

**Swann**<sup>TM</sup>  
Advanced security made easy<sup>TM</sup>



# Catalogue & Sales Kit 2010





# Advanced Security Made Easy™

**dvr's &  
monitoring  
kits**



**covert  
surveillance**



**professional  
security**



**plug&play  
wireless**

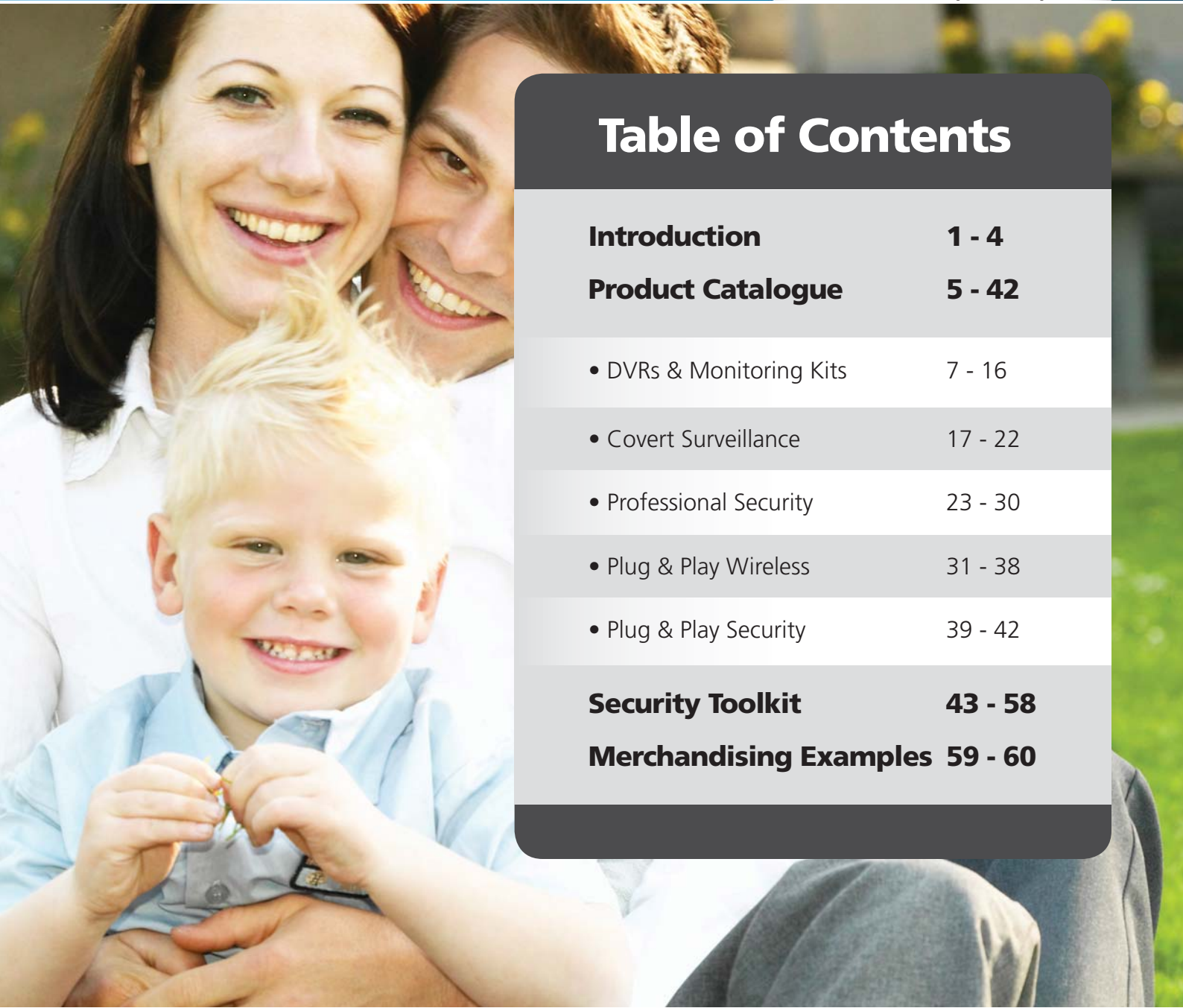


**plug&play  
security**



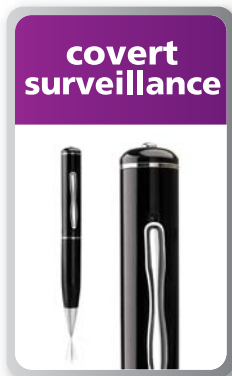
- ✓ Advanced, easy & affordable security solutions
- ✓ New packaging you & your customers will love
- ✓ The specialists in DVRs & all-in-one kits





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# Here We Grow!

## Welcome to Swann's 2010 Catalogue & Sales Kit!

Thank you for the great response to last year's edition. Once again, this resource has been specially made available for Swann's distributors, resellers and end-users throughout Europe. It is designed to make product selection and ordering easier, while demystifying the do-it-yourself security category.

The last 12 months have been eventful, we are proud of what we have achieved together and excited about the road ahead:

- Strong sales: despite hard macro-economic conditions, the security category has stayed strong at retail with 10-15% growth
- Improved packaging: our new hybrid packaging and enhanced messaging has been well received, and we will continue to make improvements again this year
- New product innovation: we released a record number of new products in 2009 that have excited retailers and satisfied consumers and there is more to come in 2010 and 2011

Swann is committed to developing new and innovative products, many of which are featured in this catalogue. The first of which are our new All-In-One DVR monitoring and recording solutions (pages 8 - 9). You will also love our new 2500 Series DVRs (page 10) that can be viewed over the web or network and feature iPhone connectivity. Due to popular demand we have also released more advanced digital wireless (ADW) products, the latest of which is the ADW-400 (pages 33-34), which does not suffer from interference, offers a 100% private encrypted signal and has a recording capability to SD card. There are numerous other new lines in the pages that follow. Our promise is always to deliver 'Advanced security made easy'!

We look forward to your support again throughout 2010. If you have any feedback on Swann, our products or this catalogue & sales kit, please drop me a line at [chairman@swannsecurity.com](mailto:chairman@swannsecurity.com).

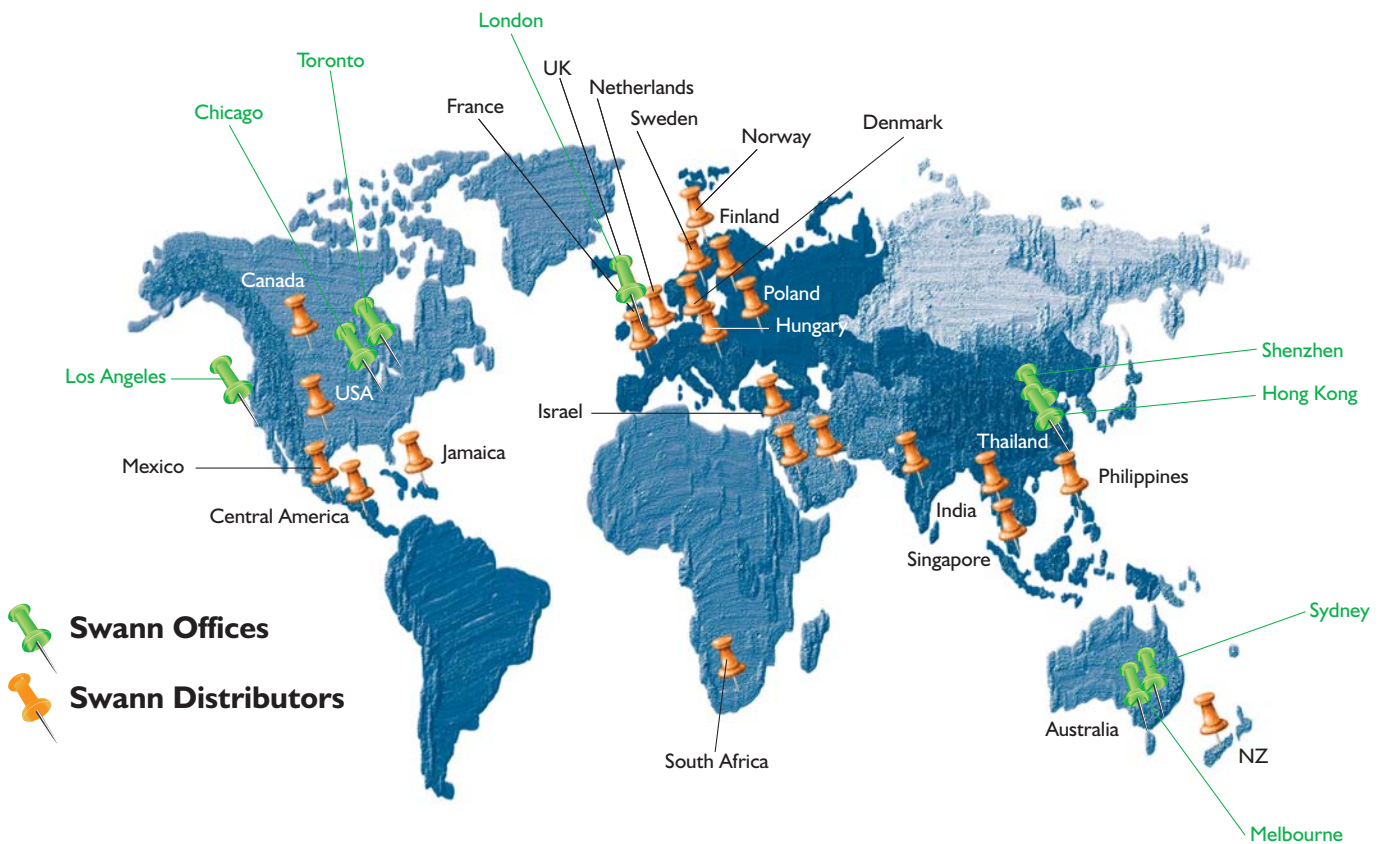
Thanks again for your support,



David Swann  
**Chairman & Founder**  
Swann

# Global Leaders

- An international distribution network in over 30 countries around the world
- Serving over 90 blue-chip retailers with a combined total of over 30,000 outlets on 5 continents
- Specialists in security solutions from do-it-yourself (DIY) to all-in-one professional standard kits



# Our Mascot

Meet Swann's mascot, 'Butch' the watchdog. You will continue to see 'Butch' on selected point of sale and marketing material in 2010. As we say, 'Let Butch Sleep, Swann's on Watch'.



Let Butch Sleep, **Swann's** on Watch

## Customer Benefits

- Value for money across the range
- Easy to use, DIY monitoring or professional quality solutions
- Compatibility with your existing TV monitor and/or VCR
- Customizable product combinations
- Around the clock, toll-free technical support
- 12 month warranty on all Swann products
- Easy-to-follow user manuals and 'quick start guides'
- Cost savings by preventing and/or recording theft
- Peace of mind 24/7 at your home or business



**All Swann products  
are backed by  
full warranty & lifetime  
help-desk support**

**12** MONTHS  
warranty

## Improved Packaging

- New color coded re-openable hybrid hang-sell boxes with high-visibility windows
- Simplified, self-selling messaging based on end-user feedback
- Continued roll-out through 2010





# Product Catalogue

**dvr's & monitoring kits**



**covert surveillance**



**professional security**



**plug&play wireless**



**plug&play security**



# Product Catalogue



## DVRs & Monitoring Kits **7 - 16**

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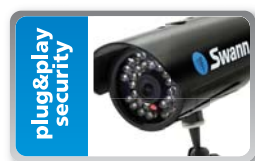
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# DVRs & Monitoring Kits

# 19" All-in-One DVR Security System

**4 Channel DVR4-5600™  
& 4 x PRO-555™ Cameras**

**Know what's happening all day, every day**  
With large high resolution video monitor, perfect for observing fine detail and split screen viewing

**Have peace of mind even when you're away**  
Equipped with remote viewing software to view over the web or download free app to view on your mobile phone.\*

**State-of-the-art technology that's easy to use & operate**  
With intuitive menus and pentaplex operation for simultaneous viewing, recording, play back, backup, remote system configuration

**Easily backup & retain video evidence if there's an incident**  
Keep footage in case you need it later or backup incident video via USB to your PC

**Catch suspicious activity, save time & hard drive space with motion detection**  
No more wasted time scrolling through endless hours of empty footage

+ Based on the lowest recording settings  
\*Compatible with 3G enabled iPhones and Smart Phones using Microsoft® Windows® Mobile 6 and later, see [www.swannsecurity.com](http://www.swannsecurity.com) for more details. APlayer iPhone "app" available from App Store. Mobile phones sold separately.

## Pack Contents

- DVR4-5600™
- 500GB Hard Drive (installed)
- PRO-555™ Cameras x 4
- BNC Cables 50ft / 15m x 4
- Remote Control
- Software CD
- Power Adapters
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**With Phone Connectivity\***



<b>4</b> Channels	view & record
<b>H264</b>	latest recording technology fast playback, use less hard drive
<b>500</b> GB	30 days continuous recording+
	easy web connection for remote viewing
	view live video on your Phone*
<b>USB</b>	easily transfer video incidents to flash drive
<b>420</b>	high video quality 1/3" CCD 420 TV lines
<b>★ ★</b>	<b>50ft 15m</b> excellent night vision
	BNC cable x 4 50ft 15m

**Swann Code** SW344-9AK  
**EAN Code** 9325481012276

## 19" All-in-One DVR Security Kit

### 4 Channel DVR4-5500™ & 4 x PRO-600™ Cameras

**Know what's happening all day, every day**  
With large high resolution video monitor, perfect for observing fine detail and split screen viewing

**Have peace of mind even when you're away**  
Connect to the web or network for live viewing or video play back

**State-of-the-art technology that's easy to use & operate**

With intuitive menus and pentaplex operation for simultaneous viewing, recording, playback, backup, remote system configuration

**Easily backup & retain video evidence if there's an incident**

Keep footage in case you need it later or backup incident video via USB to your PC

**Catch suspicious activity, save time & hard drive space with motion detection**

No more wasted time scrolling through endless hours of empty footage

#### Pack Contents

- DVR4-5500™
- Hard Drive 500GB (installed)
- PRO-600™ Cameras x 4
- BNC Cable 50ft / 15m x 4
- Remote Control
- Software CD
- Power Adapters
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**where to use cameras**  
endless applications for home & business



- Office area, hallways, windows, stairwells
- Cash register, safe, valuables, theft deterrent
- Business perimeter
- Driveway
- Garage/car
- Parking
- Main entrance
- Lobby
- Reception
- Front door & back door
- Warehouse
- Storeroom
- Delivery area
- Blindspots

#### details

a closer look at the DVR4-5500™



Large 19" screen  
Compact slimline design (3" / 78mm)  
Speakers  
Monitor Stand



<b>4</b> Channels	view & record
<b>H264</b>	latest recording technology fast playback, use less hard drive
<b>500</b> GB	2 months continuous recording+
	easy web connection for remote viewing
<b>USB</b>	easily transfer video incidents to flash drive
<b>420</b>	high video quality 1/3" CCD 420 TV lines
<b>**</b> 65ft 20m	excellent night vision
	BNC cable x 4 50ft 15m

Swann Code SW344-DPF  
EAN Code 9325481011705

## Security Recorder with Internet & Phone Viewing

### 8 Channel DVR8-2500™

#### View on your TV or PC Monitor

Connect via AV or use VGA into your PC's monitor

#### Have peace of mind even when you're away

Equipped with remote viewing software to view over the web or download free app to view on your mobile phone.\*

#### Set & forget by recording continuously from 8 cameras for over 15 days+

H.264 compression means less storage needed & higher image quality

#### Add up to 8 cameras for security at an affordable price, with no ongoing fees

View & record 8 channels simultaneously to really know what's happening

#### Protect the people you care about & reduce the cost of crime

A state of the art solution for any home or business wanting complete protection

#### Pack Contents

- DVR8-2500™
- 500GB Hard Drive (installed)
- Remote Control
- BNC to RCA Video Cable
- RCA to BNC Adapters x 8
- Software CD
- Power Adapter
- Mouse
- Operating Instructions
- Theft Deterrent Stickers x 4



+ Based on the lowest recording settings  
\*Compatible with 3G enabled iPhones and Smart Phones using Microsoft® Windows® Mobile 6 and later, see [www.swannsecurity.com](http://www.swannsecurity.com) for more details. APlayer iPhone 'app' available from App Store. Mobile phones sold separately.

**Swann Code** SW342-2DE  
**EAN Code** 9325481011408

<b>8 Channels</b>	just add cameras
<b>H264</b>	latest recording technology fast playback, use less hard drive
<b>500 GB</b>	15 days continuous recording*
	easy web connection for remote viewing
<b>USB</b>	easily backup video incidents to flash drive
	view live video on your Phone*
<b>VGA</b>	view on PC monitor
	easily connects to your TV

NEW



## Security Recorder with Internet & Phone Viewing

### 4 Channel DVR4-2500™

#### View on your TV or PC Monitor

Connect via AV or use VGA into your PC's monitor

#### Have peace of mind even when you're away

Equipped with remote viewing software to view over the web or download free app to view on your mobile phone.\*

#### Set & forget by recording continuously from 4 cameras for over 30 days +

H.264 compression means less storage needed & higher image quality

#### Add up to 4 cameras for security at an affordable price, with no ongoing fees

View & record 4 channels simultaneously to really know what's happening

#### Protect the people you care about & reduce the cost of crime

A state of the art solution for any home or business wanting complete protection

+ Based on the lowest recording settings

\*Compatible with 3G enabled iPhones and Smart Phones using Microsoft® Windows® Mobile 6 and later, see [www.swannsecurity.com](http://www.swannsecurity.com) for more details. APlayer iPhone 'app' available from App Store. Mobile phones sold separately.

#### Pack Contents

- DVR4-2500™
- Hard Drive 500GB (installed)
- Remote Control
- BNC to RCA Video Cable
- RCA to BNC Adapters x 4
- Software CD
- Power Adapter
- Mouse
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW342-2DV  
**EAN Code** 9325481011279

<b>4 Channels</b>	just add cameras
<b>H264</b>	latest recording technology fast playback, use less hard drive
<b>500 GB</b>	30 days continuous recording+
	easy web connection for remote viewing
<b>USB</b>	easily transfer video incidents to flash drive
	view live video on your Phone*
<b>VGA</b>	view on PC monitor
	easily connects to your TV

NEW



View anywhere  
on your phone\*



## Security Recorder with Internet & Phone Viewing



### 4 Channel DVR4-2000™

#### View on your TV or PC Monitor

Connect via AV or use VGA into your PC's monitor

#### Have peace of mind even when you're away

Equipped with remote viewing software to view over the web or download free app to view on your mobile phone.\*

#### Set & forget by recording continuously from 4 cameras for over 30 days +

H.264 compression means less storage needed & higher image quality

#### Add up to 4 cameras for security at an affordable price, with no ongoing fees

View & record 4 channels simultaneously to really know what's happening

#### Protect the people you care about & reduce the cost of crime

A state of the art solution for any home or business wanting complete protection

#### Pack Contents

- DVR4-2000™
- Hard Drive 500GB (installed)
- Remote Control
- BNC to RCA Video Cable
- RCA to BNC Adapters x 4
- Software CD
- Power Adapter
- Mouse
- Operating Instructions
- Theft Deterrent Stickers x 4



+ Based on the lowest recording settings  
\*Compatible with 3G enabled iPhones and Smart Phones using Microsoft® Windows® Mobile 6 and later, see [www.swannsecurity.com](http://www.swannsecurity.com) for more details. APlayer iPhone 'app' available from App Store. Mobile phones sold separately.

**Swann Code** SW342-D2K  
**EAN Code** 9325481012283

<b>4 Channels</b>	just add cameras
<b>H264</b>	latest recording technology fast playback, use less hard drive
<b>500 GB</b>	30 days continuous recording+
	easy web connection for remote viewing
<b>USB</b>	easily transfer video incidents to flash drive
	view live video on your Phone*
	easily connects to your TV

## Security Recorder System with Internet & Phone Viewing



### 4 Channel DVR4-2000™ & 2 x PNP-150™ Cameras

#### View on your TV with easy set-up

No need for a professional installer with easy set-up & viewing on your existing TV's AV channel

#### Have peace of mind even when you're away

Equipped with remote viewing software to view over the web or download free app to view on your mobile phone.\*

#### Set & forget by recording continuously from 4 cameras for over 30 days\*

H.264 compression means less storage needed & higher image quality. add two cameras of your choice as required

#### Home or business security at an affordable price, with no ongoing fees

View & record up to 4 channels simultaneously to really know what's happening

#### Protect the people you care about & reduce the cost of crime

A state of the art solution for any home or business wanting complete protection

+ Based on the lowest recording settings  
\*Compatible with 3G enabled iPhones and Smart Phones using Microsoft® Windows® Mobile 6 and later, see [www.swannsecurity.com](http://www.swannsecurity.com) for more details. Mobile phones sold separately.



#### Pack Contents

- DVR4-2000™
- 500GB Hard Drive (installed)
- Remote Control
- PNP-150™ Camera x 2
- BNC cable 50ft / 15m x 2
- BNC to RCA Video Cable
- Software CD
- Power Adapters
- Mouse
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4

**Swann Code** SW343-2K2  
**EAN Code** 9325481012221

<b>4 Channels</b>	add up to 2 cameras
<b>H264</b>	latest recording technology fast playback, use less hard drive
<b>500 GB</b>	30 days continuous recording+
	easy web connection for remote viewing
<b>USB</b>	easily backup video incidents to flash drive
<b>** 30ft 9m</b>	good night vision
	weather resistant anti-corrosive casing
	BNC cable x 2 50ft 15m
	view live video on your Phone*
	easily connects to your TV

		DVRs & Monitoring Kits					
MODEL	Name	DVR4-5600™	DVR4-5500™	DVR8-2500™	DVR4-2500™/ DVR4-2000™	DVR4-950™	
	Description	<b>19" All-In-One DVR Security System</b>	<b>19" All-In-One DVR Security Kit with Internet Viewing</b>	<b>Security Recorder with Internet &amp; Phone Viewing</b>	<b>Security Recorder with Internet &amp; Phone Viewing</b>	<b>Security Monitoring Recorder</b>	
	Swann Code	SW344-9AK	SW344-DPF	SW342-DDE	SW342-2DV / SW342-D2K	SW341-DNF	
	EAN Code	9325481012276	9325481011705	9325481011408	9325481011279 / 9325481012283	9325481010821	
	    						
VIDEO	Video Format	NTSC or PAL	NTSC or PAL	NTSC or PAL	NTSC or PAL	NTSC or PAL	
	Video Inputs	4 Composite BNC Inputs	4 Composite BNC Inputs	8 Composite BNC Inputs	4 Composite BNC Inputs	4 Composite RCA Inputs	
	Video Outputs	2 Composite BNC Outputs	N/A	2 Composite BNC Outputs, VGA Out	2 Composite BNC Outputs, VGA Out (DVR4-2500 only)	1 Composite RCA Output	
	Display Resolution	NTSC: 704 x 480 PAL: 704 x 576	NTSC: 720 x 480 PAL: 720 x 576	NTSC: 704 x 480 PAL: 704 x 576	NTSC: 704 x 480 PAL: 704 x 576	NTSC: 640 x 448 PAL: 640 x 544	
	Display Frame Rate	NTSC: 120fps PAL: 100fps	NTSC: 120fps PAL: 100fps	NTSC: 120fps PAL: 100fps	NTSC: 120fps PAL: 100fps	NTSC: 120fps PAL: 100fps	
AUDIO	Audio Input	4 RCA Input	1 RCA Input	1 RCA Input	4 RCA Inputs	1 RCA Input	
	Audio Output	2 RCA Output	N/A	1 RCA Output	2 RCA Outputs	1 RCA Output	
	Speaker	Yes	Yes	N/A	N/A	N/A	
RECORDING	Compression Format	H.264	H.264	H.264	H.264	Advanced MJPEG	
	Recording Resolution	NTSC: 704 x 480 (D1), 704 x 240 (HD1), 352 x 240 (CIF), PAL: 704 x 576 (D1), 704 x 288 (HD1), 352 x 288 (CIF)	NTSC: 720 x 480 (D1), 352 x 240 (CIF), PAL: 720 x 576 (D1), 352 x 288 (CIF)	NTSC: 704 x 480 (D1), 704 x 240 (HD1), 352 x 240 (CIF), PAL: 704 x 576 (D1), 704 x 288 (HD1), 352 x 288 (CIF)	NTSC: 704 x 480 (D1), 704 x 240 (HD1), 352 x 240 (CIF), PAL: 704 x 576 (D1), 704 x 288 (HD1), 352 x 288 (CIF)	NTSC: 704 x 480 (D1), 704 x 240 (HD1), 352 x 240 (CIF), PAL: 704 x 576 (D1), 704 x 288 (HD1), 352 x 288 (CIF)	NTSC: 640 x 224 PAL: 640 x 272
	Recording Frame Rate	NTSC: 30fps (D1), 60fps (HD1), 120fps (CIF) PAL: 25fps (D1), 50fps (HD1), 100fps (CIF)	NTSC: 30fps (D1), 120fps (CIF) PAL: 25fps (D1), 100fps (CIF)	NTSC: 240fps (CIF) PAL: 200fps (CIF)	NTSC: 30fps (D1), 60fps (HD1), 120fps (CIF) PAL: 25fps (D1), 50fps (HD1), 100fps (CIF)	NTSC: 60fps PAL: 50fps	
	Recording Modes	Manual / Motion / Schedule / Sensor	Manual / Timer / Motion / Remote	Manual / Motion / Schedule / Sensor	Manual / Motion / Schedule / Sensor	Manual / Schedule / Motion	
	Multiplex Operation	Triplex	Pentaplex	Triplex	Triplex	Triplex	
	HDD Interface / Memory Type	SATA	SATA	SATA	SATA	SATA	
	Hard Drive Support	Up to 1TB	Up to 1TB	Up to 1TB	Up to 1TB	Up to 1TB	
	NETWORK	LAN Connection	Yes	Yes	Yes	Yes	N/A
Network Interface		RJ45	RJ45	RJ45	RJ45	N/A	
Network Protocol		TCP/IP, DDNS	TCP/IP, DHCP and DDNS	TCP/IP, DDNS	TCP/IP, DDNS	N/A	
Remote Operation		Yes	Yes	Yes	Yes	N/A	
GENERAL	Operating Power	DC 19V	DC 19V	DC 12V	DC 12V	DC 12V	
	Dimensions	17.4" x 7.7" x 15" 442mm x 195mm x 380mm	17.4" x 7.7" x 15" 442mm x 195mm x 380mm	12.4" x 8.9" x 2.4" 315mm x 225mm x 60mm	12.4" x 8.9" x 2.4" 315mm x 225mm x 60mm	8.9" x 8.2" x 2.1" 225mm x 208mm x 53mm	
	Weight	12.2lbs / 5.5kg	12.2lbs / 5.5kg	4.4lbs / 2kg	4.4lbs / 2kg	2.8lbs / 1.3kg	
	Back-up Method	USB 2.0 Flash Drive / Network	USB 2.0 Flash Drive / Network	USB to Flash Drive / Network	USB to Flash Drive / Network	USB to Flash Drive	
	Mouse Support	Yes	No	Yes	Yes	No	
	Remote Control	Yes	Yes	Yes	Yes	Yes	
	Remote Control Battery Type x Qty	AAA x 2	AAA x 2	AAA x 2	AAA x 2	Lithium battery CR2025 / 3V	

Technical specifications are subject to change

## Security Monitoring Recorder

### 4 Channel DVR4-950™



- Add up to 4 cameras for peace of mind at an affordable price, with no ongoing costs
- Easily backup & retain video evidence if there's an incident
- Set & forget by recording continuously from 4 cameras for over 60 days+
- Catch suspicious activity, save time & hard drive space with motion detection
- Protect the people you care about & reduce the cost of crime

+ Depending on recording settings

#### Pack Contents

- DVR4-950™
- Hard Drive 320GB (installed)
- RCA to RCA Video Cable
- Power Adapter
- Remote Controls x 2
- BNC to RCA Adapters x 4
- Software CD
- Operating Instructions
- Theft Deterrent Stickers x 4



Swann Code SW341-DNF  
EAN Code 9325481010821

<b>4</b> Channels	just add cameras
<b>MJPEG</b>	standard recording technology clearer images
<b>320</b> GB	2 months continuous recording*
<b>USB</b>	easily transfer video incidents to flash drive
	easily connects to your TV

## Home & Business Security Monitoring Kit

### 4 Channel DVR4-950™ & 4 x PNP-150™ Cameras





- Monitor 4 cameras for peace of mind at an affordable price, with no ongoing costs
- Easily backup & retain video footage if there's an incident
- Set & forget by recording continuously from 4 cameras for over 60 days+
- Catch suspicious activity, save time & hard drive space with motion detection
- Protect the people you care about & reduce the cost of crime

#### Pack Contents

- DVR4-950™
- Hard Drive 320GB (installed)
- PNP-150™ Cameras x 4
- RCA to RCA Cable
- BNC Cable 50ft / 15m x 4
- Power Adapters
- Remote Controls x 2
- BNC to RCA Adapters
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



Swann Code SW343-DPM  
EAN Code 9325481010869

<b>4</b> Channels	view & record
<b>MJPEG</b>	standard recording technology clearer images
<b>320</b> GB	2 months continuous recording*
<b>USB</b>	easily backup video incidents to flash drive
<b>400</b>	high video quality 1/3" CMOS 400 TV lines
<b>30ft 9m</b>	good night vision
<b>Color</b> B&W	dual viewing mode day(color)/night(B&W)
	weather resistant cameras anti-corrosive casing
<b>BNC</b> cable x 4 50ft 15m	
	easily connects to your TV

**View & Record**



# All-in-One Monitoring & Recording System

**4 Channel DVR4-950™  
4 x PNP-150™ Cameras & 7" LCD**

**Complete security solution**

Value for money for any home or business

**Monitor, view & record 4 cameras simultaneously**

Complete peace of mind 24/7 at an affordable price, with no ongoing costs

**Set & forget**

Records continuously from 4 cameras for over 60 days+

**Compact size, small footprint, motion detection**

Catch suspicious activity & save hard drive space

**Includes 4 indoor, outdoor, day & night security cameras**

Protect the people you care about & reduce the cost of crime

+ depending on settings, longer with motion detection

**Pack Contents**

- DVR4-950™
- Hard Drive 320GB (installed)
- PNP-150™ Cameras x 4
- 7" LCD Monitor & Accessories
- RCA to RCA Cable
- RCA Mini Jack Cable
- BNC Cable 50ft / 15m x 4
- Power Adapters
- Earphones
- Remote Controls for DVR x 2
- Remote Control for 7" LCD Monitor
- BNC to RCA Adapters
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4

**Feel Safe & Protected  
at your Home or Business**



**Swann Code** SW344-DPS  
**EAN Code** 9325481010852

<b>4</b> Channels	view & record
<b>MJPEG</b>	standard recording technology clearer images
<b>320</b> GB	2 months continuous recording*
<b>USB</b>	easily backup video incidents to flash drive
<b>400</b>	high video quality 1/3" CMOS 400 TV lines
<b>30ft 9m</b>	good night vision
<b>Color &amp; B&amp;W</b>	dual viewing mode day(color)/night(B&W)
<b>Weather Resistant</b>	weather resistant cameras anti-corrosive casing
<b>BNC</b>	BNC cable x 4 50ft 15m



## Home & Business Security Monitoring Kit

### 4 Channel DVR4-950™ & 2 x PNP-150™ Cameras

- Monitor up to 4 cameras for peace of mind at an affordable price, with no ongoing costs
- Easily backup & retain video footage if there's an incident
- Set & forget by recording continuously from 4 cameras for over 60 days+, add two cameras of your choice as required
- Catch suspicious activity, save time & hard drive space with motion detection
- Protect the people you care about & reduce the cost of crime

+Depending on settings

#### Pack Contents

- DVR4-950™
- Hard Drive 320GB (installed)
- PNP-150™ Cameras x 2
- RCA to RCA Video Cable
- BNC Cable 50ft / 15m x 2
- BNC to RCA Adapters
- Power Adapters
- Remote Control x 2
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW343-DP2  
**EAN Code** 9325481010999



<b>4</b> Channels	add up to 2 cameras
<b>MJPEG</b>	standard recording technology clearer images
<b>320</b> GB	2 months continuous recording*
<b>USB</b>	easily backup video incidents to flash drive
<b>400</b>	high video quality 1/3" CMOS 400 TV lines
<b>30ft 9m</b>	good night vision
<b>Color B&amp;W</b>	dual viewing mode day(color)/night(B&W)
<b>Weather Resistant</b>	weather resistant cameras anti-corrosive casing
<b>BNC cable x 2</b> 50ft 15m	
<b>TV</b>	easily connects to your TV

## Movement Video Recorder

### RedAlert2™

- Your personal security recording kit is ideal for home or small business
- Motion triggers still JPEG photos or 10 second AVI video clips at 3 second intervals
- Record up to 225 video clips or 3,500 photos on 2GB SD card or use built-in 16MB memory
- Built in PIP (Picture-in-Picture) to view 2 cameras simultaneously
- Compact size for discreet storage & operation

#### Pack Contents

- RedAlert2™ Movement Video Recorder
- Antenna
- RCA Video Cable x 2
- SD Card 2GB
- Power Adapter
- Operating Instructions
- Theft Deterrent Stickers x 4



**Also see RedAlert2™ with Wireless Camera**

page 37

**Swann Code** SW341-RSD  
**EAN Code** 9325481012290

<b>2</b> Channels	use 1 wired and/or 1 wireless camera
<b>MJPEG</b>	standard recording technology clearer images
<b>Color</b>	color viewing
<b>Indoor</b>	discreet indoor use
<b>TV</b>	easily connects to your TV
<b>SD</b>	2GB SD Card

## Home & Business Monitoring Kit

### 7" LCD Monitor & PNP-51™ Security Camera

**Mount camera & LCD to walls or ceilings**  
Flexible mounting options with all accessories included

**LCD image flip option**  
Mount LCD monitor upside down or side ways & flip the image around the right way

**Auto turn on/off LCD monitor**  
Set time to automatically turn the monitor on & off

**Add a second camera**  
Automatically switch camera views at 4 to 8 second intervals

**Do it yourself**  
See what's happening in high resolution color

**Compact size**  
Discreet, small footprint & stylish finish

#### Pack Contents

- PNP-51™ Camera
- 7" LCD Monitor & Accessories
- RCA to RCA Cable 3ft / 1m
- RCA Cable 60ft / 18m
- Power Adapters
- Remote Control
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW346-7MC  
**EAN Code** 9325481011729

- 400** high video quality  
1/3" CMOS 400 TV lines
- 16ft 5m** night vision
- Color B&W** dual viewing mode  
day(color)/night(B&W)
- discreet indoor use**
- built-in microphone**  
hear audio
- RCA cable**  
60ft 18m

### Add 2 Swann cameras



**Don't miss camera comparison chart**

on Page 28-29



## Compact 8" LCD Monitor Color Security Viewer

### PNP-45™

- Ideal for use with Swann's cameras & digital video recorders (DVRs)
- Easy to connect to your existing DVD player
- Built-in audio speaker
- Universal bracket included for easy mounting to your desk, counter, wall and more
- 2 x AV channels with auto-switching

#### Pack Contents

- 8" LCD Monitor
- Remote Control
- Stand
- Headphones
- Car Charger
- Operating Instructions
- Accessories



**Swann Code** SW248-HM8  
**EAN Code** 9325481010920

- built-in speaker**  
hear audio
- color viewing**



HIDDEN CAMERA



# Covert Surveillance

**NEW**

**The perfect business person's tool or a cool gift idea!**

# PenCam<sup>™</sup> Mini Video Camera & Recorder

**DVR-421<sup>™</sup>**

- Video evidence with time & date watermarked stamping
- Record work in progress, inventory of tools and hardware, damage to vehicles and equipment
- Perfect for contractors, site managers, find out if workers are stealing or doing the work they quoted



Never miss a moment!



Capture important events



Retain video/photo evidence



Executive accessory & gift idea

- Video camera & DVR housed in a real, working quality ballpoint pen
- Shoot Color videos & upload to YouTube<sup>™</sup>, MySpace<sup>™</sup>, Facebook<sup>™</sup>, Photobucket<sup>™</sup> & more
- Switch between photo & video mode with a touch of a button!
- Create video & audio history with time & date stamping
- Easy backup – records over 1 hour & use USB memory stick to upload to PC
- Long-lasting - built-in battery lasts 90 minutes & recharges via your PC's USB port
- Compatible with Microsoft<sup>®</sup> Windows<sup>®</sup> XP, Microsoft<sup>®</sup> Windows<sup>®</sup> Vista, Microsoft<sup>®</sup> Windows<sup>®</sup> 7
- Perfect for lawyers, sales people, law enforcement, mystery shopping, covert surveillance or internet fun!

**Pack Contents**

- DVR-421<sup>™</sup> PenCam
- USB Cable
- Ink Refills x 3
- Operating Instructions



**Pinhole Camera**

**Audio Microphone**

Switch from Video to Stills

USB Memory Stick

**Ask us about our Point of Sale Displays!**



**Record video or take photos at the push of a button**



**Swann Code** SW361-PD2  
**EAN Code** 9325481011217

- 2 GB** Record video to built-in memory stick
- USB** Easily transfer videos to PC & recharge battery
- Speaker icon** Built-in microphone hear audio with your videos
- 3** Pen refills ballpoint ink x3

# PenCam<sup>TM</sup>

**2 GB** RECORD VIDEO  
for over 60 minutes

**USB** EASILY TRANSFER VIDEOS  
to PC & recharge battery

**BUILT-IN MICROPHONE**  
hear audio with your videos

**3** PEN REFILLS  
ballpoint ink x3

**COMPATIBLE**  
Microsoft® Windows® XP, Microsoft® Windows® Vista,  
Microsoft® Windows® 7

HIDDEN  
CAMERA

## The **ultimate** in discreet surveillance

*...inside a working ballpoint pen!!*



Make your own hidden videos for the web, leisure or business. Shoot color videos & upload to YouTube<sup>TM</sup>, MySpace<sup>TM</sup>, Facebook<sup>TM</sup> & more.

**Backup to a built-in 2GB memory stick!**

- Create video & audio history with time & date stamping in a real working ballpoint pen
- Easy backup - records over 60 minutes & use USB memory stick to upload to PC
- Long-lasting - built-in battery lasts 90 minutes & recharges via your PC's USB port
- Compatible with Microsoft® Windows® XP, Microsoft® Windows® Vista, Microsoft® Windows® 7
- Perfect for lawyers, sales people, law enforcement, mystery shopping, covert surveillance or internet fun!

Swann Code SW361-PD2

**[www.swannsecurity.com](http://www.swannsecurity.com)**

# ThumbCam™

## Mini Digital Video Camera

### DVR-415™

#### Make videos at the push of a button

A mini video camera & DVR housed in a durable shock resistant casing

#### Keep a record of important moments

Create time & date stamped 720 x 480 color AVI video files

#### Easy to backup & save on your PC

Includes 2GB MicroSD card for up to 40 minutes recording time (supports up to 8GB), then upload to PC via USB cable

#### Share with friends or the world!

Email friends or upload videos to social networking sites such as YouTube™, Facebook™, MySpace™ and more

#### Simple to recharge & use

Built-in battery lasts 60 minutes & recharges via your PC's USB port






#### Built for an active life

With protective silicon cover and mounting brackets (belt, magnetic, and wall), it's perfect for life on the move. Shoot videos of bike rides, runs, sports, hang gliding, skiing, skating, skate boarding, roller blading, kids at play, car trips, holidays, events & more

#### Pack Contents

- ThumbCam™ DVR-415™
- Wall, Magnetic, Belt Brackets
- MicroSD Card 2GB
- Software CD
- Silicon Cover
- Operating Instructions
- USB Charging Cable



	covert surveillance no one will know!
	720 x 480 video resolution
	good color viewing during the day
	easily transfer video incidents to PC
	MicroSD Card 2GB for easy backup

Swann Code SW361-THC  
UPC Code 814282012640

# RemoteCam™

## Video Camera & Recorder

### DVR-410™

#### Make videos at the push of a button

A mini video camera & DVR housed in a real-looking car remote control with keychain

#### Keep a record of important moments

Create time & date stamped 720 x 480 color AVI video files

#### Easy to backup & save on your PC

Includes 2GB MicroSD card for up to 40 minutes recording time (supports up to 8GB), then upload to PC via USB cable

#### Share with friends or the world!

Shoot & upload videos to social networking sites such as YouTube™, Facebook™, MySpace™ and more

#### Simple to recharge & use

Built-in battery lasts 60 minutes & recharges via your PC's USB port






#### Built for an active life

With a handy key ring you can keep it with you all day. It's perfect for videos on the move for lawyers, sales people, law enforcement, mystery shopping, covert surveillance or internet fun!

#### Pack Contents

- RemoteCam™ DVR-410™
- MicroSD Card 2GB
- USB Charging Cable
- Operating Instructions



	covert surveillance no one will know!
	720 x 480 video resolution
	good color viewing during the day
	easily transfer video incidents to PC
	MicroSD Card 2GB for easy backup

Swann Code SW361-RMC  
UPC Code 814282012657



# Action Camera Portable Video Recorder



## DVR-450™

Record videos on the move, with easy backup to your PC via MicroSD card

### Make videos at the push of a button

Shoot videos of bike rides, runs, sports, hang gliding, skiing, skating, skate boarding, roller blading, kids at play, car trips, holidays, events & more

### Backing up is a breeze

Record AVI videos with audio to MicroSD card, then backup to PC via USB cable or card reader

### Share with friends or the world!

Email friends or upload videos to social networking sites such as YouTube, Facebook, MySpace and more

### Environmentally friendly

No need for mains power with rechargeable lithium ion battery

### Built for an active life

Shock resistant construction & securely mountable on glass or flat surfaces, on your bicycle frame, helmet or cap

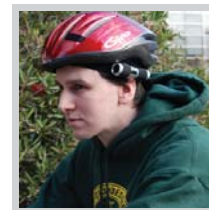


### Pack Contents

- DVR-450™ Action Camera
- Micro SD Card 2GB
- Camera Stand with Suction Grip
- Bicycle Helmet Attachment
- Bicycle Frame Bracket
- Magnifying Sight Scope
- USB Cable
- Operating Instructions



Take videos of car trips



Film your bicycle rides or jogging



Keep a record of what you see outdoors



Swann Code SW361-MDS  
EAN Code 9325481011118

- weather resistant anti-corrosive casing
- color daytime viewing
- Built-in microphone hear audio with your videos
- easily transfer video to PC
- MicroSD Card easy recording & playback

## Mini Color Security Camera with Sound

### SpyCam™ with Audio

- 380 TV Lines for clear image resolution
- Easily concealed for discreet surveillance
- Ideal for covert indoor use in the home or office
- 16ft / 5m RCA AV cable
- Plugs into any DVR, VCR, TV or Swann security monitor  
Includes a microphone for video & audio monitoring

#### Pack Contents

- SpyCam™ with Audio
- Power Adapter
- 9V Battery Adapter
- Operating Instructions
- Theft Deterrent Stickers x 4



	<b>covert surveillance</b> no one will know!
	<b>day indoor use</b>
	<b>color viewing</b>
	<b>built-in microphone</b> hear audio
	<b>easily connects</b> to your TV

**Swann Code** SW211-SPA  
**EAN Code** 9325481005568



# Need help?



Visit us at

**[www.swannsecurity.com](http://www.swannsecurity.com)**

**Advanced Security Made Easy... Online**





# Professional Security

# Pan Tilt Zoom Dome Camera

## PRO-650™



### Remote controlled pan, tilt, zoom video surveillance

PTZ controller directs the Dome Camera from up to 100ft / 30m away

### State-of-the-art technology to protect your home or business

Includes Sony components, high resolution CCD video image sensor & smart programming

### Peace of mind 24/7

Plug & play with flexible mounting options, fix to your wall or ceiling. Installation accessories & cable included

### Full circle 360 degree viewing

No more 'blind-spots' as the Dome Camera rotates a full 360° and 90° up and down

### Zoom capabilities

A 3 x (4-9mm) optical zoom ensures you can see fine details such as people's faces

### Focus on the key locations

Up to 32 preset viewing points and 16 programmable viewing tours

### Record footage by adding a Swann Recorder

Connect the PRO-650™ to a DVR (Digital Video Recorder) to retain evidence or view over the Internet

### Professional quality at an affordable price







Cut the cost of crime with the PRO-650™ Dome Camera

### Pack Contents

- PRO-650™ PTZ Dome
- Wall Mount Arm
- Ceiling Mount Arm/Bracket
- PTZ Controller
- BNC Cable 60ft / 18m
- RS485 Cable 50ft / 15m
- Remote Control
- Mounting Screws
- Accessories
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW331-PR6  
**EAN Code** 9325481010968

	high video quality 1/3" SONY CCD
	controllable rotation (PELCO P&D)
	weather resistant IP66
	see in low light
	BNC cable 60ft 18m
	easily connects to your TV & DVR**



## Vari-Focal Security Camera

### PRO-630™

**Excellent image clarity**

See more day & night

**Mount to walls or ceilings**

Install easily with cable thread through bracket

**Visible deterrent**

Deter intruders & protect property

**See what you need to see**

With 4-9mm vari-focal lens, external focus & zoom control

**Quality aluminium materials**

Robust housing & stand for all weather

**Pack Contents**

- PRO-630™ Vari-Focal Camera
- BNC Cable 9ft / 3m
- BNC to RCA Adapter
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



	high video quality 1/3" 420 TV Lines Sony CCD
	<b>115ft 35m</b> amazing night vision
	weather resistant robust metal casing & protective stand
	BNC cable 9ft 3m
	easily connects to your TV & DVR

**Swann Code** SW224-P63  
**EAN Code** 9325481010180

## Long Range Security Camera

### PRO-620™

**Excellent image clarity**

See more day & night

**Mount to walls or ceilings**

Install easily where most needed

**Visible deterrent**

Deter intruders & protect property

**See what you need to see**

Fixed 12mm long view lens

**Quality aluminium materials**

Robust housing & stand for all weather

**Pack Contents**

- PRO-620™ Camera
- BNC Cable 60ft / 18m
- BNC to RCA Adapter
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



	excellent video quality 1/3" SuperHAD 480 TV Lines CCD
	<b>82ft 25m</b> superior night vision
	weather resistant robust metal casing
	BNC cable 60ft 18m
	easily connects to your TV & DVR

**Swann Code** SW224-P62  
**EAN Code** 9325481010029

## Wide Angle Security Camera

### PRO-610<sup>™</sup>

**Excellent image clarity**  
See more day & night

**Mount to walls or ceilings**  
Install easily where most needed

**Visible deterrent**  
Deter intruders & protect property

**See what you need to see**  
Fixed 4mm wide angle lens






**Quality aluminium materials**  
Robust housing & stand for all weather

#### Pack Contents

- PRO-610<sup>™</sup> Camera
- BNC Cable 60ft / 18m
- BNC to RCA Adapter
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW224-P61  
**EAN Code** 9325481010012

	excellent video quality 1/3" SuperHAD 480 TV Lines CCD
	<b>50ft 15m</b> excellent night vision
	weather resistant robust metal casing
	BNC cable 60ft 18m
	easily connects to your TV & DVR

## Multi-Purpose Security Camera

### PRO-600<sup>™</sup>

**High image clarity**  
See more during the day & in low light

**Mount to walls or ceilings**  
Use indoors or outdoors where most needed

**Visible deterrent**  
Deter intruders & protect property

**See what you need to see**  
Perfect to view on your TV or DVR

**Quality aluminium materials**  
Robust housing & stand for all weather

#### Package Contents






- PRO-600<sup>™</sup> Camera
- BNC Cable 60ft / 18m
- BNC to RCA Adapter
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW224-HBC  
**EAN Code** 9325481010531

**Meet Swann's New BulldogCam<sup>™</sup>**

- More Durable
- Longer Cable

	high video quality 1/4" 420 TV lines CCD
	<b>65ft 20m</b> excellent night vision
	weather resistant robust metal casing
	BNC cable 60ft 18m
	easily connects to your TV & DVR



## Compact Day/Night Security Camera

### PRO-555™

#### Clear CCD images

Know what's happening day & night

#### Mount to walls or ceilings

Install easily where most needed

#### Visible deterrent

Deter intruders & protect property

#### See what you need to see

Compact size yet powerful

#### Quality aluminium materials

Robust housing & stand for all weather

#### Pack Contents

- PRO-555™ Camera
- BNC Cable 60ft / 18m
- BNC to RCA Adapter
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW331-PR5  
**EAN Code** 9325481011095

	high video quality 420 TV Lines CCD
	<b>50ft 15m</b> excellent night vision
	weather resistant robust metal casing
	BNC cable 60ft 18m
	easily connects to your TV & DVR

## Suction Bracket for Security Cameras

### PNP-22™

#### Easy Installation

Fixes in seconds with no screws required

#### Mobility

Move your camera to a new location without leaving behind ugly screw holes

#### Flexible

Compatible with most wired and wireless security cameras

#### Durable

Robust anti-corrosive construction is built to last







#### Pack Contents







- Suction Bracket



**Swann Code** SW27C-CSB  
**EAN Code** 9325481009955

	weather resistant when sheltered
--	-------------------------------------

		Professional Security						
		PRO-650™	PRO-630™	PRO-620™	PRO-610™	PRO-600™	PRO-555™	
<b>MODEL</b>	Name	<b>PRO-650™</b>	<b>PRO-630™</b>	<b>PRO-620™</b>	<b>PRO-610™</b>	<b>PRO-600™</b>	<b>PRO-555™</b>	
	Description	<b>Pan Tilt Zoom Dome Camera</b>	<b>Vari-Focal Security Camera</b>	<b>Long Range Security Camera</b>	<b>Wide Angle Security Camera</b>	<b>Multi-Purpose Security Camera</b>	<b>Compact Day/Night Security Camera</b>	
	Swann Code	SW331-PR6	SW224-P63	SW224-P62	SW224-P61	SW224-HBC	SW331-PR5	
	EAN Code	9325481010968	9325481010180	9325481010029	9325481010012	9325481010531	9325481011095	
								
<b>VIDEO</b>	Image Sensor	1/3" SONY CCD	1/3" SONY CCD	1/3" SONY CCD	1/3" SONY CCD	1/4" CCD	1/4" CCD	
	Video Quality	420 TV Lines	420 TV Lines	480 TV Lines	480 TV Lines	420 TV Lines	420 TV Lines	
	Number of Effective Pixels	NTSC: 510 x 492 PAL: 628 x 582	NTSC: 510 x 492 PAL: 500 x 582	NTSC: 768 x 494 PAL: 752 x 582	NTSC: 768 x 494 PAL: 752 x 582	NTSC: 510 x 492 PAL: 628 x 582	NTSC: 510 x 492 PAL: 628 x 582	
	Minimum Illumination	0.01 Lux	0.5 Lux Color, 0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)	
	Day/Night Mode	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	
	White Balance	Automatic	Automatic	Automatic	Automatic	Automatic	Automatic	
	Signal / Noise Ratio	> 50dB	> 52dB	> 50dB	> 50dB	> 50dB	> 50dB	
	Electronic Shutter	1/60 - 1/100,000 NTSC 1/50 - 1/100,000 PAL	1/60 - 1/100,000 NTSC 1/50 - 1/100,000 PAL	1/60 - 1/100,000 NTSC 1/50 - 1/100,000 PAL	1/60 - 1/100,000 NTSC 1/50 - 1/100,000 PAL	1/60 - 1/100,000 NTSC 1/50 - 1/100,000 PAL	1/60 - 1/100,000 NTSC 1/50 - 1/100,000 PAL	
	Gain Control	Automatic	Automatic	Automatic	Automatic	Automatic	Automatic	
	Backlight Compensation	Yes	Yes	Yes	Yes	Yes	Yes	
	Wide Dynamic Range	No	No	No	No	No	No	
	Lens	4-9mm Vari-Focal	4-9mm Vari-Focal	12mm	4mm	6mm	6mm	
	Viewing Angle	30-60 degrees	40-85 degrees	36 degrees	83 degrees	33 degrees	41 degrees	
<b>AUDIO</b>	Microphone	No	No	No	No	No	No	
	Audio Range	N/A	N/A	N/A	N/A	N/A	N/A	
<b>NIGHT VISION</b>	Night Vision Distance	N/A	Up to 115ft / 35m	Up to 82ft / 25m	Up to 50ft / 15m	Up to 65ft / 20m	Up to 50ft / 15m	
	IR Cut Filter	N/A	No	No	No	No	No	
	Number of Infra-Red LEDs	N/A	42	55	35	35	27	
	Infra-Red Wavelength	N/A	850nm	850nm	850nm	850nm	850nm	
	Infra-Red LED Life	N/A	10,000 hours	10,000 hours	10,000 hours	10,000 hours	10,000 hours	
<b>GENERAL</b>	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	
	Operating Power	DC 12V	DC 12V	DC 12V	DC 12V	DC 12V	DC 12V	
	Operating Temperature	-5°C ~ 60°C 23°F ~ 140°F	-10°C ~ 50°C 14°F ~ 122°F	-10°C ~ 50°C 14°F ~ 122°F	-10°C ~ 50°C 14°F ~ 122°F	-10°C ~ 50°C 14°F ~ 122°F	-10°C ~ 50°C 14°F ~ 122°F	-4°F ~ 122°F -20°C ~ 50°C
	Body Construction	ABS Plastic	Aluminium	Aluminium	Aluminium	Aluminium	Aluminium	
	Dimensions Camera & Stand	See below	See below	See below	See below	See below	5.1" x 3.7" x 2.4" 130mm x 95mm x 60mm	
	Dimensions – Camera	5.9" x 4.9" x 4.9" 150mm x 125mm x 125mm	4.1" x 3.3" x 5.9" 105 x 85 x 150mm	3.3" x 3.3" x 5.7" 85 x 85 x 145mm	3.3" x 3.3" x 5.7" 85 x 85 x 145mm	2.8" x 2.8" x 5.7" 70mm x 70mm x 145mm	See above	
	Dimensions – Stand	4.5" x 3.1" x 5.3" 115mm x 80mm x 135mm	4.1" x 2.6" x 5.7" 105 x 67 x 145mm	5.3" x 3.4" x 3.4" 135 x 87 x 87mm	5.3" x 3.4" x 3.4" 135 x 87 x 87mm	2.3" x 2.3" x 4.7" 60mm x 60mm x 120mm	See above	
	Weight – Camera	1.1lbs / 0.5kg	1.4lbs / 0.7kg	1.2lbs / 525g	1.2lbs / 525g	14.5oz / 411g	N/A	
	Weight – Camera & Stand	1.5lbs / 700g	2.0lbs / 925g	1.4lbs / 640g	1.4lbs / 640g	18.6oz / 527g	15oz / 415g	
	Cable Length	60ft / 18m	9ft / 3m	60ft / 18m	60ft / 18m	60ft / 18m	60ft / 18m	
Comments	PTZ Dome with Continuous 360° Pan Rotation	Top of the line, durable outdoor security	Suits longer distance viewing	Suits wide angle 83 degree viewing	The new BulldogCam™	Compact yet powerful		

		Plug & Play Wireless				Plug & Play Security	
MODEL	Name	ADW-400™	ADW-300™	ADW-200™	PPW-245™	PNP-155™	PNP-50™
	Description	<b>Digital Guardian Camera &amp; Recorder</b>	<b>Digital Wireless Security Camera</b>	<b>Digital Wireless Security Camera</b>	<b>Wireless 2 Camera Security System</b>	<b>Compact Outdoor Security Camera</b>	<b>Compact Indoor Security Camera</b>
	Swann Code	SW344-DWD	SW233-ADW	SW322-YDW	SW233-H2Y	SW311-PN5	SW211-HTY
	EAN Code	9325481011736	9325481009566	9325481012337	9325481009801	9325481011088	9325481010685
							
VIDEO	Image Sensor	1/4" CMOS	1/4" CMOS	1/4" CMOS	1/3" CMOS	1/3" CMOS	1/3" CMOS
	Video Quality	Digital	380 TV Lines	380 TV Lines	400 TV Lines	400 TV Lines	400 TV Lines
	Number of Effective Pixels	VGA: 640 x 480 QVGA: 320 x 240	VGA: 640 x 480 QVGA: 320 x 240	VGA: 640 x 480 QVGA: 320 x 240	NTSC: 510 x 492 PAL: 628 x 582	NTSC: 510 x 492 PAL: 628 x 582	NTSC: 510 x 492 PAL: 628 x 582
	Minimum Illumination	0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)	0 Lux (IR on)
	Day/Night Mode	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night	Color during day / switches to B&W at night
	White Balance	Automatic	Automatic	Automatic	Automatic	Automatic	Automatic
	Signal / Noise Ratio	> 45dB	> 48dB	> 48dB	> 48dB	> 48dB	> 50dB
	Electronic Shutter	1/60 - 1/15,000 NTSC 1/50 - 1/15,000 PAL	1/60 - 1/15,000 NTSC 1/50 - 1/15,000 PAL	1/60 - 1/15,000 NTSC 1/50 - 1/15,000 PAL	1/60 - 1/15,000 NTSC 1/50 - 1/15,000 PAL	1/60 - 1/15,000 NTSC 1/50 - 1/15,000 PAL	1/60 - 1/15,000 NTSC 1/50 - 1/15,000 PAL
	Gain Control	Automatic	Automatic	Automatic	Automatic	Automatic	Automatic
	Backlight Compensation	No	Yes	Yes	Yes	Yes	Yes
	Wide Dynamic Range	No	No	No	No	No	No
	Lens	3.6mm	6mm	6mm	6mm	6mm	4mm
	Viewing Angle	53 degrees	54 degrees	53 degrees	53 degrees	50 degrees	90 degrees
AUDIO	Microphone	Yes	Yes	Yes	Yes	N/A	N/A
	Audio Range	9ft / 3m	9ft / 3m	9ft / 3m	9ft / 3m	N/A	N/A
NIGHT VISION	Night Vision Distance	Up to 26ft / 8m	Up to 26ft / 8m	Up to 26ft / 8m	Up to 26ft / 8m	Up to 26ft / 8m	Up to 16ft / 5m
	IR Cut Filter	No	No	No	No	No	No
	Number of Infra-Red LEDs	24	24	24	11	11	8
	Infra-Red Wavelength	850nm	850nm	850nm	850nm	850nm	850nm
	Infra-Red LED Life	10,000 hours	10,000 hours	10,000 hours	10,000 hours	10,000 hours	10,000 hours
GENERAL	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor / Outdoor	Indoor
	Operating Power	DC 5V	DC 5V	DC 9V	DC 12V	DC 12V	DC 12V
	Operating Temperature	-10°C ~ 50°C -14°F ~ 122°F	-10°C ~ 50°C -14°F ~ 122°F	-4°F ~ 122°F -20°C ~ 50°C	-10°C ~ 50°C -14°F ~ 122°F	-4°F ~ 122°F -20°C ~ 50°C	32°F ~ 113°F 0°C ~ 45°C
	Body Construction	ABS Plastic	Aluminium	Aluminium	Aluminium	Aluminium	Heavy Duty Plastic
	Dimensions Camera & Stand	N/A	6.3" x 2.5" x 6.3" 160mm x 63mm x 161mm	5.1" x 3.7" x 2.4" 130mm x 95mm x 60mm	5.1" x 2.0" x 2.0" 130mm x 50mm x 50mm	4.3" x 2.1" x 1.8" 110mm x 53mm x 45mm	4.25" x 2.75" x 1.75" 108mm x 69mm x 44mm
	Dimensions - Camera	5.1" x 2.6" x 2.6" 130mm x 65mm x 65mm	See above	See above	See above	See above	See above
	Dimensions - Stand	4.7" x 2.4" x 2.4" 120mm x 60mm x 60mm	See above	See above	See above	See above	See above
	Weight - Camera	N/A	N/A	N/A	N/A	N/A	N/A
	Weight - Camera & Stand	7.6oz / 215g	11.6oz / 330g	15oz / 415g	8.6oz / 245g	9.9oz / 280g	4.23oz / 125g
	Cable Length	N/A	N/A	N/A	N/A	60ft / 18m	60ft / 18m
Comments	Receiver can record to SD card. Range is 165ft/50m	Includes receiver. Range is 165ft/50m	Includes receiver. Range is up to 165ft/50m	Includes 2 cameras & wireless receiver	The new & improved OutdoorCam™	Indoor day/night surveillance	

Technical specifications are subject to change

## 50ft / 15m BNC to BNC Extension Cable

### PRO-15<sup>™</sup>




- Double shielded with aluminium foil insulation
- DC power cable (tear away) integrated with co-ax
- Male to male BNC and male to female DC connections
- Low interference, low noise, low magnetic field
- Suits Pro High Resolution range, great for DVRs

### Pack Contents

- BNC to BNC Cable 50ft / 15m



**Swann Code** SW271-H15  
**EAN Code** 9325481010890

-  weather resistant when sheltered
-  BNC cable 50ft 18m
-  easily connects to your TV & DVR

## 100ft / 30m BNC to BNC Extension Cable




- Double shielded with aluminium foil insulation
- DC power cable (tear away) integrated with co-ax
- Male to male BNC and male to female DC connections
- Low interference, low noise, low magnetic field
- Suits Pro High Resolution range, great for DVRs

### Pack Contents

- BNC to BNC Cable 100ft / 30m



**Swann Code** SW271-S30  
**EAN Code** 9325481006886

-  weather resistant when sheltered
-  BNC cable 100ft 30m
-  easily connects to your TV & DVR





# Plug & Play Wireless

**Q** Heard complaints about wireless camera interference?



Old Analog

**A** Swann's Advanced Digital Wireless is the answer!



New Technology Wireless

- ✓ Clearer picture, better sound, every time
- ✓ No interference from wireless devices including web routers & cordless phones
- ✓ 100% privacy guaranteed from secure encrypted signal
- ✓ Use receiver to connect to TV, remotely zoom & change volume levels
- ✓ Choose the ADW-400™ for motion triggered recording to SD card & easy playback on your PC



At last, wireless security for today's world!





**Plug & Play Wireless**



# Digital Guardian Camera & Recorder

**ADW-400™**

- Clearer video picture & better sound, every time
- Zero interference from Bluetooth, web routers, microwave ovens, cordless phones & is truly Wi-Fi friendly
- Guaranteed 100% privacy from a secure, encrypted point-to-point signal
- Easily record over 3 hours continuous footage to 2GB SD card (can use up to 32GB for over 2 days continuous recording)
- Protect the people you care about & your property with motion triggered video recording

\* Depending on local conditions

## Pack Contents

- ADW-400™ Wireless Camera
- Receiver with Digital Video Recording
- RCA TV Connection Cable
- SD Card 2GB
- Power Adapters x 2
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW344-DWD  
**EAN Code** 9325481011736

- up to **165ft 50m\*** wi-fi friendly transmission
- 100%** privacy from secure encrypted signal
- 26ft 8m** good night vision
- SD Card** record over 3 hrs, longer with motion detection
- easily connects to your TV

## how it works

viewing & recording is easy



## New Technology Wireless

### Old Analog Wireless



### New ADW-400 Digital Wireless





## Digital Guardian Extra Camera

### ADW-400/X™ add-on camera for the ADW-400™

- Combine with the camera & receiver of the Swann ADW-400™ (code SW344-DWD) to create your own wireless security system
- Clearer video picture & better sound every time, to protect the people you care about & your property
- Zero interference from Bluetooth, web routers, microwave ovens, cordless phones & is truly Wi-Fi friendly
- Guaranteed 100% privacy from a secure, encrypted point-to-point signal
- Use this extra camera to monitor an additional location for greater protection at your home or business

\* Depending on local conditions

#### Pack Contents

- ADW-400/X™ Extra Wireless Camera
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW322-XDW  
**EAN Code** 9325481011774



- up to **165ft 50m\*** wireless transmission
- 26ft 8m** good night vision
- weather resistant anti corrosive casing
- easily connects to your TV

**PC USER**  
AUSTRALIAN  
2009 Product Review



*"The camera worked flawlessly through several walls"*

*"We were astounded at the difference between this and previous models."*

*"Excellent signal transmission and far superior range compared to most."*

## Digital Wireless Security Camera

### ADW-300™

- Easy-to-use wireless security kit with no interference!
- Clearer picture, better sound, every time
- No interference from bluetooth, microwave, web routers, cordless phones etc, and is truly wi-fi friendly
- Combine with up to 3 cameras for guaranteed privacy from a secure encrypted signal
- Perfect for professional uses & DVRs with motion detection
- Installing wireless security has never been easier, just plug and play

\* Depending on local conditions

#### Pack Contents

- ADW-300™ Wireless Camera
- Digital Receiver
- RCA TV Connection Cable
- Power Adapters x 2
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW233-ADW  
**EAN Code** 9325481009566

- high video quality** 1/4" CMOS 380 TV lines
- up to **165ft 50m\*** wireless transmission
- 26ft 8m** superior night vision
- weather resistant robust metal casing
- easily connects to your TV & DVR



# Plug & Play Wireless



## Digital Wireless Security Camera

### ADW-200™

- Clearer picture with high resolution & better sound, every time
- Zero interference from Bluetooth devices, web routers, microwave ovens, cordless phones & is truly Wi-Fi friendly
- 100% privacy from a secure, encrypted point-to-point signal
- Connect to a DVR to record incidents on video
- An easy way to protect the people you care about & see what's really happening

\* Depending on local conditions

### Pack Contents

- ADW-200™ Wireless Camera
- Digital Receiver
- RCA Cable
- Power Adapters x 2
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**NEW**



### how it works

viewing & recording is easy



### Also Available as an Extra Camera for use with the receiver of the ADW-200™

### ADW-200/X™

Swann Code SW322-YDX  
EAN Code 9325481012351

Swann Code SW322-YDW  
EAN Code 9325481012337

- up to **165ft 50m\*** wireless transmission
- **100%** privacy from secure encrypted signal
- **26ft 8m** good night vision
- weather resistant robust metal casing
- easily connects to your TV or DVR

### New Technology Wireless

### Old Analog Wireless



### New ADW-200 Digital Wireless





**Peace of Mind**

See & hear throughout your home like never before!



**Digital Video Baby Monitor**

**VBM-330™**

- See AND hear every movement of your baby even in a darkened nursery
- Enjoy a clearer wireless signal than other baby monitors with zero interference from microwave ovens, cordless phones, web routers, wi-fi devices & other household devices up to 165ft/50m\*
- Keep your baby safe with 100% privacy from a secure, encrypted point-to-point signal
- Never miss a thing as the VOX (Voice Activation Control) function automatically switches the monitor on when sound is detected
- Save money with an environmentally-friendly rechargeable battery in the portable handheld monitor
- Enjoy clear video images during the day or night from the camera & high resolution 2.36" LCD monitor
- Have complete peace of mind that your baby is safe & sound at all times

\* Depending on local conditions

**Pack Contents**

- Digital Wireless Camera
- 2.36" Color LCD Viewer
- Power Adapters x 2
- 3.7V 1000mAH Lithium-ion Battery for Monitor
- Operating Instructions
- Theft Deterrent Stickers x 4



**Monitor**

1. LCD Screen
2. Voice operated transmission button
3. Power indicator
4. Link indicator LEDs
5. Brightness adjustment
6. Power / Volume control
7. Voice mode indicator
8. Sound level indicator



**Camera**

1. Power button
2. Power adapter plug
3. Night light
4. Power indicator LEDs
5. Night light button
6. Lens
7. Infrared LEDs
8. Microphone



Up or down swivel action



**Swann Code** SW233-WDM  
**EAN Code** 9325481009177

- ★ ★ 26ft 8m good night vision
- up to 165ft 50m\* wireless transmission
- Color B&W dual viewing mode day(color)/night(B&W)
- indoor use
- built-in microphone hear audio



# Plug & Play Wireless



## Wireless Recording Kit

### RedAlert2™ & PPW-245™ Wireless Camera

#### Easy viewing

Includes a wireless camera & you can add a wired camera to view 2 channels at a time in picture-in-picture mode. When motion is detected on a camera, the RedAlert2 automatically switches camera views & begins recording

#### Do it yourself

Connect to power then view / playback on your TV. You can also play recorded footage on your PC via SD card

#### Higher resolution

Now with 720 x 480 (NTSC) / 720 x 576 (PAL) D1 image quality you can see greater detail in live & recorded modes

#### Motion detection

Motion triggers still JPEG photos or AVI video clips (5 or 10 seconds in length)

#### Longer recording

Includes a 2GB SD card to record 225 video clips or 3,500 still photos. Upgrade to 16GB for greater storage capacity

#### Affordable Surveillance

With its tiny footprint & camera included, this unit is a powerful home or business surveillance tool



Also see the RedAlert2™ Movement Video recorder page 15

#### Pack Contents

- RedAlert2™
- Antenna
- PPW-245™ Wireless Camera
- SD Card 2GB
- RCA Video Cable
- Power Adapters
- Operating Instruction
- Theft Deterrent Stickers x 4



Swann Code SW344-WD2  
EAN Code 9325481011767

	good video quality 1/3" CMOS 330 TV lines
	26ft 8m good night vision
	discreet indoor use
	2 GB SD Card
	easily connects to your TV



# Need help?



Visit us at [www.swannsecurity.com](http://www.swannsecurity.com)

## Advanced Security Made Easy... Online



## Wireless Camera Security System

### PPW-245™ Camera & Receiver

**Good image clarity**  
380 TV Lines for clear image resolution

**Mount to walls or ceilings**  
Install easily where most needed

**Visible deterrent**  
Deter intruders & protect property

**Wireless 2.4GHz transmission**  
Up to 165ft / 50m\*









**Quality materials**  
Sturdy weather resistant casing

\* Depending on local conditions

#### Pack Contents

- PPW-245™ Wireless Outdoor Camera
- 2.4 GHz Analog Receiver
- RCA Video Cable
- Power Adapter x 2
- Remote Control
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



	good video quality 1/3" CMOS 400 TV lines
	up to <b>165ft 50m</b> wireless transmission*
	<b>26ft 8m</b> good night vision
	dual viewing mode day(color)/night(B&W)
	weather resistant robust metal casing
	Built-in microphone hear audio with your videos
	easily connects to your TV
	not suitable for use in Wi-Fi environments

Swann Code SW231-HOY  
EAN Code 9325481010043

## Wireless 2 Camera Security System

### 2 x PPW-245™ Cameras & Receiver

**Good image clarity**  
380 TV Lines for clear image resolution

**Mount to walls or ceilings**  
Install easily where most needed

**Visible deterrent**  
Deter intruders & protect property

**Wireless 2.4GHz transmission**  
Up to 165ft / 50m\*

**Quality materials**  
Sturdy weather resistant casing









\* Depending on local conditions

#### Pack Contents

- PPW-245™ Wireless Outdoor Cameras x 2
- 2.4 GHz Analog Receiver
- RCA Video Cable
- Power Adapter x 3
- Remote Control
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



Swann Code SW231-H2Y  
EAN Code 9325481009801

	good video quality 1/3" CMOS 400 TV lines
	up to <b>165ft 50m</b> wireless transmission*
	<b>26ft 8m</b> good night vision
	dual viewing mode day(color)/night(B&W)
	weather resistant robust metal casing
	Built-in microphone hear audio with your videos
	easily connects to your TV
	not suitable for use in Wi-Fi environments





# Plug & Play Security



# Home Wireless Alarm System



## Deterrence is the best defense

By positioning the Anti-Intrusion Siren & 8 Window Stickers in visible locations you send a strong message to potential burglars & greatly decrease your chances of being broken into

## Bad news for intruders

If you are broken into you have protection from a window/doorway sensor & 2 PIR area motion sensors to trigger an audible anti-intrusion siren, loud enough to register 110 decibels

## Easy to install & operate

The Touchpad Alarm Control Unit plugs into your power point and easily connects to the siren via cable (included). The sensors & remote controls connect wirelessly & are battery powered (batteries included in the pack).

## No false alarms, no hassles

The PIR sensor & door alarm can be armed after a 30 second delay & will not be triggered unless there is an object of significant size detected

## Complete peace of mind at an affordable price

Have the satisfaction of protecting your property, safeguarding your loved ones & deterring thieves with no ongoing monitoring fees. Perfect for homes, apartments & small businesses



Window / Door Sensor

Control Unit

Remote Controls

Motion Sensors

Siren

## Pack Contents

- Touchpad Alarm Control Unit
- Alarm PIR Motion Sensors x 2
- Keypad Remote Control Units x 2
- Window / Door Protection Sensor
- Audible Anti-Intrusion Alarm
- Operating Instructions
- Theft Deterrent Stickers x 8



**Swann Code** SW347-WAK  
**EAN Code** 9325481011798

### Intelligent Security Protection

- 2x** Alarm PIR Motion Sensors
- 1x** Window / Doorway Sensor
- 1x** Loud Anti-Intrusion Siren
- 1x** Touchpad Alarm Control Unit
- 2x** Keypad Remote Controls
- 8x** Window Deterrent Stickers



# Plug & Play Security



## Compact Outdoor Security Camera

**PNP-155™**

**Good image clarity**  
See more day & night

**Mount to walls or ceilings**  
Install easily where most needed

**Visible deterrent**  
Deter intruders & protect property

**Do it yourself**  
Plug into your TV's yellow AV socket

**Quality materials**  
Use indoors & outdoors

### Pack Contents

- PNP-155™ Camera
- BNC Cable 60ft / 18m
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



**Swann Code** SW311-PN5  
**EAN Code** 9325481011088

- 400** good video quality  
1/3" CMOS 400 TV lines
- ★ ★** **26ft 8m**  
night vision
- Color B&W** dual viewing mode  
day(color)/night(B&W)
- House icon** weather resistant  
when sheltered
- Coil icon** BNC cable  
60ft 18m
- TV icon** easily connects  
to your TV & DVR

## Compact Indoor Security Camera

**PNP-50™**

- 400 TV Lines for clear image resolution
- 16ft / 5m infrared night vision
- 60ft / 18m RCA video cable for easy connection to your TV, VCR, quad processor or DVR
- Sleek, compact & stylish design

### Pack Contents

- PNP-50™ Camera
- RCA Video Cable 60ft / 18m
- Power Adapter
- Mounting Screws & Plugs
- Operating Instructions
- Theft Deterrent Stickers x 4



Camera can be easily hidden around your home or business



**Swann Code** SW211-HTY  
**EAN Code** 9325481010685

- 400** good video quality  
1/3" CMOS 400 TV lines
- ★ ★** **16ft 5m**  
good night vision
- Color B&W** dual viewing mode  
day(color)/night(B&W)
- House icon** discreet indoor use
- Coil icon** RCA AV cable  
60ft 18m
- TV icon** easily connects  
to your TV & DVR

## Color Dome Security Camera

### DIY DomeCam™





- 380 TV Lines for clear image resolution
- Broad lens for sharper overall focus
- Easy to mount to ceilings
- 60ft / 18m RCA AV cable
- Plugs into any DVR, VCR, TV or Swann security monitor
- Adjustable to allow a 360° field of view

### Pack Contents

- Color DomeCam™
- RCA AV Cable 60ft/18m
- 9VDC 300 mA Power Adapter
- Operating Instructions
- Theft Deterrent Stickers x 4



Swann Code SW211-DCC  
EAN Code 9325481005339

	good video quality 1/3" CMOS 380 TV lines
	excellent day vision
	discreet indoor use
	RCA AV cable 60ft 18m

## Security Deterrent Pack

### DIY - Anti-Theft Kit™

- Mix dummy & real cameras to increase your security value
- Deter thieves & shoplifters
- Maintenance free, no batteries required
- Quick & easy to install
- Staff & even professional thieves will never know it's a dummy


### Pack Contents

- Dummy PNP-150™ Cam x 4
- Dummy Stick-On 6" Domes x 4
- Window Sticker 7"
- Mounting Screws & Plugs
- Theft Deterrent Stickers x 4



Imitation cameras

Swann Code SW276-ASL  
EAN Code 9325481009191

	weather resistant
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# Swann Security Tool Kit

Your guide to Easy Do-it-Yourself Security

## What is Do-it-Yourself (DIY) Security?

Swann is a global leader in DIY or 'Plug-and-Play' security, which is a new category that empowers users to take control of their home and businesses safety and security. Traditionally, security companies have been relied on to install and monitor systems for homes and businesses. For a fraction of the cost of professional surveillance, DIY security puts the user in control and offers ease of use, convenience and a range of customizable solutions.



## Why do people purchase DIY security?



### Easy

Do-it-yourself, easy to install & use



### Affordable

Value for money solutions with no ongoing fees



### Peace of Mind

Have peace of mind from seeing & protecting what matters most...



### Convenience

Latest monitoring technology to know what's happening



### Deterrence

Prevent unwanted activity before it happens



### Evidence

Have a video record in the event that something unwanted happens



# What needs to be considered?

## A. What do you want to monitor?



Home



Office



Family



Retail Store

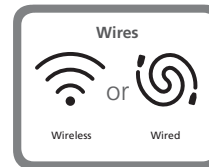
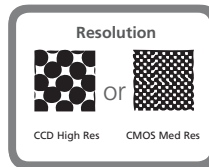
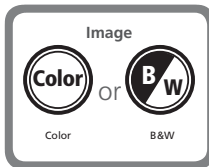
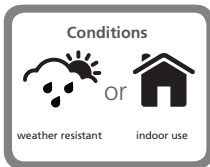


Warehouse

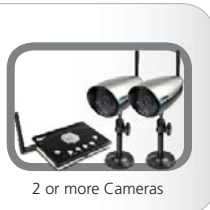


Building Site

## B. What do you need from your camera/s?



## C. What do you want to view with?



## D. What do you want to connect to?



# Wireless FAQs

## What is wireless surveillance?

Wireless surveillance offers users the convenience of video monitoring without having to worry about camera cables. Wireless surveillance means there is no video cable running from the wireless camera to your TV or VCR. All wireless cameras require power. A wireless camera must have access to a mains outlet to receive power (some cameras can run on a 9 volt battery for a limited time).

The receiver receives the video and audio signal from the camera wirelessly and connects to your TV, monitor or VCR with an RCA AV (audio and video) cable and also requires access to a mains outlet to receive power.

Swann encourages you to try its new ADW (Advanced Digital Wireless) technology, which is superior to older analog products with less interference, a 100% private and encrypted signal and more.

## How do wireless 2.4 GHz cameras work?

Wireless video transmission is made possible with the use of video transmitters and receivers. Swann wireless cameras come with a built-in video transmitter and a separate video receiver. The video signal is sent wirelessly through a specific radio frequency (2.4GHz) to the receiver which is connected directly to a TV, monitor or VCR using an RCA video cable.

## Are the Swann wireless cameras totally wireless?

Swann wireless cameras are wireless for video transmission. Both wireless cameras and their receivers must be powered by electricity to function. They must be located within 6ft / 2m of a power source and plugged in.

A Swann wireless receiver uses an RCA video cable to transfer the video signal received from a Swann wireless camera to your TV, monitor or VCR with AV connections, so must be located near your TV, monitor or VCR.

# Wireless FAQs

## Can I connect a Swann wireless camera to a TV?

Yes, Swann wireless cameras use an RCA video plug to connect into your TV's video 'in' socket, similar to many game consoles and DVD players. Cameras with audio also use the audio or 'A' in 'AV' plug connection.

## How do I connect a Swann wireless camera to my TV/VCR?

Swann's wireless camera receivers come with an AV cable which plugs into the Video 'in' and Audio 'in' connectors on your TV or VCR. These plugs are commonly referred to as RCA plugs and are similar to the connectors used by game consoles and DVD players. If you plug the receiver into your VCR to record footage, you will need to select the channel on your TV that you normally use to view video movies from your VCR. If you plug your Swann wireless receiver directly into your TV, you can view the images on the appropriate AV channel, but you will not be able to record.

## What is the maximum wireless transmission distance of Swann's wireless cameras?

**Outdoors** - For open line of sight without obstruction approximately 330ft / 100m.

**Indoors** - Due to the many variables in building construction and other causes of interference, the useful range can vary but is usually between 65ft / 20m and 165ft / 50m.

## Can I add extra cameras to the pack?

Yes, many of the Swann wireless cameras can be set to any of the 4 channels the receiver is capable of using. The receiver can be set to switch through all 4 channels in sequence. Swann recommends a maximum of 3 cameras (analog) or 4 cameras (digital) for optimum reception quality. Please read the specifications on the packaging or visit the Swann website for information on what models are multi-channel capable.

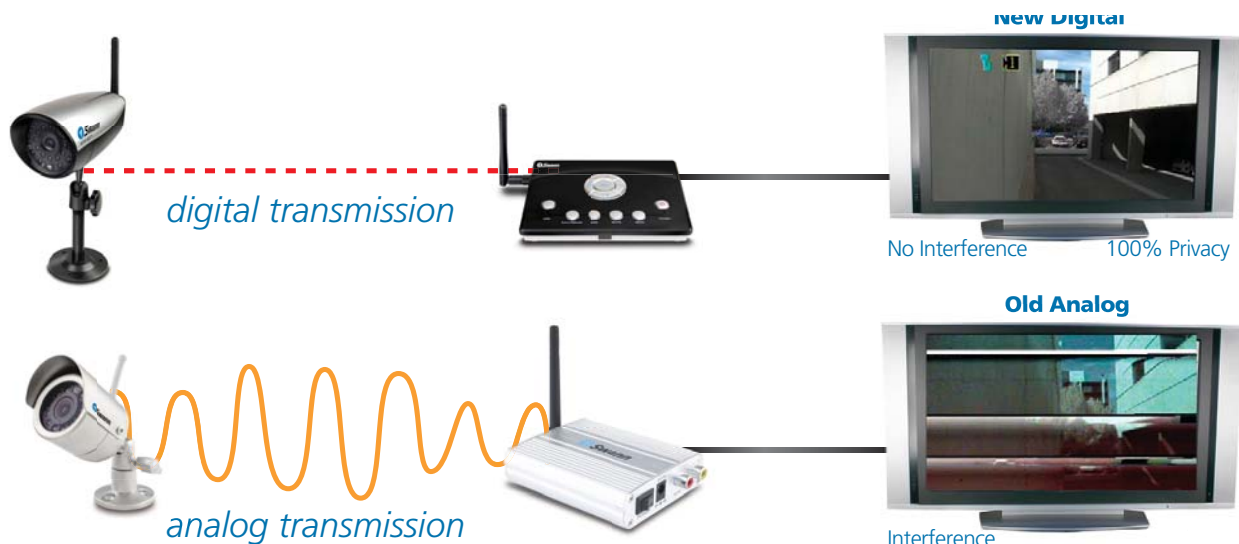
## Can other devices interfere with Swann's wireless camera transmission?

**Digital** - Swann highly recommends the use of ADW (Advanced Digital Wireless) cameras to provide you the best, interference-free reception.

**Analog** - If you use analog wireless some common causes of interference are wireless LAN equipment, cordless 2.4GHz telephones and microwave ovens (while they are actually cooking). Using a camera that has 4 switchable channels will allow you to change to a channel that is further away from the interference source to minimize the potential for interference.

## Is my wireless signal secure?

Swann's ADW (Advanced Digital Wireless) cameras provide a 100% private and encrypted signal. The camera and receiver 'find' each other and then transmit point-to-point. Older analog 2.4GHz signals are not secure and open to cross-signals or interception.





# How does wireless work?



# Wired FAQs

## Can I connect a Swann wired camera to a TV?

Yes, Swann wired cameras use an RCA video plug to connect into your TV's video 'in' socket, similar to many game consoles and DVD players. Cameras with audio also use the audio or 'A' in 'AV' plug connection.



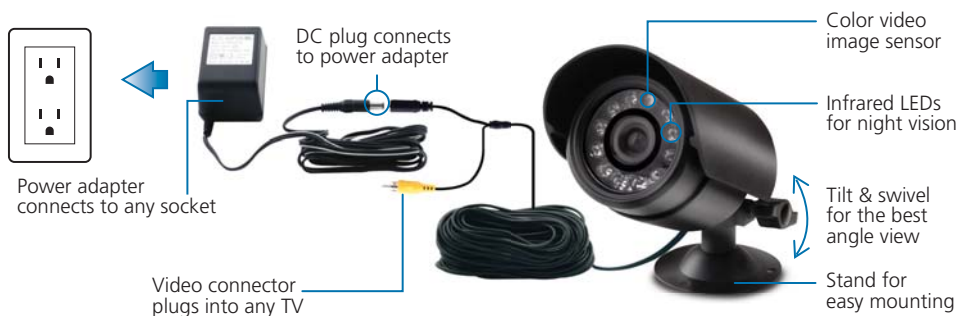
### Swann cameras use an RCA video plug

Simply connect this into your TV to start monitoring your Swann DIY security solution



easily connects to your TV

# How does wired work?



# Image Resolution FAQs

## What is a 'CCD' image sensor?

CCD stands for Charge Coupled Device, which is a type of image sensor. CCD sensors are high quality sensors that are commonly used in portable camcorders and similar video equipment.

### CCD sensors...

- can usually handle more variation in light conditions than CMOS
- are more sensitive so they will work better in low light conditions
- usually have a higher resolution than CMOS sensors and therefore show clearer, sharper images
- have a higher power consumption
- are not as well suited to portable applications as cameras that use CMOS sensors
- are generally higher in price than cameras with CMOS image sensors



CCD image sensors usually range from 400 - 520TVL\* for normal applications. Some CCD cameras which are used for special applications are fitted with sensors 600TVL\* and higher.

## What is a 'CMOS' image sensor?

CMOS stands for Complimentary Metal Oxide Semiconductor, which is another type of image sensor. CMOS sensors are medium quality sensors that are commonly used in digital cameras and many low-powered image devices such as USB webcams.

### CMOS sensors...

- usually don't handle variations in light conditions as well as CCD
- are less sensitive so are not as powerful in low light conditions
- have a lower power consumption
- are better suited to portable applications than cameras that use CCD sensors
- are generally lower in price, better suiting end-users that need security on a tighter budget



CMOS image sensors in security cameras usually range from 300-380 TVL\* for normal applications. Most CMOS sensors have a lower resolution than CCD sensors and therefore can show slightly less clear or sharp images.

\* Image sensors measure their resolution in TV lines (TVL)

## Night Vision & Weather Resistant FAQs



### What is 'infrared' night vision?

Infrared night vision allows cameras to 'see in the dark'. It is the method of using IR LEDs (Infrared Light Emitting Diodes) as illumination for a camera with a sensor that can 'see' infrared light. Infrared light provides the illumination needed to capture clear images in total darkness or low-light conditions.



### How does 'infrared' night vision work?

Infrared light is a part of the light spectrum that is not visible to the human eye. When there is insufficient visible light to see an object a Swann camera with night vision automatically activates its IR mode and sees the light from the IR LEDs using its IR image sensor and shows the resulting image as a black & white picture on your screen.



### How far can a Swann camera with 'night vision' see at night?

The Infrared LEDs can project IR light that is invisible to the human eye but can be seen by the night vision cameras to a distance ranging from 16ft / 5m to 165ft / 50m depending on which model you choose. With a small amount of ambient light, such as street lighting and house lighting, the distance can be extended on certain models. Please read the specifications on the camera's packaging or visit the Swann website [www.swannsecurity.com](http://www.swannsecurity.com) for information on the night vision performance of the model that suits your needs.

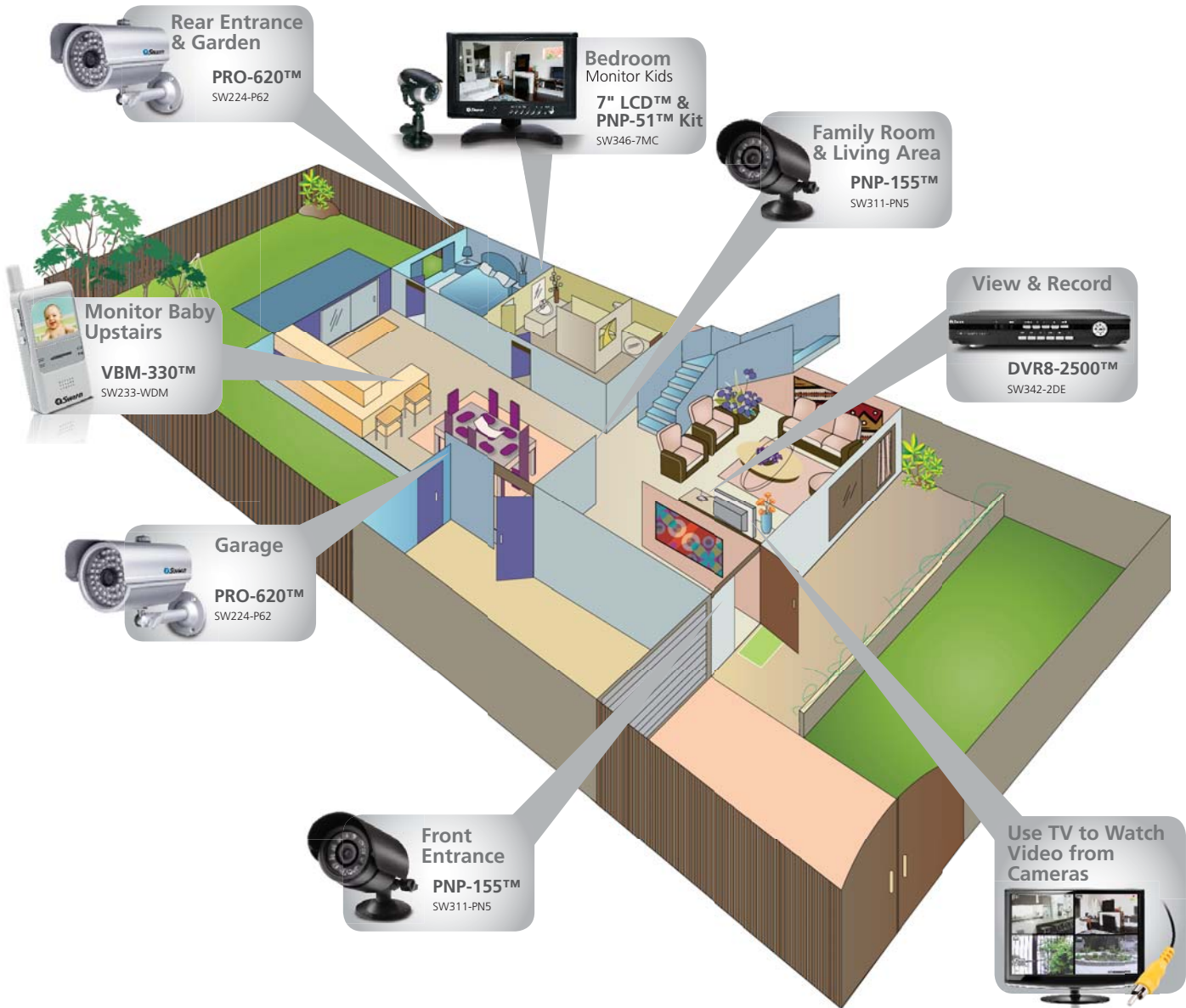


### What does 'weather resistant' mean?

Weather resistant cameras are able to be used in the outdoors if shielded from direct sun, rain, temperatures, snow and wind. Camera power supplies must never be left exposed. Please read the specifications on the camera's packaging or visit the Swann website [www.swannsecurity.com](http://www.swannsecurity.com) for information on the weather resistance and temperature tolerance of the model that suits your needs.

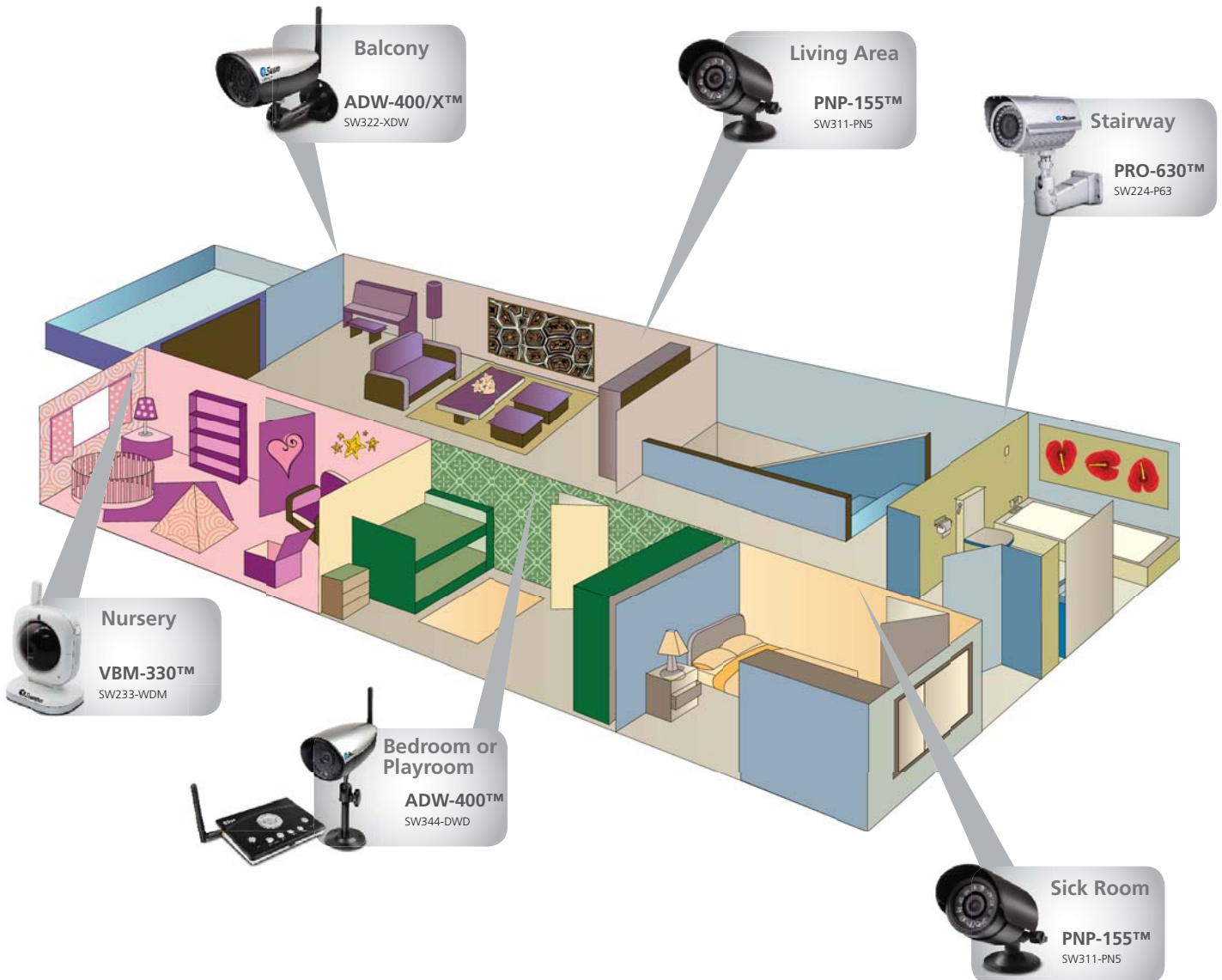
# Downstairs Installation

Consider the options



# Upstairs Installation

Consider the options



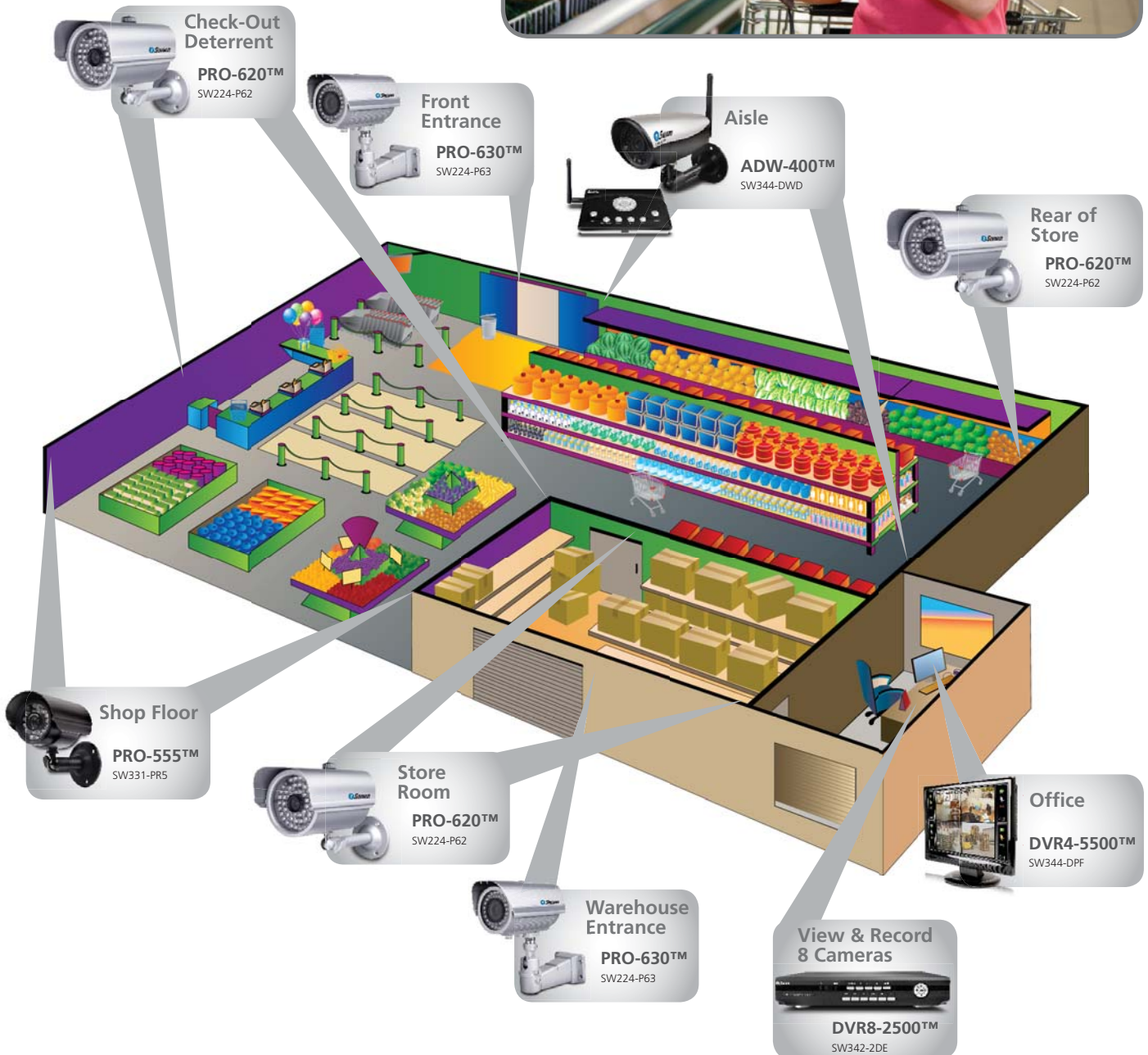
# Office Installation

Consider the options



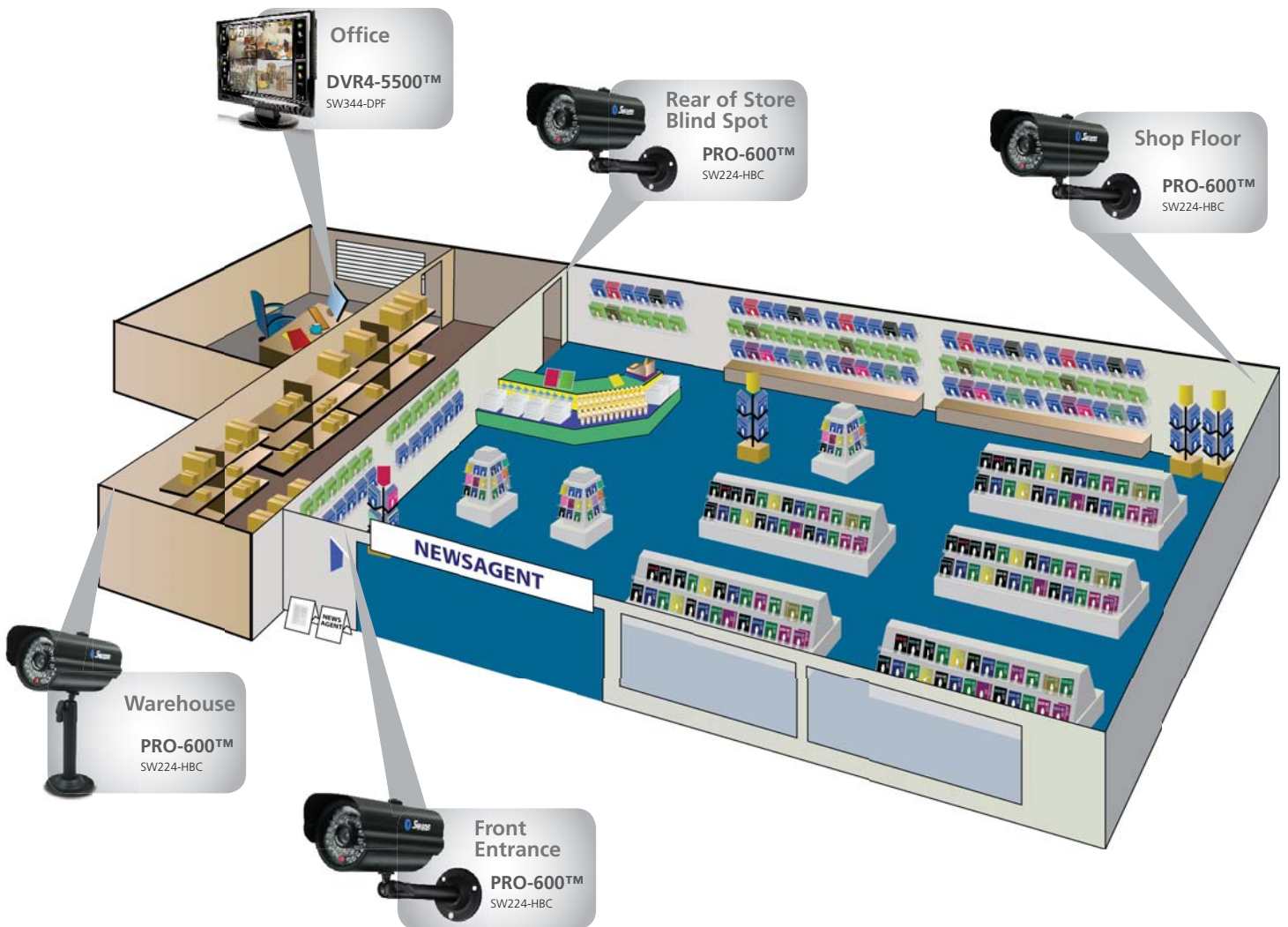
# Retail Business Installation

Consider the options



# Small Business Installation

Consider the options






# What is a Digital Video Recorder? (DVR)

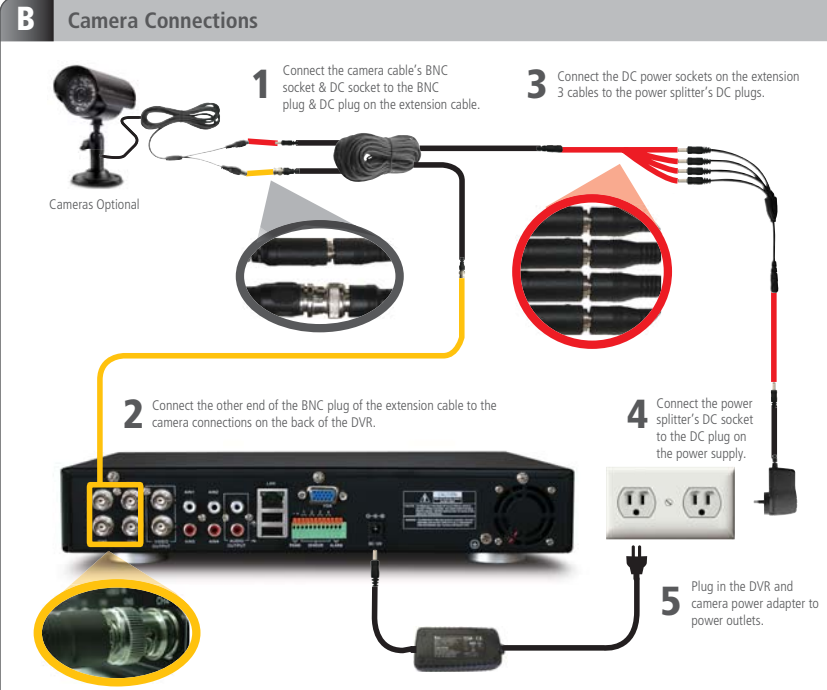
A DVR simultaneously monitors and records surveillance from a number of cameras that are connected to the unit. Video captured from these cameras is recorded to a hard disk placed inside the DVR, and can easily be displayed on a standard television screen. Some DVRs may also be connected to a computer so that you can monitor an area across a local area network (LAN) or from a remote location over the internet.

## How to Setup a Recording Solution?

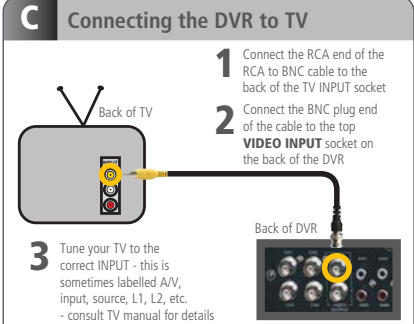
### A Easy Set Up Components



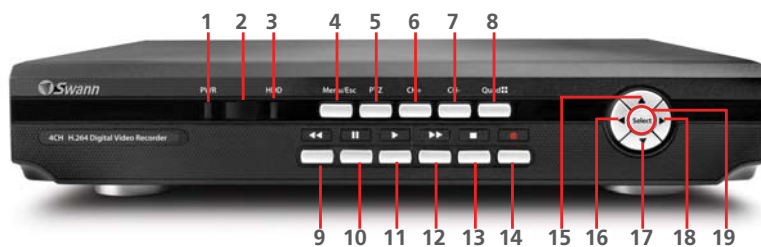
### B Camera Connections



### C Connecting the DVR to TV



## DVR Front Panel

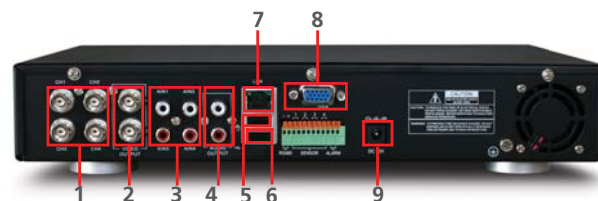


1. Power Indicator - Lights on when DVR powered
2. Infra red sensor
3. Hard drive indicator - Lights when hard drive is active (flashes when recording, searching etc.)
4. Menu/ESC - Used to enter the main menu or exit a sub menu.
5. PTZ - Press in live view to see Pan, Tilt, Zoom pop up menu.
6. Next Channel - Press to go to next channel in live view or playback
7. Previous Channel - Press to go to previous channel in live view or playback
8. Quad Mode - Press to view all channels in quad mode.
9. Rewind - Press to rewind a recording / press to move cursor left.

10. Pause - Press to pause a recording. During single display mode press to activate sequence mode. (AUTOSEQ must be set)
11. Play - Press to begin playing most recent recording.
12. Fast forward - Press to fast forward a recording / press to move cursor right.
13. Stop - Press to stop a recording.
14. Record - Press to begin recording. Note: will not function if the cameras are not activated in CAMERA SETUP AND RECORD SETUP.
15. Up arrow - Move cursor up in menus.
16. Left arrow - Move cursor left in menus.
17. Down - Press to move cursor down.

18. Right arrow - Press to move cursor right in menus.
19. Select - Press to select an option/enter a sub menu.

## DVR Back Panel



1. Channel 1,2,3 & 4
2. Video Output
3. Audio Input
4. Audio Output
5. USB Mouse port

6. USB port
7. LAN port
8. Alarm connections
9. VGA connection
10. Power Connection

Note: Example based **Swann DVR4-2500™**  
Check individual DVR models for specific features.

# Why do you need a security solution?



## Home

- **Easy recording function** - Keep a record with no video tapes required
- **Keep an eye on kids playing** - Prevent accidents, bullying, skylarking and more
- **Deter potential thieves** - Safeguard your loved ones and valuables



## Office

- **Who came to work and when** - Monitor punctuality and efficiency
- **Prevent workplace incidents** - Know who's at fault and review footage
- **Who started the work dispute?** - Take action against the offender with confidence



## Retail

- **Catch or deter shoplifters** - Who stole that item? Avoid disputes by having proof
- **Prevent burglary and break-ins** - Use real and imitation cameras for maximum protection and impact
- **Monitor staff behavior** - Assure quality customer service



## Warehouse

- **Keep an eye on stock** - Don't leave it until stocktake to work out there has been theft
- **Monitor inward and outward traffic** - Observe movement of parcels and stock
- **Deter staff and visitors from theft** - Apply security stickers (included in pack) in key locations



## Restaurants

- **Are your bar staff giving away drinks?** - Easily monitor behavior by viewing recorded footage
- **Ensure good customer service** - Keep an eye on your waiters and waitresses
- **Accidents happen** - Know where liability stands by having video evidence



## Lifestyle/Entertainment

- **Monitor your club or bar premises** - Be able to assist in investigations by using security cameras
- **Keep an eye on patrons waiting in line** - Ensure safety and order
- **Public liability costs your business** - Know who's at fault and keep a video record

# What else can you do to keep your property safe?

## 1. Have a safety and security strategy

Having a security system presence will deter burglars from breaking into your house. Swann has numerous security products for home and business that may convince the burglar to move on to a less well defended location rather than run the risk of having their picture given to Police. Swann also has imitation security products that look real, giving you the advantage of appearing to have a higher level of security than you have. Imitation security products are a fraction of the cost of real security devices.



## 2. Lock your doors and windows

Burglars look for the easiest target, they want to get in and out quickly. Breaching a lock takes time, so good quality locks deter burglars. Many burglars enter via rear windows which they use tools to force open. Make sure you lock your garage and garden shed so that you don't provide the burglar with additional tools.



## 3. Close your drapes or curtains

Many burglaries happen after the burglar casually views the contents of your home through your windows. Closing the drapes will make it harder for the burglar to see if you are home or not and if you have what they want.



## 4. Ask neighbors or friends to watch your home and collect mail

By having your mail collected, you are giving burglars the impression that you are home. When picking up your mail get your friend to enter the house, making sure that there has not been a disturbance and ask them to vary the lights that are left on etc. Make sure you cancel your newspaper delivery while you are away. Also, make sure your lawn is mowed, as this can also give away the fact that you are away for an extended period.



## 5. Put your expensive goods away

Many burglars look for easy to sell items in your home. Laptops, home entertainment equipment and computers are commonly stolen and easily sold. Where possible lock items like these away and don't leave them near to a potential entry point that would make the thief's job easier.



## 6. Don't let burglars use your spare keys

No matter how good of a hiding place it seems, burglars will always look for hidden keys. So leave your keys with a trusted neighbor or friend instead. Never leave a key outside your home.



## 7. Make sure your home appears lived in

There are a few options as to how to make your house looked lived in. Install a timer on your sprinkler and lamps, leave some old clothes on the clothes line or leave a radio on.



## 8. Don't lock yourself in

Remember that locks are designed to keep burglars out, not keep you and your family in. Always make sure that you have a safe and easy way out in an emergency such as a fire. Deadlocks should only be used when you are outside your home, as they can prevent you from leaving your house in an emergency.



# Glossary of Security Terms

**Analog Wireless:** Old 2.4GHz wireless technology, now suffers from interference from other devices transmitting on the same frequency.

**Audio Monitoring:** The ability to hear as well as see what is happening through your monitoring device.

**AV Channel:** The channel on your TV that is usually used to view DVDs and game consoles.

**BNC:** BNC is a bayonet style connector for coaxial cable that is most commonly used for CCD cameras.

**CCD:** CCD stands for 'Charge Coupled Device', which is used as a type of image sensor. CCD sensors are high quality sensors that are commonly used in portable camcorders and similar video equipment.

**CCTV:** Closed Circuit Television. A television system used for private purposes and not for public or general broadcast.

**CIF Record Quality:** Composite Image Frame. This equates to approximately one quarter the quality of D1. It allows for recording at a higher frame rate, or the option to store more footage to the same amount of space.

**CMOS:** CMOS stands for Complimentary Metal Oxide Semiconductor, which is used as another type of image sensor. CMOS sensors are medium quality sensors that are commonly used in digital cameras and many low-powered image device such as USB webcams.

**Co-Axial Cable:** This refers to cable that has a central conductor, surrounded by a shield sharing the same axis. The shield can be made from a variety of materials including, braided copper, or lapped foil. There are various standards for specific types of co-axial cable. The cable used for normal CCTV installations is called RG59.

**D1 Record Quality:** D1 has been a popular video format for quite some time, as it is robust and boasts a high quality. It has the same resolution as a DVD, and set the standard for television broadcasting for more than two decades.

**Digital Wireless:** A new technology that uses a point-to-point encrypted signal to produce superior video and sound for wireless surveillance.

**Display Resolution:** A measurement of how many pixels are shown on a screen or monitor in real-time. Pixels are the individual dots which make up an image – the more of them, the sharper and clearer an image will appear to be.

**Display Frame Rate:** Videos and films are essentially a series of still images shown really, really fast to give the illusion that they're moving. The faster the images are shown, the smoother and more natural the motion appears to be. The display frame rate is a measurement of how many images are shown on a screen or monitor per second.

**DIY Security:** Do-It-Yourself security. The component can easily be installed without the help of professional installers.

**DVR:** Digital Video Recorder. This is a device that records video signal digitally. Normally this is on a large hard drive in the machine.

**HD1 Record Quality:** Half D1 recording quality. Using half as many pixels to record video means that you'll be able to record twice as much video in the same amount of storage space.

**HDD:** Hard Disk Drive. Capacity is usually measured in GigaBytes (GB).

**Image Sensor:** The light sensitive chip inside a digital camera that can read levels of light and transform them into an image.

**Infrared (IR):** Infrared night vision allows cameras to 'see in the dark'. It is the method of using IR LEDs (Infrared Light Emitting Diodes) as illumination for a camera with a sensor that can 'see' infrared light. Infrared light provides the illumination needed to capture clear images in total darkness or low-light conditions.

**LCD Monitor:** A monitor that uses liquid-crystal display technology. Many laptop and notebook computers use LCD displays because of their low power requirements.

**LUX:** Unit of light measurement. 0.1 Lux (Full Moon) - 100,000 Lux (Direct Sunlight). The lower the number, the higher the sensitivity.

**MJPEG Compression:** Motion JPEG is a very standard format, and it's been around for quite some time. It offers a reasonable quality to size ratio. It works by encoding each frame of video as a separate still image. It's very universal and requires little processing to play back – practically every computer out there these days can play it.

**MPEG4/H.264 Compression:** These two video compression formats are essentially the same thing with two different names – specifically H.264 is one particular type of MPEG4. Sometimes it's also called AVC (Advanced Video Codec). MPEG4 works by only remembering the 'difference' between frames, rather than storing all the information. It's the preferred format for Internet-based streaming video and the default video format for BluRay discs. It offers a very high quality to size ratio, but requires a somewhat powerful computer or player to properly play it back.

**Pan and Tilt:** A motorized camera mounting that will move a camera both horizontally and vertically via electronic signals from a remote controller.

**Quad Processor:** A device used to display 4 cameras simultaneously on a single monitor.

**RCA AV Connector:** A plug and socket for a two-wire (signal and ground) coaxial cable that is widely used to connect analog audio and video.

**Recording Frame Rate:** The number of still images per second that a recording device can store to its memory. The more images (frames) per second, the smoother and more natural motion in the recording will seem.

**Recording Resolution:** How many pixels a recording device can write to memory. The higher the resolution, the sharper and clearer an image will appear to be.

**Resolution:** Refers to the sharpness and clarity of an image.

**2.4GHz:** Frequency that video signals are sent wirelessly from camera through to the receiver.

**Television Lines (TVL):** This is a measure of the resolution of a video device. The higher number the higher the resolution. 380 TVL is considered medium resolution. 480 TVL or greater is considered high resolution.

**TFT Monitor:** Stands for "Thin Film Transistor". These transistors are used in high-quality flat panel liquid-crystal displays (LCD's). TFT-based displays have a transistor for each pixel on the screen.

**Video Compression:** There is very little that requires more storage space than video. To reduce the amount of space required, we compress it. In a nutshell, it's a bit like shorthand. Rather than storing all the information, we only keep the really important bits. There are a few methods to do this and they each have their own strengths and limitations.

**Weather Resistant:** Weather resistant cameras are able to be used in the outdoors if shielded from direct sun, rain, temperatures, snow and wind.

**Wireless - Transmission Distance:**

**Outdoors** - For open line of sight without obstruction approximately 330ft / 100m.

**Indoors** - Due to the many variables in building construction and other causes of interference, the useful range can vary but is usually between 65ft / 20m and 165ft / 50m.



# Merchandising & Point of Sale Examples

# Merchandising & POS Examples

Here are some current merchandising and POS examples. Ask your Swann Account Manager for more information.



# Connect, Protect & Secure

*with* **Swann**



hidden camera



**Covert  
Surveillance**

Keep your loved ones, home or business safe this year with Swann. The Swann range of security cameras, recording and surveillance products are easy to use and connect into any TV. There's a solution to suit every budget. With Swann it's easy to Connect, Protect and Secure.



**Wireless with  
Zero Interference  
& 100% Privacy**



**Recording with  
iPhone Connectivity**



**Affordable  
Monitoring & Recording**



#### **Vice President - International Business**

Name: **Travis Bedford**  
Address: Unit 13, 331 Ingles Street,  
Citilink Estate, Port Melbourne  
Vic 3207, Australia  
Email: [travis@swannsecurity.com](mailto:travis@swannsecurity.com)  
Phone: +61 3 8412 4607  
Mobile: +61 425 733 281



#### **Vice President - Europe**

Name: **Paul Birch**  
Address: Norfolk House East, 499 Silbury Boulevard  
Central Milton Keynes, MK9 2AH  
United Kingdom  
Email: [paulb@swannsecurity.com](mailto:paulb@swannsecurity.com)  
Phone: +44 1908 764 302  
Mobile: +44 780 311 6737



#### **Sales Manager - Europe**

Name: **Alastair Park**  
Address: Norfolk House East, 499 Silbury Boulevard  
Central Milton Keynes, MK9 2AH  
United Kingdom  
Email: [alastairp@swannsecurity.com](mailto:alastairp@swannsecurity.com)  
Phone: +44 1908 764 301  
Mobile: +44 752 532 4311

Let Butch Sleep, Swann's on watch

