EasyIP 3.0

SIMPLE AND POWERFUL
THE EASIER JOURNEY TO BETTER SECURITY
EasyIP 3.0 SOLUTION

THE EasyIP SOLUTION

Video surveillance does not have to be complex. Technological advancements in every corner of our lives is becoming more and more simplified and user friendly. And it's true in security, too.

What makes the best security system? The right components in the right places. And for the small to medium sized business with budget and time restrictions, Hikvision has got the right solution. The Easy IP 3.0 Solution. For those who know the earlier EasyIP versions, this is the go-to, out-of-the-box system. It gets the job done with stable, reliable components and advanced features from the industry's number one worldwide solutions provider.

The EasyIP 3.0 Solution from Hikvision is truly the easier way to better security. Keep reading to see all the benefits EasyIP offers.

In 2012 launched the first iteration of the EasyIP Solution, making a significant impact on the industry. EasyIP 1.0 employed the H.264 codec and offered 1.3, 2, and 3 MP cameras. Security professionals around the world took advantage of this cost-effective and easy-to-install system, pleasing many customers.

responded to the increased demand for this renowned solution, applying more advanced technologies in 2014. The result was EasyIP 2.0, utilizing the H.264+ codec, and this time offering 2 and 4 MP cameras. More than that, the 2.0 version carried 120 dB Wide Dynamic Range cameras and free cloud service, opening up new possibilities and extending system management. But Hikvision was not finished.
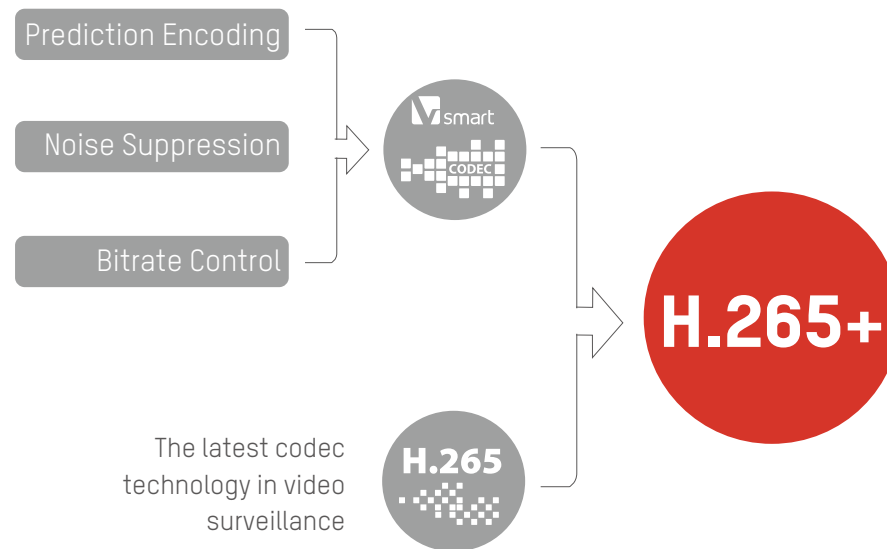
Now, in 2017, the EasyIP 3.0 Solution operates with the H.265+ codec, maximizing resources and taking video surveillance resolution up to 4K! Sharp, vivid imaging during the day is complemented by powerful DarkFighter technology at night. What's more, the 3.0 version provides more VCA functions, extended power-over-Ethernet functionality, and more. The best SMB solution just got better!

EasyIP | 3.0

• **H.265+** codec
• Up to **4K** resolution
• **DarkFighter** technology
• More **VCA** functions
• Super-PoE, and more.

EasyIP | 2.0

• H.264+ codec
• 4 MP / 2 MP
• 120 dB WDR
• Free cloud service

EasyIP | 1.0

• H.264 codec
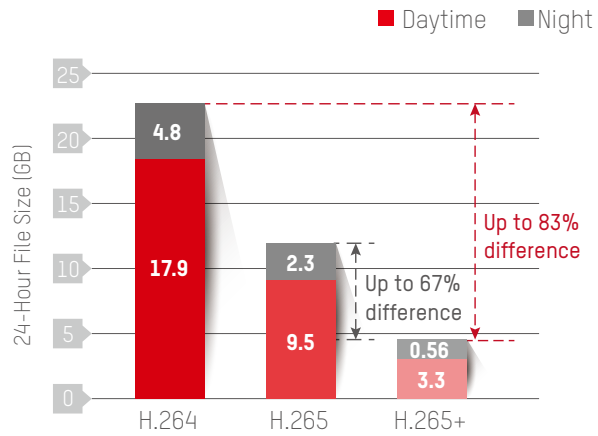• 3 MP / 2 MP / 1.3 MP

2012

2014

2017
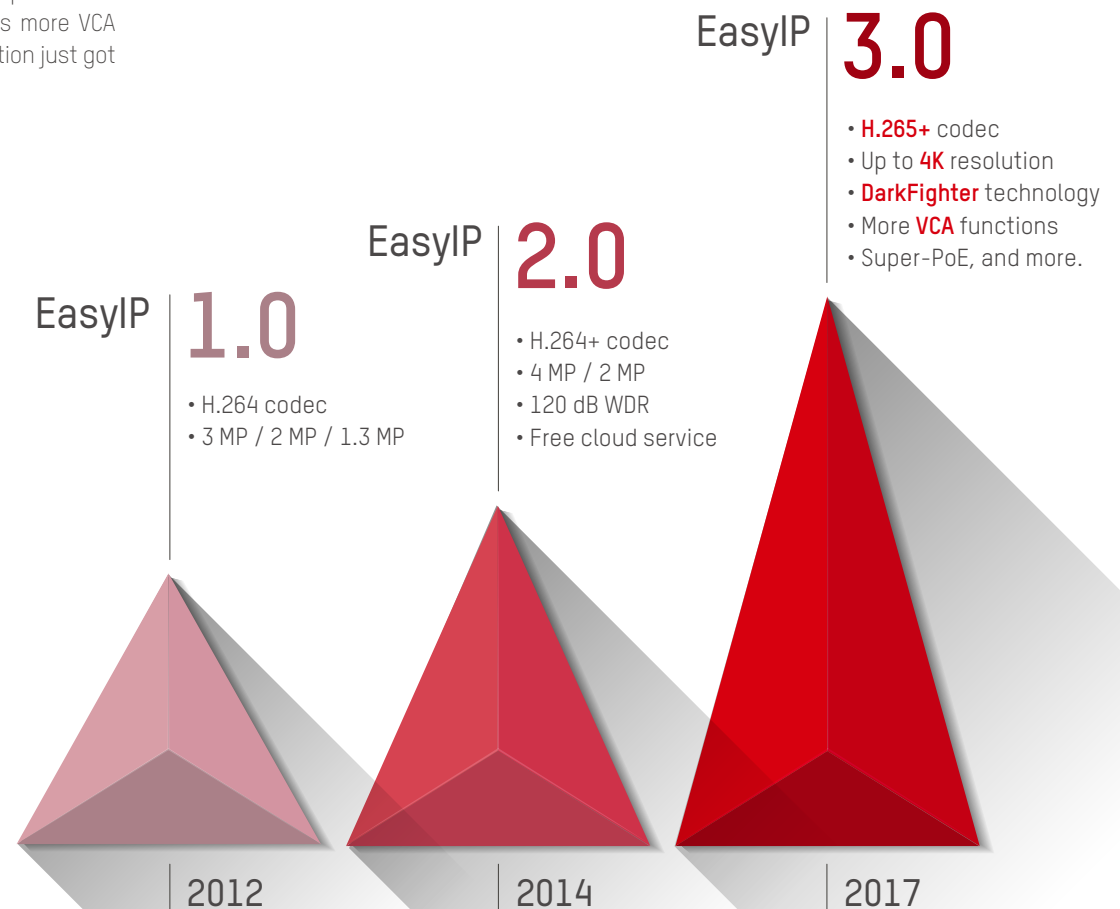
KEY FEATURES

H.265+

If you could cut down bandwidth, decrease data storage requirements, and improve overall system performance with one reliable, advanced codec, you would save time, money, and resources. Why would you say no? Tested and proven, Hikvision's signature compression technology does all this – and more. Boost resolutions to ultra-high 4K and get the most precise imaging available. Here's how it works.
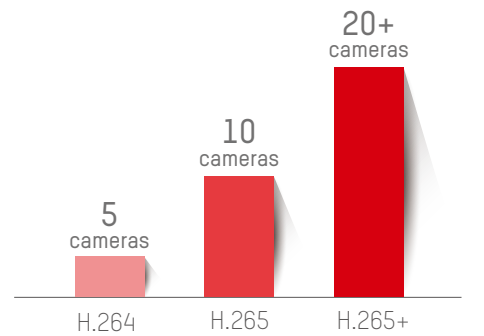
Prediction Encoding

Noise Suppression

Bitrate Control

V smart CODEC

H.265+

The latest codec technology in video surveillance

H.265

■ Daytime ■ Night

24-Hour File Size (GB)

	H.264	H.265	H.265+
Night	4.8	2.3	0.56
Daytime	17.9	9.5	3.3

Up to 83% difference

Up to 67% difference

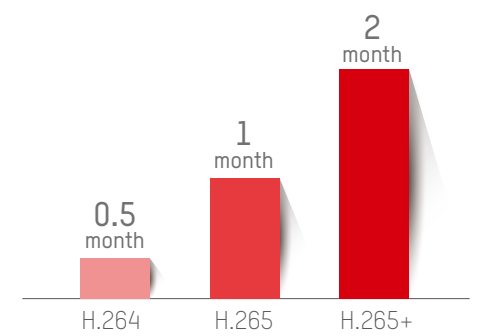24-Hour recording file size (GB) comparing H.264, H.265, and H.265+
*Data was tested in a common scene; for reference only.

H.264	H.265	H.265+
5 cameras	10 cameras	20+ cameras

20 MB Broadband Network

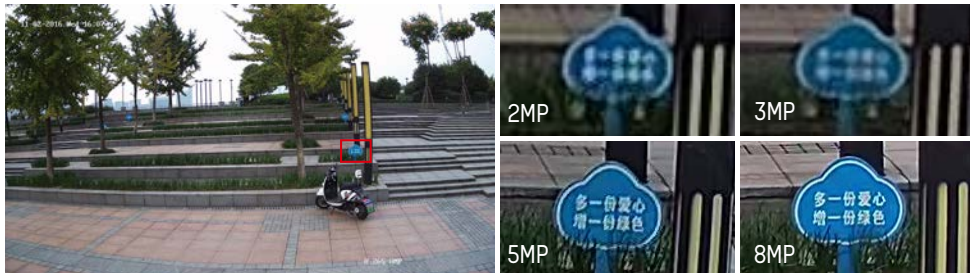| H.264	H.265	H.265+
0.5 month	1 month	2 month

Eight 2-MP cameras

5TB HDDs

4K

Recently, ultra-high-definition surveillance cameras introduced 4K resolution to the security industry. However, 4K resolution has yet to achieve wide application, mainly because of the tremendous bandwidth and data storage requirements. The H.265+ codec optimizes data efficiency and makes 4K video surveillance possible. Every pixel comes to life with vivid clarity.

2MP

3MP

5MP

8MP

4K Camera

H.265+ / H.265
H.264+ / H.264
Self-adaptive

4K NVR

Non-simultaneous output

VGA 1080p

HDMI 4K Display

POWERED BY
DarkFighter

Turn night into day!
Even faces can be clearly identified.

Better color imaging at night

Captured with an H.264 camera

Captured with an EasyIP 3.0 2 MP camera

Capture vivid color in scenes with very weak light

Captured with an H.264 camera

Captured with an EasyIP 3.0 2 MP camera

Color image in a weak-light outdoor scene

Captured with an iPhone7 Plus

Captured with an EasyIP 3.0 2 MP camera

VCAs

Video Content Analytics is no longer reserved only for enterprise level security systems. The EasyIP solution brings VCAs into reach for SMB security, too. Staff can use the Smart Search tool for Alarm event and VCA detection, and the Smart Playback function to replay footage capturing line-crossing, intrusions, and faces. Alarm triggering and investigation are further enhanced with object removal and unattended baggage detection as well.

More VCA functions improve the system efficiency

Line crossing detection

Intrusion detection

Face detection

Unattended baggage detection

Object removal detection
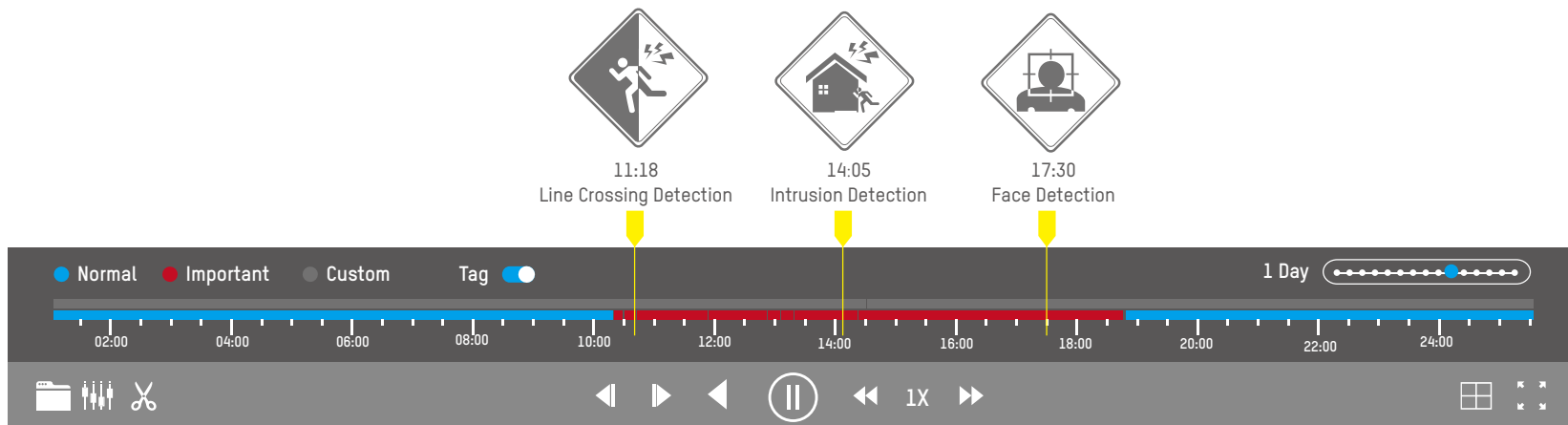
Network Cameras

Smart Search

Alarm event

VCA detections

NVRs

11:18
Line Crossing Detection

14:05
Intrusion Detection

17:30
Face Detection

● Normal   ● Important   ● Custom   Tag ⬤   1 Day ●●●●●●●●●●⬤●●●●●

02:00   04:00   06:00   08:00   10:00   12:00   14:00   16:00   18:00   20:00   22:00   24:00

1X

Smart Search and Playback

Super PoE

The EasyIP 3.0 Solution is also the easier way to get better video surveillance to and from the most important locations. While traditional PoE travels only 100 meters, this solution features Super PoE—upgraded power-over-Ethernet—transmitting both power and data over the same cable up to 300 meters (using 802.3af, CAT.6).

Up to **300** meters

(802.3af, CAT.6)

Network Cameras

NVRs

OTHER FEATURES

Designed for state-of-the-art performance with easier installation, our solution comes armed with reliable components and robust protections. With automatic network backup features and simple Internet connection services, a vigorous security system goes into operation quickly—and stays that way.

- Designed for easier installation

- 120 dB WDR (Wide Dynamic Range)

- EXIR 2.0

- Triple-stream

- On-board storage

- IP67, IP66, & IK10 protection

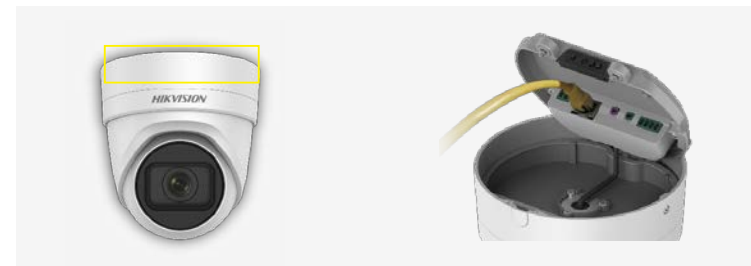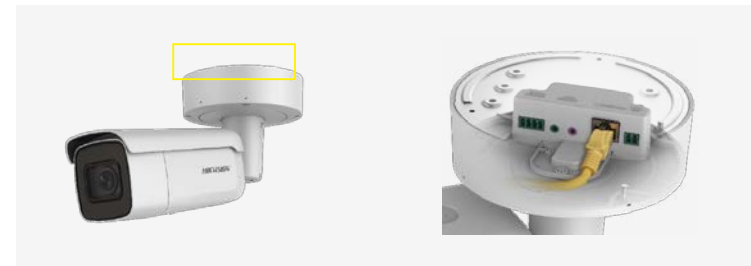- ANR (Automatic Network Replenishment)

- Dual system backup (NVR)

- IP address automatic allocation

- Free Hik-connect cloud service
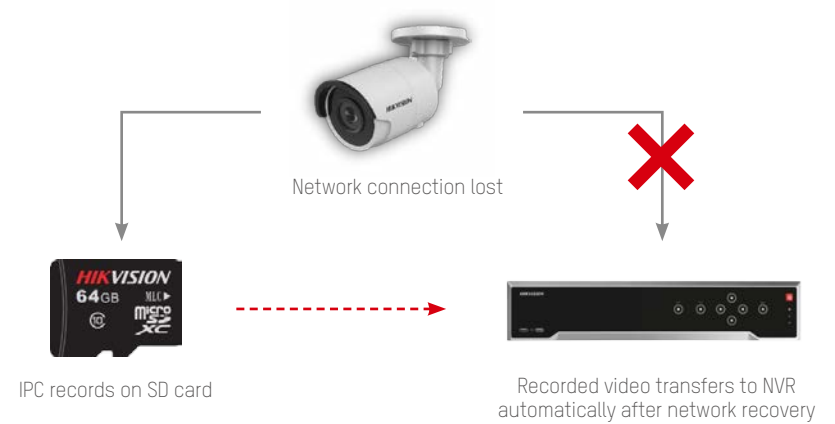
▶ **Designed for easier installation**
- Integrated, hidden junction box
- Pluggable interface; no "pigtail" cables

▶ 120 dB Wide Dynamic Range

WDR off

WDR on

▶ EXIR 2.0

Captured with conventional IR camera

Captured with an EasyIP 3.0 camera equipped with EXIR 2.0

▶ Automatic Network Replenishment

Network connection lost

IPC records on SD card

Recorded video transfers to NVR automatically after network recovery

▶ Dual System Backup (NVRs)

Once NVR does not start up normally under the 1st system, the backup system will take over. It ensures the NVR always can start up with this dual system industry design.

System 1

System 2