![DW logo] **Press Release**

For Immediate Release

DW® Edge AI IP Camera Recognizes Vehicle Make, Model and Color (MMCR)

The deep learning camera also reads license plates at high speed in any lighting conditions for easy searches.

DWC-XSBA05MiM DW® MEGApix® Ai™ MMCR IP Camera.

Cerritos, CA (January 16, 2024) – [Digital Watchdog® (DW)](#), the industry leader in digital recorders, surveillance cameras, system peripherals and related management software, announces the addition of the MEGApix Ai MMCR 5MP bullet IP camera. The camera comes preloaded with an edge-side deep learning engine, as well as license plate capture and optical character recognition and make, model, and color (MMCR) analytics, capturing license plate characters as well as identifying vehicle characteristics for fast research and forensic identification. MMCR cameras help operators gain insight into traffic patterns, frequent visitors and control access to restricted areas.

"If you need convincing regarding the value of AI in physical security, here is compelling evidence," said Mark Espenschied, Director of Marketing, DW. "We're still excited about the

ability to capture, read and store license plate numbers for easy search and identification. But now, add automatic recognition of the vehicle's make, model and color, giving operators the ability to find video of the exact match based on one or all criteria almost instantly."

This NDAA/TAA-compliant MEGApix Ai IP camera provides 5MP resolution vehicle license plate, make, model and color detection with an Ai engine at the edge. The MEGApix Ai cameras place the power of Ai deep learning at your fingertips, with object identification and tracking. The camera detects and extracts a vehicle's license plate characters, make, model and color in milliseconds at up to 75mph with a high 95% accuracy, converting the pixels to usable digital data that can be searched and mined for analytics, patterns and access reports.

The weather-resistant bullet camera is IP67-rated, IK-10 impact-resistant, and will Cold Start at -40°F/-40°C. All MEGApix cameras are ONVIF conformant, assuring their successful integration with any open platform solution on the market.

Camera's features:
- 5MP 1/2.8" image sensor at real-time 30fps
- Star-Light Plus™ color in near-total darkness technology
- AI Deep Learning object detection
- Create up to 40 detection zones in the same camera
- Easy setup with no analytics calibration
- Seamless integration and control with DW Spectrum® IPVMS
- Reduce false alarms
- Increase your recording storage with logic rules and smart recording
- ANPR optical character recognition captures and reads vehicle license plates at up to 75mph speeds
- MMCR classifies vehicles, make, model and color across numerous brands
- 6~50mm vari-focal p-iris lens with motorized zoom and auto-focus
- True Wide Dynamic Range (WDR)
- Triple codecs (H.265, H.264, MJPEG) with simultaneous streaming
- Cold Start -40°F (-40°C)

- 130' Smart IR™ with intelligent camera sync
- Smart DNR™ 3D digital noise reduction
- True day/night with mechanical IR cut filter
- Programmable privacy zones
- Auto gain control (AGC)
- Auto white balance (AWB)
- Motion detection
- Two-way audio
- Micro SD/SDHC/SDXC class 10 card slot (card not included)
- Alarm sensor input
- Relay output
- Web server built-in
- PoE+ Class4 and DC12V
- ONVIF conformant, profile S
- UL-listed
- NDAA/TAA compliant
- IP67 dust-tight and waterproof to 3 feet
- IK 10-rated impact-resistant
- 5 year warranty

To learn more about MEGApix Ai MMCR solutions, click here. To learn more about DW's industry-leading video surveillance products, visit www.digital-watchdog.com.

ABOUT DIGITAL WATCHDOG
Founded in 1987, DW® is a leading manufacturer of NDAA/TAA-compliant complete surveillance solutions, delivering unprecedented ease of use, stunning image quality, advanced hardware capabilities, superior video management, unmatched customer support and the lowest total cost of deployment for IP megapixel, Universal HD over Coax® megapixel and legacy analog applications. DW's catalog includes perimeter protection solutions and an NDAA-compliant elevated skin temperature system. With offices in Cerritos, California and Tampa, Florida, and manufacturing facilities in Seoul, Korea, DW is committed to delivering powerful security solutions to its customers worldwide.

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