



# Zero One Technology iPNC Business Model

Zero One Technology Co., Ltd.  
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# About ZOT

- Stock public in Y2000 (TSE ID: 3029)
  - Revenue: (Y2007) US\$105M
  - Capital: US\$27M
  - 160 employee
- In-field experiences
  - 15 years in Embedded and Networking R&D
  - 20 years in production/manufacturing
  - 15 years in international Sales/Marketing
- The business of ZOT in Neihu
  - Embedded products provider (Print Server, Router, IP-Camera)
  - OEM/ODM for the world-wide markets
  - OBM for Taiwan market

# ZOT Milestones

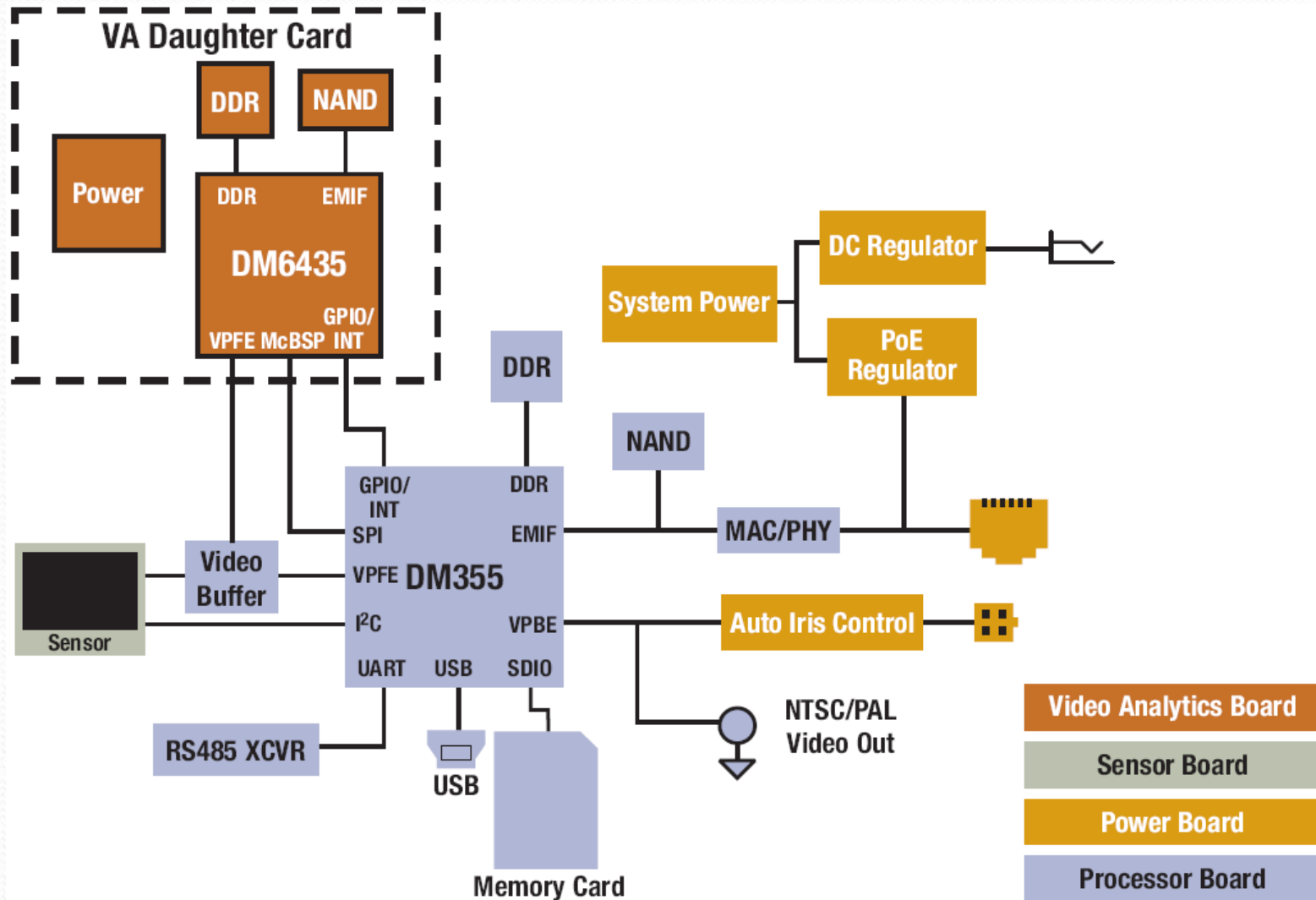
Year	Milestone
1980	The first Chinese Tsang-Chieh input method inventor
1988	Network products launched
1993	IBM 3270 products launched
1995	Print Server launched
1997	FAX Server launched
1998	IP Sharing Server launched
2000	Internet SOHO Router launched
2001	Wireless SOHO Router launched
2002	VPN Firewall Router launched
	Dual WAN & Bandwidth Control Router launched
	USB Print Server launched
2003	High-Speed ADSL/Cable SOHO Router launched

Year	Milestone
2003	SoC-based Wireless Print Server launched
2004	VoIP products launched
	ing Wireless Print Server (WiSoC & Security)
2005	MFP Server launched
	Wireless IP-Camera ODM for Big-customer
2006	VoIP products launched (ATA, VoIP Router)
	Internal Print Server adapter for Printer maker
2007	Bus IP-Camera/Video Server ODM for Big-customer
	Skype/VoIP products launched (Skype PBX Gateway)

# Why Choosing ZOT as Your Video Analytics Partner?

- Stability with Integrity
  - Healthy financial status
  - Never lost \$ in recorded 10 more years
  - Partnerships with world-wide leading companies (MicroSoft, Cisco, CA, TrendMicro...etc)
- Expertise
  - R&D based
  - Software expertise with System knowledge
  - Fully experienced in logistic and manufacturing
  - We know the market (CCTV/Surveillance) and major players
  - Offers the best IVS solution the market has to offer by partnering with world-leading IVS technology supplier
- Flexibility and Promising
  - IP Surveillance is a new business opportunity for ZOT
  - The resources can be expanded on demand shortly.
- Potentiality
  - We are devoted in Surveillance field

# DM355IPNC-VCA1 Core Technology



# IPNC-VCA1 Features

- Hardware:
  - DaVinci™ TMS320DM6435 digital media processor
  - DaVinci TMS320DM355 SoC, ARM926 and hardware video coprocessor
  - Aptina 5 MP sensor (2x2 binning~1.3 MP)
  - VCA daughter board size 41x40 mm
- Software:
  - Complete Linux-based IP network camera application including free source code
  - Dual-stream capabilities– MPEG-4 HD 720P + MPEG-4 CIF + G.711
  - Triple-stream capabilities– MPEG-4 HD 720P + MJPEG VGA + MJPEG CIF + G.711
  - Integrated auto white balance and auto exposure
  - Field-proven, robust, royalty-free bundled MPEG-4 and MJPEG video codecs
  - DaVinci IPNC software framework including I/O APIs, media APIs and DaVinci Codec Engine

# IPNC-VCA1 Business Model

- Purchase the IP Camera reference design with VA HW module capable of running ObjectVideo's VA applications from ZOT for \$995 + shipping & handling.
- Sign production license agreement with TI/Micron that provides IPNC complete Hardware and Software design collateral.
  - LSP, Schematics, gerbers, etc, included with VA connector definition in schematic
  - Source code for Linux Camera applications including ARM to DSP SPI driver & VA GUI
- Support: 8 hours phone or email support from ZOT included in reference design purchase

# IPNC-VCA1 Business Model

- Option 1 - Purchase VA HW module\* from ZOT
  - Min order Quantity: 500 pieces/lot, 5000 pieces/year,
  - Price:
    - **Package 1:** US\$110 for “Object Classification + AOI Inside”
    - **Package 2:** US\$150 for “Object Classification + Trip Wire”
    - **Package 3:** US\$175 for “Object Classification + Multi-lines Trip Wire”
- Option 2 – Request for Customization and Production Services
  - Appro – Design services and 2A: Sign production SLA Appro for \$0.75/camera royalty

*\*Note:*

*1. This is just a reference. The detailed number might be changed depends on the schedules and quantities.*

*2. HW and SW design collateral not available for VA HW module*

# Packages

- **Package 1:** Object Classification + AOI + Inside
  - Object Classification: Differentiation in all events between a person and vehicle.
  - Inside of" Event Detection: Detects when the specified object moves inside of a designated Area of Interest within the camera's field of view.



# Packages

- **Package 2:** Object Classification + Tripwire
  - Object Classification: Differentiation in all events between a person and vehicle.
  - Tripwire Event Detection: Detects when the specified object moving in a specified direction crosses over a line (tripwire) drawn within the camera's field of view. For example, if the object is a person, the person's feet must cross over the line in the specified direction to trigger an alert. Tripwires can be unidirectional or bi-directional. ObjectVideo holds the patent for this feature.



# Packages

- **Package 3:** Object Classification + Multi-line Tripwire
  - Object Classification: Differentiation in all events between a person and vehicle.
  - Multi-line Tripwire Event Detection: Enables building rules with association between two virtual tripwires with respect to crossing one before the other and relative time between crossing both. For example, the Multi-line Tripwire can detect illegal turns or traffic flow (vehicles or people) and can detect speeding.

