.

The key target groups are users from industry, the wholesale/retail sector, skilled trades, banks, the services sector, government agencies, science and all users passionate about technology. In the upcoming CeBIT 2007, it is estimated that over 6,000 exhibitors from around 70 countries will attend this great event.

### **ISC West**    **March 28 – 30, 2007**    **Las Vegas, Nevada**    **Booth 2042**



Having established itself as a leader in the security industry, ISC West 2007 promises to bring together buyers and sellers of state-of-the-art products, technologies and solutions. With over 950 exhibitors and 24,000 security professionals, it is the ultimate goal of this best industry event to cover all the security needs for dealers, installers, systems integrators and end-users of security.

### **SecuTech Expo 2007**    **April 16 - 18, 2007**    **Taipei, Taiwan**    **Booth 910 – 912**



As the top-one security show in Asia, SecuTech Expo has successfully offered an organized presence for security industry and brought together multinational participation for the past nine years. With the scale of 1,300 booths on 24,000 sq.m., over 650 exhibitors and 18,000 industry professionals are expected to come and showcase their innovations items. In its 10th year anniversary, seven pavilions are dedicated for easy sourcing, including CCTV/Digital Surveillance, Access Control/Biometrics, Alarm, BA/HA Intercom, System Solution, China Pavilion and Korea Pavilion.

### **Broadband Wireless**    **May 22 – 24, 2007**    **Las Vegas, Nevada**    **Booth 2313**



Broadband Wireless World is not only the leading industry event for wireless broadband access suppliers and service providers, but also a great event that provides a full array of wireless broadband access technologies and potential partners. By attending Broadband Wireless World, people from all categories of communications carrier will learn more about the business model and technology solutions to design and deploy fixed wireless broadband networks.

### **IFSEC 2007**    **May 21 – 24, 2007**    **Birmingham, United Kingdom**



As the world's leading annual event for security industry, IFSEC 2007 will bring together over 28,000 security professionals and over 700 exhibitors. It is a great event that truly represents the entire security market, products and services range including Physical Security, CCTV and Access Control through to Intruder Alarm, Integrated Systems, IP and Networked and Retail Security.

### **Computex Taipei**    **June 5 – 9, 2007**    **Taipei, Taiwan**



As Asia's premier and the world's second-largest information technology (IT) fair, Computex Taipei is where the industry unveils the IT products of the next generation, featuring from computer systems, communications, digital audio/video devices to security and wireless LAN, IP application ...etc. The Computex 2007, offering a record-size five-show ground venue, will feature about 1,500 exhibitors showcasing over 2,900 booths to display leading and competitive products.

## Customer Testimonials

After the AirEther™ AB54/CB54/BR108 wireless product line was released in early April, Inscape Data has experienced tremendous success. The following customer testimonials were quoted directly by the customers:

### Gloria Vester - Versatile Service Solutions, Inc.

on compatibility issue with competitors products:

So far so good. I like the amount of information the unit provides. I was also impressed that all the client units associated with it automatically when we put it up. I can't wait to get my next one in tomorrow.

I had another competitor's unit fail yesterday. I had to replace it with another temporarily until the new unit got here. Unfortunately, when we did that none of the clients associated with it - they all had to manually associate which is a royal pain in the butt. As soon as the distributor gets the Pro unit in stock I am going to buy one for another tower where I need the extra power.

If the access point that we put up continues to behave like it is now and has no throughput issues or lockup issues I will be switching all out all of my access points to Inscape Data products.

### Marlon K. Schafer- Odessa Office Equipment

on performance and equipment form factor:

Performance has been fantastic. I finally got a unit with a bigger antenna on it so I'll be able to test against an 802.11g access point soon.

I love the small size and small antenna option. Things less than a mile don't need 15 dBi antennas on them.

### Frederick Hoyos - Mastermind

I was shopping for a alternative 2 hop backhaul solution that failed every other day. With our backhaul carrying important VoIP, Data, and 75 mission critical IP video surveillance camera system, high sustainable bandwidth capacity and reliability is a must. I came to the distributor for the solution.

Out of the many selection for high capacity 100 mbps backhaul equipment selection, I decided on the Inscape Data BR108 5GHz bridge solution. The Bridge operates on 5.3 GHz and 5.8 GHz frequency providing as many as 12 non-overlapping channels to use. At 23 dBm TX power output and IP68 outdoor product certification, it was a good price point compared to many other vendors' equipment priced at thousands of dollars.

During our initial deployment, we had issues and sought the distributor and Inscape Data for assistance. With great support from all parties involved, we were able to resolve the issue in timely manner. The performance on our 5GHz backhaul link using AirEther BR108 has been exceptional with sustaining average throughput of 65 mbps and data rates at no less than 100mbps. During peak performance, the throughput hit as high as 75mbps. The VoIP traffic has exceptional quality and clarity with no 'pop' noises as we experienced with other equipment we were using. For future projects, I plan to take advantage of the BR108 feature, the spanning tree protocol (STP), to provide redundancy for this link. I have been very satisfied with the performance of the equipment and the support from the distributor and Inscape Data Corporation and plan on doing more business.

### Andy Seagraves - River Delta Wireless

My experience with the CB54 series CPE has been exceptional. I have had no issues with them. No issues translate into optimal uptime for my customers and less support phone call and truck rolls. The units are easy to setup and configure. The ideal small equipment footprint and wireless performance has been great. Inscape Data's support has been excellent. They were able to diagnose and fix an issue I had within a few days.

I have been purchasing Inscape Data's products through the distributor and have had very good experience with them. I plan on purchasing more units from the distributor.

### Carlos Aleman - Beach Colony Group Corporation

Our company needed security surveillance for monitoring the progress of the large scale luxury high-rise condominium construction in the Florida Keys. We searched many vendors but did not see an adequate solution that would provide beyond 600 feet of wireless connectivity in a harsh outdoor coastal weather that gets a good share of the hurricanes seasonally.

We purchased an Inscape Data outdoor IP67 rated wireless bridge system and has worked very well for us. The bridge was easy to configure and install. The kit included everything we needed for installation. The technical support has been excellent providing me with tips and tricks for an optimal link. After 22 floors of construction and many rainy days, the link worked as well as day one. We are looking into setting up the same deployment at our other construction sites.

For purchases, please contact one of Inscape Data's authorized distributors or Inscape Data's sales team for any addition questions.

# Inscape Data

Total Turnkey Solutions for Long Range Wireless  
and Video Security Applications

Inscape Data Corporation  
1611 South Main Street  
Milpitas, CA 95035, U.S.A.  
Customer Service and Orders:  
(888)267-4507  
Monday - Friday 8:30 AM-6:00 PM PST  
24-Hour Fax: (408) 935-8900  
[www.inscapedata.com](http://www.inscapedata.com)

Inscape International Co., Ltd  
11F-2, No. 335, Section 3, Rosefu Road  
Taipei, 106, Taiwan, R.O.C.  
Phone: 886-2-8369-1681  
Fax: 886-2-8369-5661



## About Inscape Data Corporation

Founded on a culture of business excellence and product innovation, Inscape Data is an industry leader in long range wireless communication and IP based video surveillance systems. They offer a full suite of turnkey solutions for long range 2.4GHz & 5GHz wireless and IP based video surveillance applications, including their AirEther™ Wireless Systems with IP67/68- (Ingress Protection) certified all-weather wireless systems and their AirGoggle™ IP based Video Security Systems based on MPEG-4 video compression standards.

With strong, dependable, and proven manufacturing capabilities in Taiwan, Inscape Data is committed to delivering products that provide differentiated value to its customers and partners worldwide. Continuing in this pioneering spirit of excellence and innovation, Inscape Data looks forward to developing and introducing cutting-edge technology solutions with a unique competitive advantage to the marketplace in the future.