Strand vs. DVR

Strand's Server-Based, Web-Enabled Digital Solution	DVR Analog Solution
1. **IP Web-Enabled Software Management Platform.** No client software to download.	1. **Client-Based IP Software.** DVR application requires software to be downloaded on each client.
2. **Server Based Solution.** No DVR. Server replaces DVR. Strand servers are programmed and can be updated and upgraded with new software applications allowing for an adaptive environment.	2. **DVR Based Solution.** Proprietary and Static. DVR's do not allow for software upgrades. The functionality that is initially purchased never changes.
3. **Fully Digital.** Digital cameras provide optimal clarity of images. Additionally, through firmware updates you can modify a digital camera.	3. **Analog.** Analog cameras do not have the definition of digital cameras. An analog camera cannot be modified through firmware updates.
4. **No Modules.** Strand's solution is all inclusive. There are no stand alone modules that require additional hardware and licensing fees. A great example is Matrix capability…it is built into Strand's product…not sold as a separate function.	4. **Modular in Nature.** Typical DVR solutions require various application modules to be purchased separately. Modules may require upgrades in hardware components.
5. **Unlimited Scalability.** Strand's server-based solution allows for camera scalability based on hard drive space, not number of ports. This standard offers a flexibility not available with a DVR solution. Storage capacity is easily adjusted.	5. **Limited Scalability.** DVR's are scalable only to a specific number of ports. Once that number is reached, additional DVRs are required.
6. **Archive-Ease.** With the Strand solution, archived images are readily formatted in a digital medium allowing for ease of image transfer	6. **Archive Transfer More Difficult.** With a DVR solution it is more troublesome to remotely access and download archived images.
7. **Server-Based/Enterprise Application.** Strand's server-based solution allows cameras in multiple sites connected via network. The network is utilized to minimize site specific hardware requirements.	7. **DVR Based/Enterprise Application.** DVR application requires a DVR in every physical site. Protective anti-virus safeguards not applicable.
8. **Non-Proprietary.** Strand's solution utilizes most major digital camera manufacturer's products. The system is based on customer preference as compared to proprietary models. No forklift upgrade necessary.	8. **Proprietary.** A DVR solution dictates ALL components must be from a single manufacturer. Components not interoperable.
9. **Remote Diagnostics.** Strand's solution provides 24/7 system functionality feedback from a remote location.	9. **DVR Diagnostics.** A DVR solution requires on-site, visual performance analysis.
10. **Cost Effective/Future-Proof.** Network-based solutions utilize existing network infrastructure allowing for fewer hardware components. Network-based solutions utilize POE rather than traditional power connectivity.	10. **Hidden costs.** DVRs do not fully utilize existing network infrastructures. Additionally, Analog solutions require a secondary power source. Coaxial cabling reflects outdated technology.

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