



COM-SUR™ PARTNER DOCUMENT

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INTRODUCTION TO THE COM-SUR™ PARTNER PROGRAM

Dear Partner,

Thank you for your interest in COM-SUR™. Let us work **Closely** in order that your **Prospects** and **Customers** achieve the best **Outcomes** from CCTV/Video Surveillance, and continue to remain a **Satisfied** lot.

We request you to study this document **Carefully**. Please do not hesitate to ask for clarifications at any time. It is our intention that all parties **Gain** from this relationship.

COM-SUR – AN OVERVIEW

COM-SUR is the World's First CCTV *Video Auditing, Smart Backup* and *Audit/Incident Reporting System*.

It makes:

- (1) *Auditing* of Surveillance Video *Easier* and *Efficient*.
- (2) *Backup* of relevant Surveillance Video; *Quick, Simple*, and *Forever* (conditions apply).
- (3) *Standardized Intelligent Incident Reports* in PowerPoint/PDF.

Benefits* of Dedicated and Disciplined use of COM-SUR:

- (1) *Crime* and *Loss Prevention*
- (2) *Reduction* of *Operational Risks*
- (3) *Improvement* of *Processes* and *Sales*
- (4) Help in *Solving Crime Faster*

COM-SUR works with *Any* Camera/Recorder. It requires no complex set-up or connections. It works with *Existing* and *Future* (conditions apply) Video Surveillance systems. Just install it on a Windows Computer, get the Video Feed to the Computer, and you are good to go!

*No assumptions/guarantees/warranties of any of the above 'benefits' or the like are to be inferred by the user and/or are being made or proclaimed.

Elevator Pitch:

Next time someone asks you: "*What do you do?*"

Consider these answers: "*Crime and Loss Prevention is our business*" **OR** "*We work in the area of Crime and Loss Prevention*"; and we do this through the process of *Auditing CCTV*". Try it out. Make this as an introduction during networking meets, and share your COM-SUR business card. This is a very powerful ice breaker and begets a lot of respect. Compare this to "*We install CCTV Systems*".

“CCTV IS NOT ENOUGH – DO MORE!”

The following Q&A is **Not Exhaustive**. They are the most likely questions that will immediately come to your mind. There will be other questions as well; and we have tried to cover them in the topic on 'Objections'. However, should you have any additional questions, please feel free to write to us. Of course, the Internet is always a great guide to look for answers to generic questions.

Q1. Can you explain what you mean by “CCTV is not enough - Do more!”?

A. The answer is simple. If CCTV was enough, why does **Crime Continue** to take place in areas that are covered by CCTV? We hear of several cases where places of **Crime Were Covered By CCTV**; yet **Crimes** took place. It therefore proves that while CCTV is an absolute must, there is **‘More’** that needs to be done.

Q2. Can you explain what is the **‘More’** that needs to be done?

A. Firstly, users of CCTV must make it a **Standard Operating Procedure** to **Audit (Review)** and **Monitor** CCTV on a **Post-Facto** basis. **Research** indicates that **Post-Facto** Surveillance is **As Important** as Real Time Surveillance. **Post-Facto** Surveillance helps users **Discover Exceptions** that can be easily missed out by algorithm based solutions. For example, algorithm based solutions will hardly be able to discover an exception like a guard who is **Sleeping** on duty, a child at school being at a location with a **Stranger** who has ulterior motives, a **Real** diamond being **Replaced** by a **Fake** one, sales staff **Not Paying** attention to **Prospects**, and so on. It is only when the **Human Mind** and **Human Eyes** are involved, that such exceptions can be discovered. **Remember – Cameras Have Lenses; Humans Have ‘Eyes!’** The harsh truth is that users will **Continue to Suffer** if they do not Audit CCTV as a SOP.

Q3. You have a valid point; but wouldn't Real-Time Surveillance also discover the above issues?

A. Yes, of course this is true. However, how many establishments are likely to be monitoring Video Surveillance 24x7? Let us also remember that people who are continuously involved in Real Time Video Surveillance tend to become **‘Video Blind’** very quickly. As per a 2002 study published in the Security Oz Magazine (Australia), after **12 Minutes** of continuous video monitoring an operator will often miss up to **45%** of screen activity, after **22 Minutes** of viewing, up to **95% is Overlooked**.

The chances therefore, of **Missing Several** kinds of exceptions are very high. As an **Addition** to Real Time Surveillance, **Post-Facto** Surveillance will have a **Much Better Chance** of discovering exceptions missed during Real-Time Surveillance.

Q4. You are also laying importance of **Backup** of CCTV. Can you throw more light on the same? And what if the Computer on which COM-SUR is installed, is itself stolen?

A. Most **Backup** of CCTV happens on the recording device i.e. the DVR/NVR. There have often been cases where, while the Video Feed is seen, there the Backup device **DID NOT** record at all. Now, that is a **Problem**. Also, we have seen several cases where criminals have **Decamped** with the

Recorder itself after committing the **Crime**. If this happens, how will the **Evidence** be available to the Police? We have also seen cases of deliberate **Destruction** of the Recorder, or **Failure**, or plain **Human Error**. Since the percentage of users that back up CCTV Video in the Cloud is very small, these issues can cause a lot of grievance. Also, let us remember that when you back up CCTV at Remote locations in the form of the **Video** itself, there will be huge **Costs** of bandwidth and storage. One must also not forget that any backed-up data must easily be searchable and retrievable; else, it's going to be a **Nightmare** finding the **Relevant** Video. We are all aware that until this day, the industry has not been able to set a '**Standard**' as to the **Duration** of the Backup. As per our findings, Backup can be as little as **One Day** to as much as **Three Years**. However, what happens in a case where you need to refer to Video **Beyond** these periods? Or, with Backup of just one month of Video from thousands of Cameras, you would shudder to think of finding the Video clip that is needed. It's an absolute **Needle And Haystack** story.

The **Uniqueness** of COM-SUR's Backup is that **Irrespective** of the FPS of the Video Feed itself, COM-SUR captures the Screenshot of the Video Feed at **Every One Second (or even Faster)**; i.e. COM-SUR captures the **Consolidated 'Moment'** of **That One Second**. This means that the '**Unnecessary**' frames have been removed **Without Missing Anything** so to speak. Even if the Backup is taking place at 25 FPS, COM-SUR will capture that 'last' (so to speak) frame, which is **One Second**. This means that the size of the Backup reduces **Drastically**. Also, since 16 Cameras are generally viewed at one time, there is a **Further Reduction** of the Backup size. The Data Size of the Raw Video depends upon **Parameters** such as the **Camera Resolution, Frame Rate, Video Quality**, as well as the **Video Compression**. Taking these into consideration, we have deduced that the Data Size of the Raw Video is approximately **20000% Higher** (considering Video Data Size of 4K as compared to COM-SUR's Backup Size).

Coming to your question about the Computer itself being stolen, there are many ways to avoid this. (1) Keep the Computer in a place that is not easily accessible. If this is not possible, store the Screenshots on a Remote Computer. (2) Use cloud services to store the Screenshots as well. This ensures that even if the Computer is stolen, you will still have the Screenshots that have been synced until that time (3) Invest in a wireless router and set up a **Pen Drive** in it. Get COM-SUR to save Screenshots to the Pen Drive. Ensure to keep this away safely, so that there is no chance of it being stolen.

Q5. Tell us something about why you lay so much stress on '**Standardizing**' Incident Reports.

A. **Incidents Do Not Differ** by geography. An **Incident** in India is **No Different** than an **Incident** in any other part of the world. If so, then why should **Incident Report** formats be different? As you know, every '**Incident**' requires answers to the **Basic 5Ws and 1H**. So, let the industry come together, and at least set a '**Minimum**' **Standard**. Once you set this minimum standard, you will take away all the confusion and be able to '**Gain**' a lot from **Historical Data**. It's like "**Everyone Speaks The Same Language**".

You will agree that an **Incident** can be both **Criminal** and **Non-Criminal**. It is our conviction that **No Incident** must be left **Unrecorded** because once you record **Incidents** in a **Standardized Format** you can **'Learn'** from **Historical Data**. This allows you to take **Corrective** and **Preventive** action.

Q6. So far, everything is clear. Now tell us how does your technology 'COM-SUR' address these problems?

- A. Let us break this in 3 parts -
 - a. **Daily CCTV Audit (Review)**
 - b. **Backup** at **Remote** Locations
 - c. **Standardized Incident Reports**

Once you install COM-SUR on a Windows Computer, and access the Video Feed, you can **Program COM-SUR** to start taking **Screenshots** at **Intervals** as maybe determined by you. The Video Feed can be a single tile or up to 16 tiles (or more) in **One** screen. You can set the time between two Screenshots depending upon the criticality of the area being monitored. For example, if you are monitoring an area with lots of movement, you may want to take a Screenshot at an interval of every one second (or even **Faster**). Each time a Screenshot is taken by COM-SUR, it is saved at a location as determined by you. This could be on a Computer at a Remote location, a separate hard drive, or even the Cloud (Dropbox, Google Drive, OneDrive, etc.). Once you have these Screenshots, COM-SUR offers you a very efficient **Time Lapse/Synopsis/Summarization** (fast forward) feature, which lets you **Audit (Review) Hours** of Video in **Minutes**. Also, once you know **'What' to Look For** (**'Situational Awareness'**), you will begin to **'Discover' Exceptions/Items of Interest**. You can even choose to **Skip** some **Seconds** depending on what area you are monitoring. For example, if you are **Auditing** Screenshots related to the night time, you may decide to skip 2-3 seconds, or simply go through the Screenshots using the **Lightning Fast Preview** that COM-SUR provides. This will give you a good **'Sense'** of what's been happening.

Choosing the best ways to **Audit**, using the various **Time Lapse/Synopsis/Summarization** (fast forward) features that COM-SUR provides, you may be able to **Audit 24 Hours** of Video in as little as **24 Minutes** so to speak. And of course, if you find an **Exception/Item of Interest**, COM-SUR allows you to flag the same and even **Convert** the Screenshots into a **Video** for ease of **Sharing** and **Evidence**.

The above activity of taking Screenshots automatically acts as a **Backup** and offers you the ability to **Audit (Review)** several Cameras at the same time very effectively, including a wonderful **Zoom** utility, **Without** a zoom Camera! An exceptional alignment with services like Dropbox, Google Drive, and OneDrive serve as a **Backup** and **Audit (Review)** mechanism, thus making COM-SUR an **Indispensable Solution** to **Complete** your **Video Surveillance** activity.

Finally, depending on the nature of the exception, you can decide to create an **Incident Report**. As mentioned earlier, COM-SUR's **Incident Reports** cover the **5W's + 1H**, and are almost auto-generated in **PowerPoint/PDF**. COM-SUR also makes it easy to embed relevant Screenshots, as well as the Video clip within the PowerPoint that acts as a **Complete Incident Report**.

Q7. You maintain that COM-SUR's *Incident Reports* will *Help Solve Crime Faster*. Can you throw some light on that?

A. *Imagine* a bank robbery. The bank manager phones up the local Police station and the investigating officer (IO) will conduct the investigation which essentially hovers around the *5Ws and 1H*. The IO will also want to know if the bank has been able to trace the relevant CCTV footage (*This Can Take Hours*). In most cases the IO will take the CCTV footage to the Police station to carry out further investigation. You may have often heard of cases where, because of codec issues, Video footage will not play. All this causes *Loss of Precious Time*.

Now *Imagine* that if the bank manager *E-mails a Soft Copy* of the *Incident Report* to the IO. At the click of a button the *Incident* can be *Shared* across suburbs, cities, states and even countries depending on the gravity of the *Crime*. Since COM-SUR's *Incident Reports* are created in *PowerPoint/PDF*, they are extremely easy to access on any *Mobile* device. Again, because of *Standardization*, an *Incident Report* sent from one place to another place has no confusion because the receiving party knows *What* to look for, *Where*. The very fact that the *Entire Story* of the *Incident* has been explained with the relevant Screenshots and the Video clip *Hastens* up the process and *Saves a Lot of Burden* for a Police officer to explain the case to his/her counterpart. The *Speed* at which things can be done using COM-SUR will, in our opinion help *Solve Crime Faster*.

Q8. In a certain sense, COM-SUR seems to be reducing the burden of the Police. Right?

A. Absolutely. If users of CCTV *Audit (Review)* and *Monitor* CCTV as a SOP, they all become *Extra 'Eyes'* for the Police. This leads to *Automatic Prevention*. With the *Incident Report* in *PowerPoint*, *Crime* can potentially be solved faster. And, for the Police themselves, COM-SUR is a great tool to increase their *Efficiency*. Take the case of the Boston Bomb Blast. In this case (and several such cases), the Police had to watch *Thousands* of hours of Video from *Various Sources*. With COM-SUR, they can *Aggregate* relevant parts of each Video, and at the click of a button, convert the same into a *PowerPoint/PDF* for ease of sharing with other Law Enforcement Agencies.

Q9. Let's go back to comparing algorithm-based exception findings with human intervention. Don't alarms do what COM-SUR does?

A. As mentioned earlier, some types of exceptions will *Never* be discovered by algorithm-based systems. Solutions that can detect whether an alarm has been raised due to an intruder or a known person, or an animal, are yet to be perfected. Let us not forget that all such solutions require very *Heavy Investments* both in terms of hardware and software. As opposed to this, see the efficiency with which COM-SUR makes *Discovery of Exceptions Possible*, and addresses *Common Problems* across all types of users of CCTV. Also remember that the *Market Size* for installations of *Tens* of Cameras is far larger than the market size for installations of *Thousands* of Cameras. Lastly, please remember that *Cameras* have *Lenses*, HUMANS have EYES!

Q10. Does COM-SUR work with specific brands of Cameras? Does it work with both analog and IP Cameras?

A. Think of COM-SUR as a '**Layer**' over a Video Feed. As long as you bring the Video Feed (including a Feed from a **Webcam/Drone/UAV/Mobile Phone**) to your Computer from any brand/type of Camera (analog or IP) or through any brand of Video Management System, COM-SUR will take **Screenshots**, store them **Remotely**, (even Tag them for ease of future search), help in quick and efficient **Audit (Review)**, create **Incident Reports** efficiently, and even deliver **Patterns** based on historical data.

COM-SUR therefore, is a '**Friend**' to all types of Cameras irrespective of brands as well as to all types of Video Management Systems, irrespective of brands.

Q11. Why now?

A. Think of Nice, Dhaka, Pathankot, Peshawar. Think of Paris. We are living in **Dangerous** times. After Peshawar, there are ever more threats to **Vulnerable** institutions like schools and religious establishments. Advisories continue to lay greater importance on more deployment of CCTV and Physical Security. Both come with their own challenges. COM-SUR can **Help Overcome** these challenges, and enhance security.

The Peshawar school re-opened, and the Army is guarding it now. 700 Jewish schools in Paris are being protected by the Police. For **How Long** can the army or Police continue this? Part of the solution therefore is for stakeholders to take **All** possible measures **Themselves** to enhance their safety, keeping costs and complexities of technology in mind.

Q12. What else does COM-SUR do?

A. (1) COM-SUR acts as a great **Aggregator** of Images/Photos/Screenshots. This makes it very easy to aggregate relevant Screenshots from multiple Video sources as well as from Photos taken by a Camera/mobile phone. Such efficient aggregation, as well as all of the '**Next Steps**' that COM-SUR offers become very essential in cases like the Boston Marathon/Toronto Riots, where multiple Law Enforcement Agencies had to go through thousands of hours of Video/Photos.

(2) COM-SUR creates '**Visual Lists**' (Contact Sheets/Posters) in Word/PDF. Visual Lists can be very useful tools to share large number of Photos, along with relevant information like contact details etc. For example, lists of staff (guards on duty, kids and teachers at a picnic etc.), to details of **Suspects** at various borders and entry points. Think of **Interpol** sharing information of terrorists with member countries in one **Standard** format, along with information that can easily be edited by the receiving authorities to suit their **Language** and other needs.

Q13. Tell me something about the **Bandwidth** that will be needed. Also, tell me about the **Data Size** that COM-SUR will occupy as opposed to the **Data Size** of my Video Feed.

Bandwidth

Let us first understand that COM-SUR **Does Not** require any **Additional Bandwidth** to capture Screenshots of the Video Feed. The Video Feed is only being **Streamed** and **NOT Downloaded**. This means that in any case, if you were to bring the Video Feed on a monitor using the Internet, it would consume the same amount of Bandwidth. By taking Screenshots, COM-SUR is actually offering you great value of **Remote Backup** and the ability to **Quickly Audit** what has been Backed up.

Depending on how you are accessing the Video Feed, will decide whether you will be consuming Internet Bandwidth. If you are accessing the Video Feed through a **LAN (Local Area Network)** or if you have connected your DVR/NVR **Directly** to your computer by means of a **Co-axial Cable**, then, there is **No Question of Bandwidth**. In case you are accessing the Video Feed of a **Remote** location via the **Internet/WAN (Wide Area Network)**, you can access the Video Feed via the **Sub-Stream** mode and configure the same at **5-6 FPS (Frames Per Second)**. This would still give you **Decent** results of the Screenshots. Further, in case your DVR/NVR/VMS/CMS supports '**Zero Channel Encoding**', you can configure the same in order to access the Video Feed of **Multiple** cameras from a **Single Channel** (known as the '**Zero Channel**'). This would considerably consume **Lesser Bandwidth** as opposed to accessing the Video Feed from **Multiple Channels**.

Further, it is imperative to understand that when the Live Video Feed is **Streamed** from cameras at a **Remote** location, then there is an **Upload Data Usage** from the respective cameras. If we consider a camera (**Analog** or **IP**) having a **D1 Resolution** and streaming at a **Rate of 15 FPS (Frames Per Second)**, then the **Upload Data Usage** per day approximately comes to **6.7 GB** for that camera. This should **Not** be a cause for concern in case you have an **Unlimited Broadband Internet** connection. In this case, after a particular amount of **Data Usage**, **ONLY** the **Speed** of the **Internet** is reduced. The Video Feed will **Still** be **Accessible** in this case and would give you decent results of the Screenshots.

Data Size

Let us first look at the Data Sizes of the Video recording in **DVR** (pertaining to **Analog** cameras) and **NVR** (pertaining to **IP** cameras, and **Ultra HD IP** cameras with **4K Resolution**). For this, we have considered the **Standard** resolution for **Analog** cameras as **D1 (704 x 480 pixels)**, for **IP** cameras as **1 Megapixel (1280 x 960 pixels)**, and for **Ultra HD IP** cameras as **4K (3840 x 2160)**. We have also considered other **Important Parameters** which affect the Video Data Size namely the **Frame Rate (Frames Per Second (FPS))**, the **Video Compression** (either **H.264/H.265**), and the **Video Quality** (we have considered the '**Standard**' **Video Quality** applicable in case of **Most** DVRs/NVRs). Kindly note that the following Video Data Sizes have been calculated **Approximately**. The Data Sizes may vary

due to several **Other Factors** like the **Bit Rate**, the amount of **Motion** detected by the Camera and so on.

Data Size for the Video Recording in a DVR (pertaining to Analog Cameras with D1 Resolution)

Cams.	Res.	FPS	Hours	H.264 Video Compression		H.265 Video Compression	
				1 day	30 days	1 day	30 days
1	D1	25	24	10.5 GB	315 GB	5.06 GB	151.88 GB
4	D1	25	24	42.58 GB	1.28 TB	20.25 GB	607.50 GB
9	D1	25	24	95.81 GB	2.87 TB	45.56 GB	1.37 TB
16	D1	25	24	170.33 GB	5.11 TB	81 GB	2.43 TB

Data Size for the Video Recording in a NVR (pertaining to IP Cameras with 1 Megapixel Resolution)

Cams.	Res.	FPS	Hours	H.264 Video Compression		H.265 Video Compression	
				1 day	30 days	1 day	30 days
1	1 MP	25	24	34.71 GB	1.04 TB	17.30 GB	518.91 GB
4	1 MP	25	24	138.86 GB	4.17 TB	69.19 GB	2.08 TB
9	1 MP	25	24	312.43 GB	9.37 TB	155.67 GB	4.67 TB
16	1 MP	25	24	555.43 GB	16.66 TB	276.75 GB	8.30 TB

Data Size for the Video Recording in a NVR (pertaining to Ultra HD IP cameras with 4K resolution (8 Mega Pixel))

Cams.	Res.	FPS	Hours	H.264 Video Compression		H.265 Video Compression	
				1 day	30 days	1 day	30 days
1	4K	25	24	216 GB	6.48 TB	108 GB	3.24 TB
4	4K	25	24	864 GB	25.92 TB	432 GB	12.96 TB
9	4K	25	24	1.94 TB	58.32 TB	972 GB	29.16 TB
16	4K	25	24	3.46 TB	103.68 TB	1.73 TB	51.84 TB

COM-SUR Data Size

In order to understand the Data Size generated by COM-SUR, it is imperative that you first understand the concept of a **‘Window’**. COM-SUR captures Screenshots of the **‘Window’** **In Which** you bring the **Video Feed**. If you bring **SIXTEEN** cameras in a **‘Window’**, COM-SUR will take Screenshots of **SIXTEEN** cameras. If you bring **ONE** camera in a **‘Window’**, COM-SUR will take Screenshots of **That ONE** **‘Window’**. Generally, a **‘Window’** can be an **Internet Explorer ‘Window’** or

that of your **VMS**. It is usually **Not Recommended** to view more than **SIXTEEN** cameras in one 'Window'.

How COM-SUR's Screenshots Data Size compares with the Video Data Size of a DVR and a NVR

COM-SUR captures Screenshots of the 'Window' **In Which** you bring the **Video Feed**. If you bring **SIXTEEN** cameras in a 'Window', COM-SUR will take Screenshots of **SIXTEEN** cameras. If you bring **ONE** camera in a 'Window', COM-SUR will take Screenshots of **That ONE** 'Window'. Generally, a 'Window' can be an **Internet Explorer 'Window'** or that of your **VMS**. It is usually **Not Recommended** to view more than **SIXTEEN** cameras in one 'Window'.

Let us look at the Data Sizes of the Screenshots captured by COM-SUR of the number of cameras displayed in a 'Window'. In this case, Screenshots of both **Analog** and **IP** cameras are more or less of the same Data Size.

Cameras Displayed in a 'Window'	Screenshot Size	Size	
		1 day	30 days
1	100 KB	8.2 GB	246 GB
4	140 KB	11.5 GB	345 GB
9	175 KB	14.4 GB	432 GB
16	200 KB	16.45 GB	494 GB

Note: Data Sizes vary in case the Video Feed from the cameras, depicts **Movements** such as that of persons, objects, and/or other entities. This has been taken into account while calculating above Data Sizes.

Let us now look at how the COM-SUR Screenshots Data Size compares with Data Sizes of the Video recording in **DVR** (pertaining to **Analog** cameras) and **NVR** (pertaining to **IP** cameras, and **Ultra HD IP** cameras with **4K Resolution**) respectively.

Comparison between Data Size for the Video Recording in a DVR (pertaining to Analog Cameras with D1 Resolution) and COM-SUR Screenshots Data Size

Cams.	H.264 Video Compression			H.265 Video Compression			COM-SUR	
	1 day	30 days	Higher By	1 day	30 days	Higher By	1 day	30 days
1	10.5 GB	315 GB	28%	5.06 GB	151.88 GB	-38%	8.2 GB	246 GB
4	42.58 GB	1.28 TB	270%	20.25 GB	607.50 GB	76%	11.5 GB	345 GB
9	95.81 GB	2.87 TB	565%	45.56 GB	1.37 TB	217%	14.4 GB	432 GB
16	170.33 GB	5.11 TB	935%	81 GB	2.43 TB	392%	16.45 GB	494 GB

Comparison between Data Size for the Video Recording in a NVR (pertaining to IP Cameras with 1 Megapixel Resolution) and COM-SUR Screenshots Data Size

Cams.	H.264 Video Compression		Higher By	H.265 Video Compression		Higher By	COM-SUR	
	1 day	30 days		1 day	30 days		1 day	30 days
1	34.71 GB	1.04 TB	323%	17.30 GB	518.91 GB	111%	8.2 GB	246 GB
4	138.86 GB	4.17 TB	1108%	69.19 GB	2.08 TB	502%	11.5 GB	345 GB
9	312.43 GB	9.37 TB	2068%	155.67 GB	4.67 TB	981%	14.4 GB	432 GB
16	555.43 GB	16.66 TB	3273%	276.75 GB	8.30 TB	1580%	16.45 GB	494 GB

Comparison between Data Size for the Video Recording in a NVR (pertaining to Ultra HD IP Cameras with 4K Resolution (8 MegaPixel)) and COM-SUR Screenshots Data Size

Cams.	H.264 Video Compression		Higher By	H.265 Video Compression		Higher By	COM-SUR	
	1 day	30 days		1 day	30 days		1 day	30 days
1	216 GB	6.48 TB	2534%	108 GB	3.24 TB	1217%	8.2 GB	246 GB
4	864 GB	25.92 TB	7413%	432 GB	12.96 TB	3657%	11.5 GB	345 GB
9	1.94 TB	58.32 TB	13372%	972 GB	29.16 TB	6650%	14.4 GB	432 GB
16	3.46 TB	103.68 TB	20933%	1.73 TB	51.84 TB	10394%	16.45 GB	494 GB

As we can see from the above **Comparison**, COM-SUR’s Screenshots Data Size is **DRASTICALLY LESSER** than the Video Data Size of a DVR/NVR. Also, please remember that if you capture Screenshots at an interval of **2 Seconds** instead of **1 Second**, the Data Size will reduce by **50%**, without compromising too much on loss of any frame.

How COM-SUR’s Video Data Size compares with that of a DVR and a NVR

Since COM-SUR creates a Video from Screenshots, if you have captured Screenshots of **SIXTEEN** Cameras, COM-SUR’s Video will show a **‘Playback’** of **SIXTEEN** Cameras in a **SINGLE** Video. This is a **HUGE** saving by itself. Also depending on the **Fast Forward Rate** that you use while creating the Video, there will be **Further Reduction**.

Q14. What is the market size for COM-SUR?

A. Airports, Banks, Companies, Celebrities, Defence Establishments, Educational Establishments, Factories, Gyms, Hotels, Hospitals, Housing complexes, Jewellers, Malls, Oil and Gas installations, Nuclear plants, Restaurants...**The List Can Be Endless**...and of course, Law Enforcement Agencies themselves, who can be classified as the **‘Tip’** of the pyramid.

It is well known that Law Enforcement Agencies need to share information (Screenshots from Video are regularly released for public awareness, information etc.) as well as **Incidents** amongst themselves all the time. Imagine how easy it would be if this sharing (of **Incidents**) happens in one **Common** format. Imagine if relevant **Meta-Data** is shared between Law Enforcement Agencies and collated at a common place like Interpol. The market size for COM-SUR therefore is truly **Global**, and **Exceptionally Large**. With the amount of focus on Homeland Security, one of the largest **Prospects** for COM-SUR would be **Governments** themselves.

Q15. How can Law Enforcement Agencies make best use of COM-SUR?

A. (1) In cases of important events in a city like Leader Summits, VIP movements, Sports events, Cultural events, Rallies, etc. (a lot of such events now use **Drones** with cameras), Law Enforcement Agencies could **Mandate** that those who are responsible to manage Video Surveillance should ensure that besides the Video itself, Screenshots at regular intervals prior/post the event of all important Cameras must be stored remotely (in the Cloud/on Law Enforcement servers), so that: (a) Law Enforcement could access, and **Audit (Review)** them rapidly in order to ensure that there is no **Dry-Run** or **Recce** being conducted. This would lead to a lot of pain being averted. (b) In the case of an **Incident**, they **Need Not Spend** hours 'looking' for the footage. This would also ensure that just in case the Recorder is destroyed/stolen/has not recorded due to a technical glitch, or worse, what if someone deletes the footage accidentally/deliberately, Law Enforcement will always have access to the Screenshots.

(2) Let us extend this to a simple case of **Chain Snatching** to a very serious case like the Boston Marathon/Toronto Riots case. Since most of such **Incidents** occur in areas where there is **No Direct** CCTV coverage, Law Enforcement officers have to **Depend** on footage from establishments/public that were within the vicinity of the scene of **Crime**. In such cases, an investigating officer has to go to several such establishments, ask for footage (only to realize often, that **Cameras Were Not Working/Recorder Did Not Record**), and then **Painfully** go through the same. In case of serious cases, Law Enforcement officers need to see at least 72 hours of footage before the occurrence of the **Crime**. Instead of the above, if Law Enforcement just mandates that every CCTV system, besides having a Recorder, must also retain Screenshots at regular intervals for every Camera for at least 3 days, then, everything suddenly becomes easy! The investigating officer, who would have otherwise spent days, can now quickly look at footage in the form of Screenshots from several establishments, **In Just a Few Hours**. Pushing this a little further, Law Enforcement can make it punishable for not having Screenshots for ready reference. This would ensure that every establishment will check that its Cameras are working. **The Logic Is Simple**. If you have a CCTV system, make sure that it is working; and to do so, demonstrate it by retaining Screenshots.

(3) Coming back to important events, as in point (1), COM-SUR's ability to bring together hundreds of Photos in a few pages of a Word/PDF document, can ensure that Law Enforcement officers on duty at such events have ready access to Photos of **Potential Offenders**.

(4) COM-SUR can be used for better **Traffic** management/offence reporting.

(5) COM-SUR **Enhances** the **Exposure** of the Screenshots/Images to a great extent. This would aid **Forensic** investigations, and would be useful especially in case the Screenshots have been taken from a Video Feed of a **Poor Quality** or one which depicts a **Night time** scene.

(6) COM-SUR would be very helpful to **Audit (Review)** Video Feeds from **Body-Worn Cameras**.

(7) COM-SUR would be very useful in monitoring **Prisons**.

(8) Finally, one need not lay further stress on how easy it would become for Law Enforcement if affected parties report an **Incident** in **One Standard Format**. Think of the reduction of the burden of Law Enforcement Agencies!

Q16. What is the competition scenario for COM-SUR, who will it help, and how is it priced?

A. COM-SUR is a very holistic solution. Our research shows that **There Isn't a Single** technology that is **Even Remotely Close** to COM-SUR.

As far as its utility value to users of CCTV is concerned, it will help **Any** user, at **Any** location, in **Any** business vertical, to gain **'Meaningful Outcomes'** from CCTV. We strongly believe that without a solution like COM-SUR, users of CCTV are only fulfilling the first step; i.e. the installation of CCTV, and **No More!** In a sense, their efforts are **INCOMPLETE!**

As far as pricing is concerned, COM-SUR is very competitively priced, and has several versions based on customer needs.

Q17. What is the competition to COM-SUR?

A. As such, there is **No Direct** competition. Video Management Systems like Milestone, Physical Security Information Management Systems (PSIMs) like Cisco PSOM, Intelligence/Investigation Management Systems like Nextiva Investigation Management etc., may offer some similar feature sets. However, as mentioned earlier, COM-SUR works as a **'Layer'** over **Any** Video Feed, and is a 'friend' to all cameras and VMS.

It may be worthwhile to mention that while competition provides a comprehensive set of features for **Incident Reporting** and **Management**, they are largely dependent on 'external' triggers/alarms raised due to Video analytics. It is a known fact that a large percentage of these alarms are **False**, leading to false reporting, frustration, and disbelief in the alarms. More so, the above systems require a **Complex** integration, and are often restricted to support Cameras/Recorder of a particular manufacturer.

Lastly, **Large** investments need to be made in procuring and installing the above systems, and considerable **Technical Expertise** is required. This restricts the market size. COM-SUR is easy to install (**Plug and Play**) and needs no physical integration with any Camera/Recorder. It helps gain intelligence from Video, uncovering events that may not raise any alarms. It broadens the market;

from a Housing Complex/Small Business to a Nuclear Plant, and requires minimal investment.

COM-SUR, in fact, can complement competition, i.e., it would be useful even in cases where large establishments have deployed VMS, PSIM etc.

Q18. Can COM-SUR improve the quality of the Images?

A. The Screenshots that COM-SUR will take will **Represent** the **Quality** of your Video Feed and the **Resolution** as set by you. Having said that, COM-SUR provides a set of useful **Effects** (like **Adjusting** the **Brightness** and **Contrast, Grayscale Mode, and Invert**) which would help improve the **Quality** of the Screenshots to a **Decent** extent. Further, COM-SUR will also **Assist** you in editing the Screenshots using tools that may be installed on your Computer.

Q19. Can COM-SUR recognize Faces/Objects/Motion?

A. Future versions/special versions may offer such features.

Q20. Does COM-SUR come in different Versions?

A. Yes. As of date, there are **4 Versions**.

BASIC
SOHO
PLUS
PRO

Q 21. What are the differences between the versions?

A. This is explained in a separate document.

Q22. What are the System Requirements for installing COM-SUR?

A. Below are the **Recommended** System Requirements for installing COM-SUR:-

SOFTWARE	
Operating System	Windows 8.1 (All Editions) or Windows 10
Recommended Software (for certain features)	Microsoft Office 2013 or above, Adobe Reader
Miscellaneous	Supported browsers - Internet Explorer 11 or above, Google Chrome, Mozilla Firefox Minimum Screen Resolution 1280 x768 Windows Media Player
HARDWARE	
Processor	Higher processors like Xeon are Recommended . Processors like Intel Core i5 (5th Generation) or above may also suffice in some cases.
Memory	8 GB of RAM is Recommended for best performance.
Hard Disk	Min 200MB of available free space for Installation (Recommended 500MB) Min One TB to store Screenshots.
Power Supply	500 Watts (80 Plus)

Note:

1. It is **Not Recommended** to display more than **SIXTEEN** cameras in **ONE** browser. While COM-SUR does not prevent you from displaying more than 16 cameras, for best results during the **Auditing** process, 16 cameras is ideal.

2. You **MUST** have **Administrator Rights/Privileges** on the Computer where you will be installing COM-SUR. In case you are not sure of your system's specifications, please contact your Computer vendor.

3. If there are multiple programs/applications which require **More System Resources**, running concurrently with the program, it may **Not Perform Optimally**. Also, the Performance of the program **Will Vary** depending on your system configuration.

Q23. One **Last Question**. Doesn't all this seem very **Different** from what the Surveillance industry is used to? And isn't all this making the user **Do More** than what he is used to doing?

A. **Yes. Sure!** This is **Disruptive**. This may seem **Uncomfortable** (*that's why we made everything So Simple!*). But this is also **Effective** and **Valuable**. Just because we are used to doing certain things in a particular way, doesn't mean that there isn't scope for improvement; and just because something **Seems Uncomfortable** doesn't mean that it should not be adopted. As long as something that you do delivers the **Outcomes** that are **Important** to **You**, you should not **Hesitate** in its **Adoption**.

The wonderful thing about COM-SUR is that it uses the **Power of Simplicity** rather than trying to be statistically correct or perfect. And, as we all know, there is **No Perfect Answer** to the challenges that plague CCTV users.

EXPECTATIONS FROM COM-SUR

It is imperative to understand what to 'expect' from COM-SUR, and the best way to make use of it.

1. COM-SUR is a CCTV **Video Auditing, Smart Backup** and **Incident Reporting System**. Through the process of **Auditing** as well as the other features of **Backup** and **Reporting**, users will achieve the main objectives from CCTV Surveillance, which are **Crime and Loss Prevention, Improvement of Processes**, and **Faster Solving of Crime**.
2. COM-SUR should **NOT** be expected to give the best picture quality, facial recognition, alerts and so on. That is the job of the relevant software and such systems.
3. '**Auditing**', as the name suggests, is a **Post-Facto** activity. However, just as our books of accounts are **Audited**, and **Irregularities** that are found are used to **Prevent Future Events**, **Auditing** of CCTV will also deliver the **Same Results**.
4. If at least the **CRITICAL** cameras are **Audited Daily**, users will begin to **Discover** what **Video Analytics** will not be able to.
5. The **Efficiency** with which COM-SUR helps the **Audit** process, **Backup** process and the **Reporting** process are by themselves a **Very** good reason to deploy it.

WHAT IS EXPECTED OF A COM-SUR PARTNER

As a COM-SUR Partner, it is expected that you work closely with **Prospects** and **Customers**, and:

- 1) Deliver the **Highest** levels of **Integrity**.
- 2) Exhibit **Exceptional Professionalism**.
- 3) Provide **Great** customer **Support**.
- 4) **Listen** to the **Prospect Closely** and offer **Solutions** to his/her problems.

OPPORTUNITIES FOR COM-SUR PARTNERS

As mentioned above, the market size for COM-SUR is **Humungous**. It offers the following opportunities:

- 1) Delivering COM-SUR solutions to **Existing Customers** who **Already Use Video Surveillance**. Since this is a mature market, the opportunity in this area itself is very large. Again, since COM-SUR works with all types of Cameras and VMS, a **Prospect** would have no hesitation to use COM-SUR as an **Add-On** once he is convinced of the benefits that COM-SUR brings to the table.
- 2) Working with CCTV System Integrators/Consultants for **New** installations.
- 3) Customization projects, where **Customers** require **Additional** features.
- 4) Annual Maintenance Contracts.
- 5) Providing a CCTV/Video Feed 'Daily Audit (Review)' **Service**. Partners could set up small 'command centres', bring the Video Feed to their Computers, and offer a '**Daily Audit (Review)**' service.

With the proliferation of Video Surveillance, the market size and opportunities for COM-SUR can **Only Increase**.

DISCOVERING AND APPROACHING AN OPPORTUNITY/PROSPECT

Discovering an Opportunity

Opportunities for COM-SUR exist **Everywhere**. Look around, and wherever you find Video Surveillance, there is a potential **Opportunity**. Some of the best sources that can help you find new **Customers** are:

- 1) Various Industry Associations
- 2) Professional Bodies
- 3) Chambers of Commerce
- 4) Day to day Advertisements of any Business
- 5) Housing Complexes
- 6) Networking Events
- 7) Trade Shows
- 8) Magazines/Publications

Approaching a Prospect

Essentially there are three ways to approach a **Prospect**:

- 1) Personal Meetings
- 2) E-mails
- 3) Telephonically

1) Personal Meetings

Now that you've gained the opportunity of a personal meeting, please remember that **If It Is Not Handled Well**, you may **Never** receive another chance. Do ensure therefore that you are at your **'Best'** in every which way; which should include:

- a) A **Professional** Physical **Appearance**.
- b) Best **Etiquette**.
- c) Complete Knowledge of the **Prospect** and his/her business.
- d) Past **Incidents** relating to the **Prospect** that may be available in the public domain.
- e) List of **Expected** Questions, and their **Replies**.
- f) The ability to Listen to the **Prospect** Patiently, and to Answer his/her queries.
- g) The Knowledge of the fact that you are not there to 'Argue' with the **Prospect**, but rather to Win him/her over with Exceptional Solutions.
- h) Being **Ready** in every which way; i.e. keeping COM-SUR open, the related Video Feeds/internet connection etc. open, keeping the relevant marketing accessories ready, and so on.

Begin the conversation by:

- a) Greeting the attendees.
- b) Thanking them for the opportunity for the meeting.
- c) Asking if you can begin.
- d) Setting your phone to the silent mode (this will generally prompt the **Prospect** to do so as well).

Opening lines:

"Thank you for meeting us. **Crime and Loss Prevention**, improvement of **Processes** and **Sales**, and **Solving Crime Faster** is what you will achieve from the software 'COM-SUR' that we will demonstrate today. COM-SUR ensures that you achieve **Better Outcomes** from your **Existing** CCTV systems".

Then, depending upon the **Prospect's** needs, begin the demo of the related version of COM-SUR. As a general rule, it would be best to give a demo of COM-SUR **PRO**. But, this of course depends on who the **Prospect** is.

Follow the steps as explained in the related topic.

2) E-mails

Template. Here is the general text. Modify the same suitably, depending on the situation.

Subject:

AUDIT YOUR CCTV VIDEO FEEDS AS A SOP - DON'T WAIT FOR THINGS TO GO WRONG!

Body:

AUDIT OR SUFFER!

This is the *Harsh Truth* about CCTV Surveillance.

Nobody AUDITS CCTV, thinking that "We will look at it *WHEN something goes wrong*", OR "Oh, we have Alerts!".

Regretfully, both are *Incomplete* and *Ineffective* without the intervention of AUDITING CCTV as a SOP; just as we audit books of accounts or processes.

PRESENTING 'COM-SUR' - THE WORLD'S FIRST AND ONLY CCTV VIDEO AUDITING, BACKUP AND AUDIT/INCIDENT REPORTING SYSTEM

COM-SUR is the only tool that makes it easy for CCTV users to discover 'Hidden' information in CCTV Video; and quickly take the *Next Logical Steps*. COM-SUR makes it possible to Audit *Hours* of CCTV Video in *Minutes*!

Please let us know next steps to get COM-SUR to help your organization.

Thank you. We do look forward to your reply.

Warm Regards,

STANDARD COM-SUR SIGNATURE



COM-SUR

"CCTV IS NOT ENOUGH. DO MORE!"

AUDIT OR SUFFER

**PREVENT CRIME AND LOSSES
IMPROVE PROCESSES AND SALES
HELP SOLVE CRIME FASTER**

- AUDIT CCTV DAILY**
- BACKUP CCTV REMOTELY**
- REPORT INCIDENTS IN PPT**

GET COM-SUR™ - THE WORLD'S ONLY CCTV VIDEO AUDITING, SMART BACKUP, AND INCIDENT REPORTING SYSTEM

3) Telephonically

"Hello. I am XYZ from ABC, and I'd like to know if it's a good time to discuss how we can help prevent Crime and Losses in your organization."

If the **Prospect** asks you to go ahead, then say:

"Great. Thank you. We would like to demonstrate the world's first CCTV Video Auditing, Backup and Incident Reporting System. By regular Auditing of CCTV, you will be able to Prevent Crime and Losses and Improve your Processes. What's a good date and time to meet you?"

By now, the **Prospect** would probably be interested or tired. He/she may either tell you to set up a time for a demo, or say that he/she is not interested. Even if he/she is not interested, it is in your interest not to give up, but to **Push** for a **Meeting**. If the **Prospect** is interested, then he/she will suggest that you provide them with a demo. At that time, decide what is best for both of you; i.e. either a personal meeting (best way), or a remote demo.

Take the next steps accordingly.

BECOMING A COM-SUR CERTIFIED PARTNER

In order to deliver the highest levels of customer satisfaction, it is important that each Partner becomes **COM-SUR Certified**. COM-SUR certified partners need to:

- 1) Be **Well-Versed** with the Video Surveillance Industry (Cameras/NVR/DVR/VMS/etc.), as well as to have sufficient knowledge about Computers, OS, Networking, and so on. The partner must also have complete knowledge of technologies like MS Office, Skype, E-mail Clients, Google Docs, Google Drive, OneDrive, Dropbox, WhatsApp and so on.
- 2) Take the COM-SUR **Examination** (yearly if need be) to keep themselves updated at all times.
- 3) Recommend the appropriate COM-SUR **Solution** as per customer requirements.
- 4) Be able to **Address** any kind of customer queries/issues related to COM-SUR.

How to become a COM-SUR Certified Partner

- 1) Partners who wish to become COM-SUR certified, need to write to us at bizopp@comsur.biz and await further communication.
- 2) The Partner's details will be listed on www.comsur.biz for prospective **Customers**.

SALES TERRITORY

COM-SUR Partners will have ***Non-Exclusive*** rights to sell in the respective territories as allotted to them. If they wish to sell in additional territories, they will need to request ***Permission*** for the same. As such, the ***World*** is open to cater to. However, International Pricing and terms would differ. These can be discussed on a case to case basis.

INTELLECTUAL PROPERTY RIGHTS ETC.

All Intellectual Property Rights (Patents, Trademarks, Copyrights and **All** other related rights) for COM-SUR are owned by Hayagriva Software Pvt. Ltd. COM-SUR Partners will need to ensure that they make **Permitted Usage** of the COM-SUR Logos, Trademarks, and other Brand Assets.

Further, while sufficient measures are in place to prevent piracy, it would also be the responsibility of the COM-SUR Partner to ensure that no **Mis-licensing, Unauthorized Reproduction**, and **Illegal** distribution of COM-SUR takes place in their respective territories.

STANDARD COM-SUR PARTNER KIT

In order to give **Prospects** a comprehensive demo of COM-SUR, it is essential that each Partner have the **Standard COM-SUR Partner Kit** which must comprise of the following:-

- 1) A laptop with a robust **Hardware Configuration** (core i5 processor with 8 GB RAM or above) having Windows 8.1 or higher OS. **This Laptop Must Not Be Used For Any Other Purpose.** It would be recommended to keep a spare laptop (with the same configuration) as a standby in case there is any issue with the main laptop.
- 2) **Essential Software** like MS Office (2013 Edition or above), Adobe PDF reader, E-mail Client, and Skype installed.
- 3) Software for **Cloud Services** like Dropbox, Google Drive, and OneDrive installed.
- 4) All **Relevant** COM-SUR software installed.
- 5) **Sufficient** Screenshots for **Long** time periods (at least 24 hours).
- 6) CCTV Video clippings showing a **Crime** or a business process **Loss**, for each target industry. These could include clippings showing **Past Incidents** relating to the **Prospect**. Further, Screenshots of each Video clipping need to be '**Tagged**' and saved in COM-SUR.
- 7) COM-SUR Videos in the relevant **Languages**.
- 8) A good quality wireless IP camera as well as a wireless router and pen drive of at least 64GB.
- 9) A Portable Wi-Fi Internet dongle for accessing a **Live** Video Feed via the Internet. It is recommended to use a dongle that supports both Internet and Wi-Fi (for accessing the local Feed of the wireless IP Camera). Also, a portable Wi-Fi Router and a 64GB Pen Drive are essential.
- 10) A DVR containing at least 20 days of recording, in order to compare the 'fast-forward' of the DVR with that of COM-SUR.
- 11) Good quality speakers.
- 12) Copies of COM-SUR **Incident Reports**.
- 13) Laminated copies of **Relevant** news articles, Contact Sheets (created through COM-SUR) for the target industry
- 14) **Sufficient** sets of COM-SUR Accessories to be handed over to the **Prospect**.
- 15) COM-SUR Business Cards and the COM-SUR 'Certified Partner' certificate.

16) Laminated copies of Data Sizes of COM-SUR Screenshots for different camera channels as compared to the respective Video Data Sizes from a DVR and NVR. Below is a sample depiction:-

Comparison between Video Data Size for a DVR with D1 Resolution and COM-SUR Data Size								
Cams.	H.264			H.265			COM-SUR	
	1 day	30 days	Higher By	1 day	30 days	Higher By	1 day	30 days
1	10.5 GB	315 GB	28%	5.06 GB	151.88 GB	-38%	8.2 GB	246 GB
4	42.58 GB	1.28 TB	270%	20.25 GB	607.50 GB	76%	11.5 GB	345 GB
9	95.81 GB	2.87 TB	565%	45.56 GB	1.37 TB	217%	14.4 GB	432 GB
16	170.33 GB	5.11 TB	935%	81 GB	2.43 TB	392%	16.45 GB	494 GB
Comparison between Video Data Size for a NVR with 1 MP Resolution and COM-SUR Data Size								
Cams.	H.264			H.265			COM-SUR	
	1 day	30 days	Higher By	1 day	30 days	Higher By	1 day	30 days
1	34.71 GB	1.04 TB	323%	17.30 GB	518.91 GB	111%	8.2 GB	246 GB
4	138.86 GB	4.17 TB	1108%	69.19 GB	2.08 TB	502%	11.5 GB	345 GB
9	312.43 GB	9.37 TB	2068%	155.67 GB	4.67 TB	981%	14.4 GB	432 GB
16	555.43 GB	16.66 TB	3273%	276.75 GB	8.30 TB	1580%	16.45 GB	494 GB
Comparison between Video Data Size for a NVR with 4K Resolution (8 MP) and COM-SUR Data Size								
Cams.	H.264			H.265			COM-SUR	
	1 day	30 days	Higher By	1 day	30 days	Higher By	1 day	30 days
1	216 GB	6.48 TB	2534%	108 GB	3.24 TB	1217%	8.2 GB	246 GB
4	864 GB	25.92 TB	7413%	432 GB	12.96 TB	3657%	11.5 GB	345 GB
9	1.94 TB	58.32 TB	13372%	972 GB	29.16 TB	6650%	14.4 GB	432 GB
16	3.46 TB	103.68 TB	20933%	1.73 TB	51.84 TB	10394%	16.45 GB	494 GB
CONSIDERATIONS:								
For Video Data Size : Frame Rate: 25 FPS, Video Quality: Standard, Compression: H.264 & H.265								
For COM-SUR Data Size: Screenshot Interval: 1 Second. Further REDUCTION would occur if the interval is increased. Data Sizes may Vary in case the Video Feed from the cameras, depicts movements of persons, objects, and/or other entities.								

17) Laminated copies of the Pricing for different COM-SUR versions. Below is an illustrative sample:-

COM-SUR PRICING				
SOHO VERSION				
PRICE	1 WINDOW	3 WINDOWS	5 WINDOWS	8 WINDOWS
INR/USD	X	X	Y	Z
PLUS VERSION				
PRICE	1 WINDOW	3 WINDOWS	5 WINDOWS	8 WINDOWS
INR/USD	X	X	Y	Z
PRO VERSION				
PRICE	1 WINDOW	3 WINDOWS	5 WINDOWS	8 WINDOWS
INR/USD	X	X	Y	Z
Taxes, Installation and Training would be extra.				

18) Sufficient Sets of COM-SUR **Metallic Boards** in order to **Highlight** the **Importance** of **Standardizing CCTV Signage** which delivers a **Powerful** message '**We Check CCTV Everyday**'.



In the **Metallic Board**, the message on the right side can be customized in your **Desired Language**. For more information, please write to ineedcomsur@comsur.biz

STANDARD GUIDELINES FOR SET-UP BEFORE A MEETING

In order to ensure that the demo proceeds smoothly without any glitch, it is essential that each Partner adhere to the following **Standard** guidelines for set-up:

- 1) Switch on the main and standby laptops prior to meeting the **Prospect**. Put on the internet and access a live Video Feed on the laptops and start capturing Screenshots of the same. This will ensure that you have **Sufficient** Screenshots of the **Latest** Video Feed just before the meeting.
- 2) Open up the **Relevant** programs like Skype, E-mail client, Webcam, etc.
- 3) Open up the folder containing CCTV video clippings of **Incidents** which **Relate** to the **Prospect's** industry. Please use your **Discretion** and avoid showing videos which are sensitive in nature and may offend the **Prospect**. Do ensure that you have screenshots of each Video clipping, which need to be tagged and saved in COM-SUR.
- 4) Obtain **Permission** from the **Prospect** and install a wireless IP camera at an **Appropriate** location so that it focuses on the meeting's proceedings. Access the camera's Video Feed and start capturing Screenshots.
- 5) If the **Prospect** permits, access his/her Live Video Feed and start capturing Screenshots. Then during the meeting, let the **Prospect** himself experience the power of COM-SUR vis-à-vis his/her Video Feed.
- 6) Open up the DVR and connect it to the Demo laptop. Do ensure that you have **At Least** 20 days of recording stored in the DVR. Further, you need to have Screenshots of the **Same Time** period, captured through COM-SUR, in order to compare the 'Fast Forward' feature provided by the DVR with that of COM-SUR.
- 7) Open up all the **Resources** such as CCTV Audit (Review) Books, **Incident Reports**, laminated contact sheets, metal boards, Pocket Diaries, and any other relevant material like Newspaper articles, printouts, etc. Do ensure that you take out **Only** relevant items and not **Clutter** the meeting table.

HOW TO DEMO COM-SUR

In order that **Prospects** clearly understand the benefits provided by COM-SUR, COM-SUR Partners will need to adhere to the following:

- 1) **Before** meeting a **Prospect**, the Partner will need to carry out thorough **Research** about the **Prospect's** business, the meeting attendees (through social media like LinkedIn), and relevant news articles if any about the **Prospect**, especially related to **Crime/Losses** incurred (if any) by the **Prospect**. Based on this, the Partner should accordingly prepare the **Appropriate** COM-SUR story to be conveyed to the **Prospect**. The Partner should also **Collate** all the relevant resources (CCTV Video clippings, news articles etc.) for the demo.
- 2) During the course of the meeting, the Partner will need to **Obtain** relevant information from the **Prospect**, for example, the **Prospect's** business locations, number of Cameras per location, whether the Video recording is happening remotely or locally, the kind of problems faced by the **Prospect**, and other relevant information.
- 3) Based on the **Prospect's** inputs, the Partner needs to **Clearly** demonstrate as to how COM-SUR will benefit the **Prospect** in addressing his/her problems.

Meeting A Prospect (Also See The Text On Personal Meetings)

- a) Greet the **Prospect**. Handover your COM-SUR business card.
- b) Take permission to set up. Keep COM-SUR Accessories and other hard copy/laminated material ready as well. Do all this efficiently.
- c) Set up in not more than 20 minutes. Your set up must include a **live** Video Feed. If the **Prospect** gives you permission to use his Live Video Feed, so much the better. However, this is quite unlikely. Your set up must also include 'open' Demo Videos, 'open' Skype, and an **Active** internet connection. It is always a good idea to run COM-SUR just before the meeting, especially those features where MS Office is invoked.
- d) Depending on the COM-SUR version you are demonstrating, begin to demonstrate **Slowly** and **Clearly**. Please remember that while you know COM-SUR inside out, for the **Prospect**, it is a new experience. Also, do ensure that you are not distracted by phone calls and so on.
- e) Now, go through COM-SUR, as has been explained in the relevant separate document. **Observe** the **Prospect's Expressions**, note down **Objections**, and note down **Questions**.
- f) At various intervals, remind the **Prospect** of the benefit of **Backup** and **Audit (Review)**, and the wonderful benefits that will **Accrue** if they use COM-SUR with dedication.

HOW TO QUOTE PRICING

The pricing details for COM-SUR along with the relevant terms and conditions, will be made available to COM-SUR Partners.

When a **Prospect** enquires about the pricing, the Partner should begin with the following line:-

*“COM-SUR pricing depends on the Feature Set and the number of Cameras”. **One time. No Recurring fee**“. To give you an idea, the PRO Version which has the Highest Feature set comes at a Price of Rs. X / USD Y per ‘Window’ or ‘Layer’, and one ‘Window’ or ‘Layer’ can take care of 16 to 32 Cameras.”*

(It would be best to try and find out how many Cameras the Prospect has, and what are his requirements)

At this moment, the Partner should **Wait** for the **Prospect** to respond. Most likely, he/she will want to know the meaning of a ‘Window’ or ‘Layer’. You need to explain the same. The conversation could then continue, and could be something like this:

The **Prospect** would probably start thinking and say *“Ok, can you give some more details.”*

The Partner should state *“Sir/Madam, before that we would request to know more about your requirements. Based on the same, we can **Recommend** the **Appropriate** version to yourself.”*

The **Prospect** will say *“Ok, what are the differences between the versions? Is the version that you are showing, priced at Rs. X / USD Y? ”*

The Partner should say *“Sir/Madam, the HOME version which starts at Rs. X/USD Y takes care of your **CCTV Backup and Audit (Review)** requirements. As we move higher, more **Benefits** are available to the user. The version that we are showing here is the **PRO** version. It is priced at Rs. X/USD Y.*

The Partner should continue the conversation by knowing more about the **Prospect’s** specific requirements, number of cameras, remote or local monitoring requirements, and so on. Based on the Inputs given by the **Prospect**, the Partner should use his/her best **Discretion** and quote the pricing **Accordingly**. The Partner should mention that **Installation, Training, and Consulting** fees (if any) would be extra (amount to be decided upon by the Partner, based on efforts).

TYPICAL EMAIL TO QUOTE

Subject Line: INVESTMENT FOR COM-SUR TO ENHANCE YOUR CCTV SYSTEMS

Body:

Name
Address

Dear ABC,

Greetings.

With reference to our discussions dated _____, please find below our offer for deploying COM-SUR, the world’s only CCTV **Video Auditing, Smart Backup** and **Audit/Incident Reporting System** at your end.

Item	Amount
Licence cost for COM-SUR (RELEVANT VERSION) – X WINDOWS	Rs. XYZ
CST @ 5%	Rs XYZ
Service Tax @ 15%	Rs XYZ

Please note that the above license can **‘manage’ X** cameras (based on 16 cameras per screen)

Installation and Training

AS RELEVANT. This will be carried out in (as relevant), and will be an **X** hour programme. A detailed HELP MANUAL will be provided (soft copy). You are requested to study the same, as well as the Tutorials before the Training commences.

Support and Upgrades/Bug Fixes:

Support is via e-mail for a total of 12 hours per PC. The same will be without cost for twelve months from date of first installation. Hours of one PC cannot be combined with another PC. The ‘hour’ will include the time spent by us on studying the support requirement. Minor upgrades and bug fixes would be free of cost during this period. On-site support or additional training would be chargeable. All Support requests must be made via e-mail from the About tab of COM-SUR (see Settings and Tools) through the e-mail id provided in the same. Annual Maintenance would be charged at 20% of the investment, subject to minimums.

Payment: 25% along with order. Balance before Installation and Training.

Delivery: Within 7 days after receipt of order and advance. Final key to complete the installation will be delivered after full payment.

Offer Validity: 15 days from date of this proposal.

Terms:

1. Installation and Commissioning is per 'seat'.
2. Training is imparted for the product per-se; i.e. training is not imparted based on the licenses ordered by the customer. No refunds are provided for shorter duration of training. For additional hours, pro-rata rate will be charged. Part-hours are charged as full.
3. Taxes Extra wherever applicable.
4. Usage of the software is subject to End User Agreement. Subject to jurisdiction of courts in Mumbai, India.
5. It is recommended to ensure robust hardware that matches the Minimum System Requirements.
6. If training is required on site, travel and accommodation costs will be to the client's account. Charges will be double per day.
7. Ensuring that the Video Feed is received on the PC (in supported VMS/Browsers) is the customer's responsibility.

We thank you for your interest in COM-SUR and look forward that YOU will **ACHIEVE VALUABLE OUTCOMES** from CCTV Surveillance.

We thank you for the opportunity and look forward to your reply and confirmation.

Warm Regards,

Name

OBJECTIONS AND THEIR ANSWERS

It is expected that COM-SUR Partners **Will** face **Objections** from **Prospects** with reference to several topics. Objections are **Not Rejections**. If **Prospects** raise objections, it means that **They Are Interested**. Here is a list of **Common** objections and their answers.

Hardware Related

Q1. For the software to capture Screenshots continuously, the Computer needs to be kept on 24/7. Would this not affect the Computer's performance?

A. Most Computers are built to run on a 24/7 basis. We would **Recommend** that you get a new Computer with a **Robust** configuration (core i3 processor and upwards) and **Dedicate** it solely for the software.

Q2. But that would mean that we would have to keep the Computer working 24/7. That would consume a lot of electricity.

A. Think of it as your **Alternate** DVR. Just as you would keep your DVR on 24/7, you would of course need to keep the Computer on 24/7. At best, keeping a Computer on for 24/7 would consume 876 units (in kilowatt hours) per year which is nothing **Compared** to the amount of the **Security** that would be delivered.

Q3. You are recommending that we should have a dedicated Computer. This means that we will have to make additional investments. We are a small business/housing complex. We need to think about ROI.

A. Again it boils down to the fact that **Security is Serious Business**; and you are **Investing in Security**, not in a Computer. One **Crime Prevented** or business process **Improved** can far outweigh the costs of the Computer and COM-SUR. And, when it comes to your **Safety** and **Security**, ROI should be the last thing on your mind.

Q4. Do we need to buy a branded Computer?

A. Yes it is **Recommended** for more reliability.

Q5. Do we need any additional software like MS Office?

A. **No**. You can use any open source program that can understand MS Office formats like .DOCX and .PPTX.

Q6. We are not allowed to keep our monitors on in order to save electricity. In this case, how will you capture Screenshots?

A. COM-SUR will capture Screenshots **Even If** your monitors are switched off.

Audit (Review)

Q1. We can do a 'fast-forward' in a DVR/VMS as well. What added benefit does your software provide in this case?

A. Before anything else, let us remember one thing that what if the DVR/NVR itself is either **Stolen, Destroyed, Fails**, or is **Tampered** with? How will you manage a situation like that?

Besides, the one word to describe COM-SUR's 'fast-forward' is **Efficiency**. With COM-SUR, you **Don't** need to even **Select** the channels to fast forward, because the Screenshot already exists. One of the biggest pains while trying to fast forward Video in a DVR/NVR/VMS is selection of channel, date, time, synchronization and so on. All this is very time consuming. Also, it is often observed that when several channels are being selected at a time, systems tend to **Hang**.

With COM-SUR, not only can you go **Back** and **Forth** with ease, but you can also **Zoom** and **Pan** with great ease. Again, the wonderful part about COM-SUR's Auditing Process, -is its ability to take quick **'Next Steps'**. For example, once some **Exception** or **Item of Interest** has been discovered, you can Quickly create Reports, add Clip arts, create a Video and dump it into PowerPoint for ease of Sharing, **Tag** the relevant Screenshots for future use, and so on. Nothing of this kind can be done even with the most sophisticated VMS/DVR/NVR.

And all this can be done even from a **Remote** location.

Q2. We are using a Video Summarization/Synopsis technology that enables us to Review hours of Video in minutes. What added benefit does your software provide in this case?

A. As you may appreciate, Video Summarization/Synopsis technologies usually extract key frames from a Video based on complex algorithms and create a 'summary'/'synopsis' Video from the extracted frames. It is highly likely that such technologies may **Miss Out** on frames that may be important from a human standpoint. For example, these frames could be ones which depict suspicious activity that may lead to serious **Incidents**.

COM-SUR helps you **Audit (Review)** the **Entire** duration of the Video in a fast and efficient manner, thereby ensuring that you **Do Not Miss Out** on anything. And most importantly Video Summarization/Synopsis technologies do not come cheap, and may have several other hardware and software requirements.

COM-SUR's **Simplicity**, cost-effectiveness, and ease of use would induce you to carry out the activity of **Audit (Review)** without any pain.

Finally, when **Audit (Review)** is being conducted of Video which may be resident at a **Remote** location, the entire process would become very **Sluggish** and **Cumbersome** because of network issues.

Video Analytics

Q1. Your software does not raise any alarms on triggers like face/object/motion detection.

A. While we do not undermine alarm based systems, scientific research shows that a large percentage of alarms are **False**. Solutions that can detect whether an alarm has been raised due to an intruder or a known person, or an animal, are yet to be perfected. Further, alarm based systems will never raise any alarms for situations like a guard **Sleeping** on duty, someone conducting a **Recce**, sales staff **Not Attending** to **Customers**, and so on. These can be discovered only through regular **Audit (Review)**, which COM-SUR makes **Easy** and **Efficient**. We like to call this kind of intervention as **Human Analytics**. Having said that, future versions will provide motion detection, and so on.

Bandwidth

Q1. For your software to take Screenshots, we would need to keep the Video Feed on 24/7. Wouldn't this consume a lot of bandwidth?

A. Let us first understand that COM-SUR **Does Not** require any **Additional Bandwidth** to capture Screenshots of the Video Feed. The Video Feed is only being **Streamed** and **NOT Downloaded**. This means that in any case, if you were to bring the Video Feed on a monitor using the Internet, it would consume the same amount of Bandwidth. By taking Screenshots, COM-SUR is actually offering you great value of **Remote Backup** and the ability to **Quickly Audit** what has been Backed up.

Depending on how you are accessing the Video Feed, will decide whether you will be consuming Internet Bandwidth. If you are accessing the Video Feed through a **LAN (Local Area Network)** or if you have connected your DVR/NVR **Directly** to your computer by means of a **Co-axial Cable**, then, there is **No Question of Bandwidth**. In case you are accessing the Video Feed of a **Remote** location via the **Internet/WAN (Wide Area Network)**, you can access the Video Feed via the **Sub-Stream** mode and configure the same at 5-6 FPS (Frames Per Second). This would still give you **Decent** results of the Screenshots. Further, in case your DVR/NVR/VMS/CMS supports '**Zero Channel Encoding**', you can configure the same in order to access the Video Feed of **Multiple** cameras from a **Single Channel** (known as the '**Zero Channel**'). This would considerably consume **Lesser Bandwidth** as opposed to accessing the Video Feed from **Multiple Channels**.

Further, it is imperative to understand that when the Live Video Feed is **Streamed** from cameras at a **Remote** location, then there is an **Upload Data Usage** from the respective cameras. If we consider a camera (**Analog or IP**) having a **D1 Resolution** and streaming at a **Rate of 15 FPS (Frames Per Second)**, then the **Upload Data Usage** per day would approximately come to **6.7 GB** for that camera. This should **Not** be a cause for concern in case you have an **Unlimited Broadband Internet**

connection. In this case, after a particular amount of **Data Usage**, **ONLY** the **Speed** of the **Internet** is reduced. The Video Feed will **Still** be **Accessible** in this case and would give you decent results of the Screenshots.

Backup

Q1. If we are going to take so many Screenshots, is it not going to consume a lot of disk space? And what about the FPS?

A. Agreed. But compare the Data Size of the Screenshots captured by COM-SUR with the Data Size of the Video Recording in your respective DVR/NVR. COM-SUR's Screenshots Data Size is **DRAMATICALLY LESSER**. Also, please remember that if you capture Screenshots at an interval of **2 Seconds** instead of **1 Second**, the Data Size will reduce by **50%**, without compromising too much on loss of any frame.

Further, you do not need to retain the Screenshots that are not relevant. The whole idea is to **Audit (Review)** the Screenshots quickly. Once you've done so, COM-SUR provides you with the ability to quickly **Delete** the ones that you don't need. Again, please remember that COM-SUR takes Screenshots of **Multiple Cameras**. People often view up to 32 tiles on a screen. This means that effectively, a COM-SUR Backup is 1/32. As to the FPS, COM-SUR captures the 'one' second that actually creates the Video. So, whether your Video Feed is at 5 FPS or 90 FPS, it won't matter to COM-SUR.

And most importantly, as explained earlier, COM-SUR **Plus** also offers the ability of creating **Videos** from the Screenshots. These Videos are a lot lighter in size when compared to the Video from a DVR/NVR (plus easier to manage as they can have multiple channels in a single Video).

Q2. If we are going to Backup in the Cloud, it is going to consume a lot of bandwidth.

A. Sure it will. But look at it this way; you see the **Need** to store in the Cloud, and that is why you are doing so. So, it depends on your needs. COM-SUR makes it easy for you to do this.

Q3. If we are going to take so many Screenshots, how are we going to search for relevant ones?

A. COM-SUR provides you with an efficient utility of **'Tagging'** relevant Screenshots together so that they can be easily searched and retrieved at **Any Time** in the future. For example, you could use this feature for Tagging Screenshots taken for a **Particular** event, location, or any kind of activity that you consider is an exception that needs to be stored for future reference.

Q4. We already have a Backup of Video, why do we need a Backup in the form of Screenshots?

A. Most Videos are stored for a period of 30 days. Some users store Video for years. However, with more storage, comes the **Nightmare** of discovering the appropriate Video. Again, one must remember that Videos are stored **Per Channel**. With COM-SUR, you have the ability of storing multiple channels in **One** Screenshot, besides the fact that with COM-SUR's

Tagging feature, **Discovery** is easier. And of course, if you store only what you need, then, storage space consumption is much **Lower** as well.

Cloud Services

Q1. We liked the Dropbox/Google Drive/OneDrive angle. But, this does not seem to deliver results in real-time. And yes, are these services for free?

A. With respect to services like Dropbox/Google Drive/OneDrive. The speed at which the Screenshots will be synced in the cloud from your Computer would depend on the internet speed, and the terms and conditions as may be imposed by these services.

With respect to costs/availability of the services from any of the above platforms, you will need to **Adhere** to their terms and conditions. COM-SUR is an '**Enabler**', and does not claim that it has been endorsed by any of them, or that these services will be free or paid, or that these services may perform without any hitch, whether temporarily or permanently. The entire functionality and performance is **Dependent** on the respective platforms and their terms and conditions.

Miscellaneous

Q1. We have **Hundreds** of cameras. How can we take Screenshots of so many cameras?

There are two ways to handle this. Either you make the necessary arrangements to handle such a load, or you take Screenshots of **At Least** your **Critical Cameras**. The good part about COM-SUR is that since it captures what it '**Sees**', you can Change your Cameras to be observed from time to time to suit your needs.

Q2. Our Video Feed keeps on **Rotating** on the monitor at set intervals. How will COM-SUR handle this?

This is not a problem. As long as the Video Feed does not rotate on the Computer (which it will not), you should not have any difficulty.

Q3. While all this bit about **Auditing** makes sense, but it is a **Manual** process. Who has the time to do it? What if the person who is Auditing himself/herself is not doing a good job? Who will check so much data?

Just because something is manual, it doesn't mean that it isn't good. We don't leave everything to machine do we? Don't we get a doctor to see us before he/she can put us to tests that are carried out by machines? Some things just have to be done manually. Are you likely to lose weight just by buying a treadmill? You're going to have to make that effort! If a solution delivers the desired results, then whether manual or not, it should be done. How likely are you hop-on to a flight which has no pilot?

As to your question about the operator himself/herself not doing a good job; well, that can be said of any profession. But, here is an idea. Why not incentivize someone to 'find' exceptions from Video? We are quite sure that by doing so, results may just be dramatic.

Again, as to "who will check so much?". Well, COM-SUR is so flexible and quick, that it can give you a good 'sense' of what's been happening. And while we do lay a lot of stress on Auditing Video, you can still take lots of benefits from COM-SUR as a great additional **Backup** and **Reporting** tool.

Pricing

Q1. We feel that the price is a bit high.

A. Think of it like this. After having made an investment in your existing systems, you haven't achieved the '**Real Outcomes**'. With **Regular Audit** of your Video Feeds, you have **Far Better Chances** of achieving '**Real Outcomes**' in the form of **Crime** and **Loss Prevention**. We believe that with the help of COM-SUR, even a **Single Incident** of **Crime** that is prevented, or a case of **Business Process Improvement** will **Instantly Pay Back** the investment made. Several cases can be cited where, in spite of having Video Surveillance Systems, **Crime Continues** to occur and **Business Processes** continue to be **Flouted**. With COM-SUR, you are actually completing your Surveillance initiatives. And remember, that over a period of time, with **Lesser Crime and Losses**, you have the opportunity to negotiate **Better Insurance Premium**.

Finally, COM-SUR is available in several versions to suit customer requirements.

INSTALLATION AND TRAINING

Installation

For installation of COM-SUR at the customer's location, COM-SUR Partners will need to co-ordinate with the customer's respective System Integrator/IT Team/CCTV Vendors. It is suggested to ensure **Robust** hardware that matches the System Requirements of COM-SUR.

The installation and usage of COM-SUR is subject to the End User License Agreement.

In order to ensure a smooth installation, the following needs to be taken care of:-

1. The Computer's Operating System should be **As Per** the System Requirements.
2. The installing '**User**' **MUST** have **Administrative Rights/Privileges** on the Computer.

Training

COM-SUR Partners can train their **Customers** either online, or at the customer's premises.

A guideline of charges for Installation, Training and Consulting will be made available to COM-SUR Partners.

SUPPORT AND MAINTENANCE

Support

COM-SUR Partners need to offer L1/L2 support to their **Prospects** for **Twelve Hours** via e-mail without cost for **Twelve Months** from the date of first installation. It is up to the Partners to **Charge** for On-site support or additional training, if so required by the **Prospect**. We will be happy to discuss this in more detail.

Maintenance

Prospects can enter into an **Annual Maintenance Contract** with COM-SUR Partners. This would be charged at 20% of their investment (at latest pricing), subject to **Minimums**.

SALES REPORTS

COM-SUR Partners are expected to report details of the sales activities carried out by them on a **Weekly** basis, or as required by us. These reports will comprise details about the **Customers**, the number of the COM-SUR licenses ordered, the sales figures along with the Partner margins, and other information as may be required by us.

BULK ORDERS/LARGE PROSPECTS (LIKE GOVERNMENT CONTRACTS)

In case the Partner receives requests for Bulk Orders or receives inquiries from large **Prospects** (like Governments), the Partner will need to **Notify** Hayagriva Software about the same. The Partner will need to, in conjunction with Hayagriva Software, accordingly work out details such as the number of licenses needed, pricing for the same (bulk discounts), the installation and training costs, and so on, and proceed accordingly.

COM-SUR TO ASSIST PLACES OF WORSHIP WORLD-OVER

"All Places of Worship World Over will be eligible to receive the COM-SUR software for **free**".

CEO and MD of Hayagriva Software (P) Ltd., Mr. Gautam D. Goradia announced the above at a recent road show. "Considering that Places of Worship too are often targets of attack, **Crime**, and other Losses, we would like to offer our technology per se for **FREE** to them; in order that they can achieve better outcomes from their existing CCTV systems. All they need to do is to write to us. Once we verify the request and other details as determined by us, including the eligibility, at our discretion, we will be happy to offer the software for **FREE**. Of course, there would be some restrictions and costs in terms of the version, installation, training, taxes and so on; but, per se, the relevant version of COM-SUR will be offered for **Free to Places of Worship ACROSS THE WORLD!**"

**ALL PLACES OF WORSHIP
BETTER PROTECTED**

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ALL RELIGIONS

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