



## **ioimage Intelligent Video Surveillance Implemented at Hertz** *Car rental giant selects ioimage video analytics to improve security 24/7*

**Herzliya, Israel October 2nd 2008** – ioimage, the pioneer of intelligent video appliances designed for simplicity, announced today that Hertz Corporation has successfully implemented ioimage video analytics. Hertz, the world-leading car rental company, installed ioimage appliances to protect its operations center in Israel to reduce losses due to theft that is reaching close to \$1 million a year.

A comprehensive network video solution including ioimage intelligent cameras, encoders and command center software, was installed to prevent theft of vehicles and auto parts and deter unauthorized persons from entering restricted zones. The system monitors the entire 20,000 sqm perimeter surrounding Hertz' garage, sales center and offices around the clock. It is also securing sensitive indoor areas such as the entrance to the main building after hours.

The Hertz security system was comprised of active infrared detectors, an inductive fence, DVR and CCTV cameras. ioimage retrofitted the site with a series of multi-channel intelligent encoders, IP cameras and a Command Center providing centralized management and system-wide command and control.

According to Nir Tamim, Security Officer at Hertz, the new system has surpassed the company's expectations. "The benefits are numerous," said Tamim. "The system has already proven itself by detecting several security breaches. It has also enabled us to cut down on the number of night guards. We are impressed with how easy it is to use, and the significant reduction we've had in false alarms. "

"We are pleased to have been able to provide Hertz with a best-of-breed system that meets all of their security requirements," said Dvir Doron, ioimage VP Marketing. "ioimage is committed to enabling global organizations comply with rigid security policies and enhance their security systems with video analytics by providing flexible and effective solutions."

### **About ioimage**

ioimage, the pioneer of intelligent video appliances, provides high-performance video encoders and cameras with built-in self sustained video analytics, designed and packaged for simplicity. ioimage offers a new approach to video security by transforming surveillance into a proactive, event-driven process. Founded in 2000, ioimage uses edge and centralized DSP-based devices for real-time detection, alert and tracking of intruders, vehicles and other threats, leading to enhanced safety and security for government, public and commercial organizations. Recognized as the world's market leader for intelligent cameras and encoders since 2005 with over 37 percent of the market, ioimage operates in 35 countries through a network of more than 100 partners. For further information, visit [www.ioimage.com](http://www.ioimage.com).

To receive regular updates on ioimage, sign up for the ioimage newsletter at <http://www.ioimage.com/newsletter.html>





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