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It is important to keep your business safe. If you've been a victim in the past or just like keeping an eye on things, you may want to consider using closed circuit TV cameras at some point. CCTV helps prevent personal and property crimes by monitoring, recording and transmitting images. The images are remotely controlled by you or security personnel, allowing you to view your premises 24 hours a day. CCTV cameras can act as a deterrent to crime and increase the likelihood of arresting those who commit crimes. There are both advantages and disadvantages to using CCTVs. CCTVs transmit video through a closed chain, meaning the recorded video cannot be transmitted to an external device. CCTV cameras, monitors and tape recorders are directly connected to provide immediate access to CCTV footage. The CCTV camera allows you to watch live broadcasts of any camera recording. The footage is also sent to a digital video recorder, where it is stored for later viewings. CCTV cameras are usually small and unobtrusive. They can be placed anywhere on the outside or inside of the building. If you don't want the cameras to be obvious, you can get small cameras that are easy to hide in plants or behind speakers. The main advantage is that video surveillance acts as a deterrent to crime. Potential criminals who see the camera may be excused from following through with their planned criminal activities for fear of being caught on film. This leads to another advantage of CCTV - increased security. Increased security for you, your employees and your customers is probably a top priority, and a CCTV camera can help achieve this goal. If a crime occurs, a CCTV camera can provide the evidence needed to catch and convict the perpetrator. This can be especially useful if there are no witnesses to the crime or if the witnesses are unreliable sources, since the camera records what is actually going on. Another advantage is that you can control your business from anywhere. The technology allows you to watch the camera tape on your smartphone or over the Internet. This means that you can register with your business during business hours, on weekends or on vacation. While they have many advantages, there are also some drawbacks to CCTV cameras. The main drawback of the CCTV camera is the issue of invasion of privacy. Your employees and customers may object to being filmed under constant surveillance. This can make employees feel that you don't trust them, there is never a good dynamic. Another drawback of CCTV cameras is the cost. It is expensive to purchase cameras and other equipment needed for a CCTV system. It can also be expensive to keep the technology upgraded. If you have a small business, this cost should be factored into your annual budget. If you choose CCTV cameras, tell your employees about them and explain that they have been installed to increase the increase Security. It is a legal requirement to inform employees that you are using CCTV in your business in most states, and there are strict rules about where you can place CCTV cameras. Normally, you can't place them in areas where employees have the right to expect privacy, such as toilets and locker rooms. In addition, some states allow images to be recorded, but not audio recording without the permission of your employees. So, check the rules in your state. If you are discussing adding security to your business, weigh the pros and cons of a CCTV system to determine if it is right for you. This is a major investment to install CCTV cameras. But the investment usually pays off, especially if it means that you won't need to hire security guards to monitor your business premises. Ryan Bauer High Price of most commercial CCTV systems (closed TV) has led to the development of PC-based software that can turn your computer into a powerful video surveillance system. The ability to use standard USB cameras eliminates the need to buy expensive CCTV cameras. If you are willing to do a little work, you can build your own computer for CCTV that costs a penny on the dollar without paying for the help of a professional. Your specially designed CCTV system can be configured to meet your individual specifications and requirements. Even advanced features such as motion detection and online video streaming are possible with state-of-the-art software. Choose a computer that you will use to monitor and record your CCTV channels. Although the computer was supposed to be built in the last 10 years, it doesn't have to be incredibly new or powerful. The used computer is OK, just make sure it has enough hard drive space to meet your video recording needs. If you want to remotely view your cameras, you have to connect them to broadband Internet connectivity. Find a safe place to install a computer system. You want it to be on the sidelines and in a place the attacker is unlikely to notice. If its easy to see, someone can just steal or destroy your computer and all your evidence will be lost forever. On the other hand, you want your computer to be as close to the camera location as you have to run the wiring to them. Mount a USB video camera (s). You can only use one camera or as many cameras as your software will support. Regular USB webcams are perfect for surveillance duty. You can use USB lengthening cables to connect cameras up to five meters (16.5 feet) from your computer. In addition, you want to USB signal amplifier to ensure the quality of the video feed. If you want to have multiple cameras at the end of the usb cord, the USB hub can be used to separate the signal. Install surveillance software. You can purchase commercial products such as Digi-Watcher Digi-Watcher webcam security or use a free or open solution, such as the Dorgem project available in Sourceforge (see Resources below). When choosing software, keep in mind your individual needs, such as how many cameras you use, if you need remote access from another computer, and if you need time to plan functionality. If you don't want to record nonstop video, motion detection software will keep your system from recording periods of time in which nothing changes, saving valuable hard drive space. When a report by China Central Television, China's state broadcaster, was released in October, which blasted Starbucks (NASDAQ:SBUX) for charging higher coffee prices in China than in the UK, viewers were interested to hear how the report would affect Starbucks' business in China, one of the company's most important markets. Thanks to the country's growing middle class, Starbucks, along with many other businesses, have worked hard to initiate success in the retail gold mine that is China, and some have speculated that a harsh report from CCTV will hamper the coffee giant's potential for profit. As it turns out, however, a Reuters report highlights that CCTV actually ended up shooting itself in the foot rather than dumping Starbucks because its October segment on the coffee chain was criticized by Chinese internet users and economic experts, and as it turns out, even company employees disagree with the broadcaster's reporting. CCTV is known to go after foreign companies for their prices and services in China because the broadcaster recognizes that the country is an important market for many, and exploits the fact it can make accusations from afar without ever criticizing its own, more vulnerable companies. Apple:AAPL, Samsung Electronics (SSNLF. PK), and Yum! Brands (NYSE:YUM) are among the largest companies that have come under the attention of CCTV, and Chang Jiang, a journalism professor explained via Reuters: Criticism of foreign companies is very safe. The leaders don't pay attention to it, people will support it, and it won't cause any problems for the network. HARSH CCTV reports have generated different results, sometimes drawing apologies from companies and sometimes drawing rejections, but in the case of Starbucks, the broadcaster has actually drawn criticism from economic experts and Chinese consumers who realized that CCTV researchers failed to understand the essence of the economy when they accused the coffee giant of demanding higher prices. Mark Tanner, managing director of China Skinny, explains: Of course, Starbucks has the right to charge high prices - if that's what consumers want, they're what they'll go for. According to Reuters, the idea of blowing up Starbucks CCTV came when one of the broadcast's executives pointed out Starbucks coffee is more expensive in China than in the UK. Executives seemed to agree that this is the perfect way to villain the coffee chain and make way for more mom and pop cafes, but insider sources say most people at the broadcaster don't even agree with the report but are silent because of the principles set by the ruling Communist Party. Instead, they went out to group chat apps or private conversations to voice their complaints, and never challenged editors. One insider source told Reuters: 'I couldn't find you a single person on CCTV who really agreed with this report. Everyone thought it was very stupid. Of course, during the meetings higher education institutions said that it would be right to make a report, and no one objected. So the show went on, and the 18-minute report featured hidden cameras and reporters in a number of cities in China and the U.S. asking people what they thought about the price and cost of Starbucks coffee. CCTV blasted the coffee company for making fat profits from its business in China and said it needed a lawyer to

explain what punishment Starbucks would get in the US if it raised its prices there too. REPORTERS of CCTV thought it was a great investigation, but unfortunately for them, not many outsiders agreed, and now the tables have turned to put the broadcaster as the target of the shooting. The report was widely criticised by both consumers and experts, and highlighted what this CCTV has been doing all along - going after foreign companies and making inaccurate and uneducated claims. CCTV has been criticized for failing to understand the laws of the economy, misinterpreting tax policies, and making inaccurate assessments, and now, Reuters reports that the broadcaster has been forced to rethink its strategies and use more discretion when selecting stories. The former CCTV employee says that journalists now see that their reports have far-reaching consequences and must be backed up by viable evidence, and they undoubtedly produce results, but not always good ones. Don't Miss: Plot Twist? Barnes and Noble founder suffers mega losses from share sales. Sale. cctv camera installation guide in urdu pdf

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