



MOBOTIX 7

Changing Video Surveillance

Product Announcement INTL – October 2019

Hardware & Software

- **World First: MOBOTIX 7 System Platform With Intelligent Plug-In App Concept**
- **MOBOTIX M73 High Performance IoT Camera**
- **Camera Integrated Apps For The MOBOTIX 7 System Platform**
- **MxManagementCenter (MxMC) Version 2.2**

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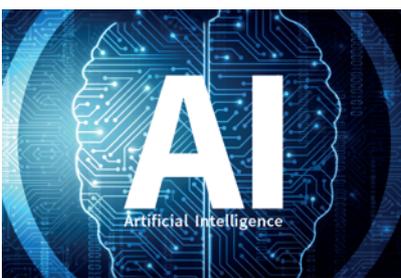
1. World First: MOBOTIX 7 System Platform With Intelligent Plug-In App Concept



*Red. Green. Blue. Just by mixing 3 basic colours you can create all colours on the screen. The MOBOTIX 7 open video system platform is now just as infinite! With **tailor-made apps directly in the camera**, you can display any conceivable application. Flexible. Unlimited. Open. This high-end technology is implemented in the new modular IoT camera M73, which opens up more possibilities than ever before. Let yourself be inspired and revolutionize video surveillance - with many more application possibilities than just video surveillance!*

The System Platform: MOBOTIX 7 Sets New Standards for Intelligent Edge Video Technology

Network-based video technology has replaced analog video technology as the worldwide standard. The phase of the aggressive, purely **price-driven** market displacement policy of some Asian mass producers is over. The worldwide – sometimes immense – damage caused by security deficiencies (hacked camera as a gateway to the entire company network) has led to a rethinking. The overall economic **value and benefit** of a video system is now back in the foreground.



The **differentiation in the competition** is mainly based on topics such as **Artificial Intelligence (AI)** or **Deep Learning (DL)**, **cyber security**, **data protection (GDPR)**, solution-oriented product portfolio and customer service. With MOBOTIX 7, we have brought a new camera system platform to the market. Thanks to its cyber-safe, decentralized architecture (Edge Technology) which has been further developed over many years, it is perfectly tailored to the requirements of practice-oriented Deep Learning methods.

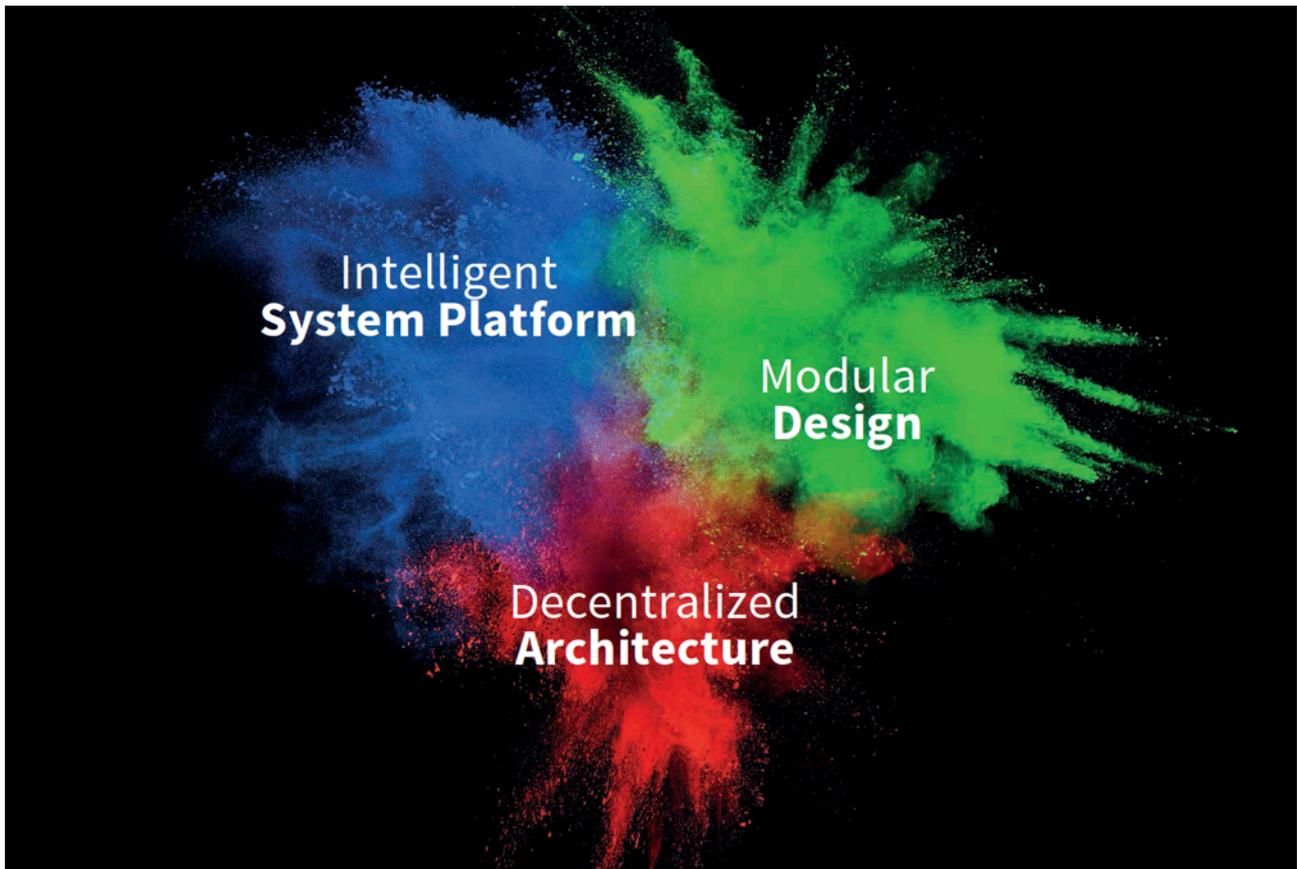
The new MOBOTIX 7 system platform, which was developed in close cooperation with our strategy partner Konica Minolta, is the key to our **AI-based app solutions "Beyond Human Vision"**. The state-of-the-art analysis methods of the apps in the cameras with the MOBOTIX 7 platform help the user to increase process efficiency and develop **new business and revenue models**. With updates to the camera software, new apps and completely new functions based on Deep or Machine Learning will be available again and again, actively helping to prevent and overcome everyday problems.

The **app concept** available with the MOBOTIX 7 system platform goes far beyond what is currently available on the market. For example, an experienced MOBOTIX partner or end customer can program an individual application

with independent functions as a **Custom App** in the camera. Just like the development of apps for mobile devices such as tablets or smartphones. As an alternative to self-programming, you can also have your custom app programmed **directly by MOBOTIX specialists**. The many different ideas and needs of MOBOTIX partners and end customers are the basis for new application solutions for the MOBOTIX 7 system platform. Completely open and dynamic. Precisely tailored to your needs.

The technological **top performance** of the individual applications also deserves special mention. This is because an app in a MOBOTIX 7 camera already intervenes in the image creation chain and can therefore always use the entire performance spectrum of the system, including the extremely high CPU and GPU performance as well as the programmable logic (asynchronous app technology) – **without loss and in real time**.

The first product based on the new MOBOTIX 7 camera platform is the **MOBOTIX M73 High Performance IoT camera** with a large selection of certified MOBOTIX Apps. Based on a simple license model, these apps can be used directly with each individual M73 as a modular and flexible edge application – in the well-known decentralized MOBOTIX tradition even without a permanent network connection (except for power supply via PoE+ injector/switch). And without any further investment in central video servers or recording devices.



More information about MOBOTIX 7 and M73 can be found here: <https://seven.mobotix.com>

2. MOBOTIX M73 High Performance IoT Camera



*The new M73 with space for 3 modules. The M73 is simply the best and most innovative IoT video system that MOBOTIX has ever built. All in the tradition of the house. And yet completely new and unique. The M73 is extremely compact, flexible and extremely powerful, thanks in particular to its **powerful quad-core processor** (2.2 times more power and 4 times more RAM than a current M16). The **High Performance IoT camera** offers space for three sensor or function modules (max. two optical image sensors) for the first time - in the same form factor as the M16 and S16 modules already known (but not compatible with the M73). MxManagementCenter version 2.2 or higher can be used as a free VMS solution, which will also be available at the start of delivery of the M73 on 27 November 2019. The M73 and its accessories can be ordered now!*

Product description and special advantages

The MOBOTIX M73 is a decentralized, cyber-safe and modular IoT video surveillance system of the very latest generation. Based on the new **MOBOTIX 7 system platform**, the M73 owner benefits from a large number of AI-based applications already integrated into the camera firmware, which can be **individually** enabled and used as **required**. The M73 can also be individually combined with **4K image sensor modules** (day, night, day+night with movable IR cut filter) and function modules (audio, IR lighting) to suit any application. The M73 is designed for maximum robustness in terms of both hardware and software and has a **weatherproof** camera housing (IP66, IK07, usable in all weather conditions) without any additional accessories. One or two optical sensor modules can be used with one M73.

In addition to the **120 dB triple shutter WDR function**, the MOBOTIX M73 IoT camera now offers **color sensor modules with an automatically controlled IR cut filter** that can deliver high-resolution black-and-white images even under low light conditions or with the aid of an IR illuminator. For **maximum luminous efficacy and night**

vision, especially outdoors with and without additional IR spotlights, MOBOTIX recommends the use of **pure black and white night sensor modules** with 4K UHD resolution without IR filter. With automatic day/night switching between the separate day and night sensor modules, an appropriately equipped M73 is the first choice when the best possible image quality is required under all conditions.



Wide Dynamic Range in action: With this function, the M73 can also be used in backlighting or in very difficult lighting conditions. For this purpose, three shots with different exposure times are taken in the shortest possible time (triple shutter) and these are displayed as a single image. This automatically brightens areas that are too dark and darkens areas that are too bright. The result is a fascinating image rich in detail in all brightness ranges.

Of course, the M73 again meets the highest **cyber security standards** expected from MOBOTIX. The camera firmware used is a MOBOTIX development and is based on the firmware of the Mx6 series, which has already been optimized for security by independent penetration tests. Likewise, all AI and deep learning apps of our App Technology Partners (A.I. Tech, Visage Technologies) that are available with the M73 and integrated into the firmware have been tested and certified by MOBOTIX with regard to their cyber security.



Thanks to its modular design in two color variants (white or white with gray accents on the wall mount and camera front panel), the M73 is more versatile and flexible than any other MOBOTIX camera before it. Another advantage is the time- and cost-saving mounting option on the wall and mast. Thanks to the new **Easy Plug quick-fastening system**, the M73 with its aluminum wall bracket is simply placed on the connector of the junction box on the pre-assembled mounting plate, which is weatherproof wired to the network cable, and secured with two screws supplied. The M73 receives its power directly via the network cable and must be supplied according to the **IEEE 802.3at PoE+/High Power PoE standard** (max. 25 watts, significantly less on average).



As a decentralized Edge camera, the M73 offers relevant system advantages: No central video server is required or, thanks to the integrated flash memory card in the industry standard (8GB card as standard), no central recording device. This makes a pure MOBOTIX solution particularly **easy to scale** and **saves time and effort** when installing and maintaining the complete video system. With the **premium quality Made in Germany** (MTBF > 80,000 hours) designed for cyber security, reliability and longevity and the reduced need for additional hardware, the central sources of error and overall investments and maintenance costs are significantly reduced.



In addition, the M73 offers a lot of flexibility by supporting the codecs **H.264**, **H.265**, **MxPEG+** and **MJPEG**, triple streaming and interoperability with **ONVIF Profile S and T**. The ONVIF Profile T and H.265 are available from **Q2/2020** after a free firmware update also for all M73 cameras already delivered at the end of November 2019.

MADE IN GERMANY

The MOBOTIX M73 – an unbeatable total package, like no other in the security industry:

- Increased modularity through flexible combination of up to 3 sensor or function modules!
- Platform with the most flexible codec support!
- ONVIF compliant for simplified integration into VMS third party systems!
- Extremely flexible thanks to the MOBOTIX 7 platform and MOBOTIX Apps, unlimited possibilities!
- Highest cybersecurity level and extremely robust!

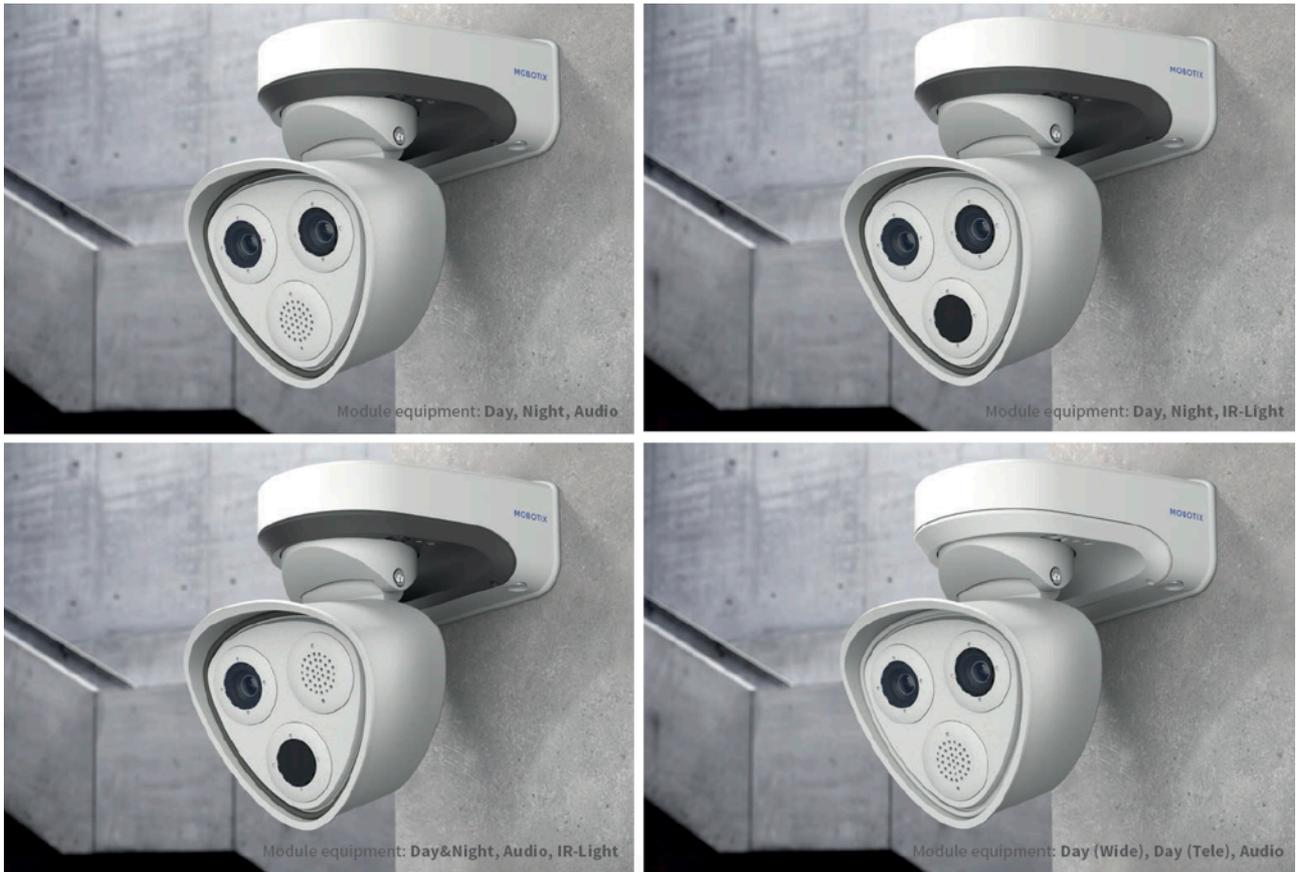
Overview: The Most Important Technical Data of the MOBOTIX M73

The detailed data sheet and installation instructions for the MOBOTIX M73 will soon be available in your Partner Toolbox and here on our website: www.mobotix.com > Support > Download Center > Documentation

MOBOTIX M73 SP	
	
Camera type and special features	<p>Weatherproof (IP66) Fixed Network Camera (Body) in two color variants, modular design with separately orderable optical 4K UHD image sensor modules (optimized for day, night or day & night use) and separately orderable function modules for easy insertion in the front panel (3 module openings, can be assigned as required), module connection via MOBOTIX sensor cables pre-positioned in the camera with USB-C-like connector plug</p> <ul style="list-style-type: none"> – Wall or pole mounting (pole diameter 60 to 180 mm) – Not for use in hazardous areas (Ex-area)
Designation	MOBOTIX M73
M73 Variants and Order Codes	<p>Available from 27 November 2019: M73 Body with integrated RJ45 connection box (white-gray): Mx-M73A-RJ45-wg M73 Body with integrated RJ45 connection box (white): Mx-M73A-RJ45</p> <p>Note: For weatherproof connection of the camera, an original MOBOTIX patch cable with bayonet fuse is required (with 0.5 m length included in scope of M73 delivery).</p> <p>Also available from Q1/2020: M73 Body with integrated LSA connection box (white-gray): Mx-M73A-LSA-wg M73 Body with integrated LSA connection box (white): Mx-M73A-LSA</p> <p>Note: With the LSA version, the 8 individual wires of the network cable are connected directly to the camera via a solderless, screwless and striplless insulation displacement terminal (LSA or IDC, insulation-displacement contact).</p>
Optional Mounting Accessories	Pole Mount (Mx-M-PM-M73)
Function Modules (can be ordered separately)	<ul style="list-style-type: none"> – IR Light Module, infrared illumination 850 nm, in 3 variants: wide angle, standard, tele – Audio Module (microphone, loudspeaker), available from Q1/2020 – MultiSense Module (PIR, Temp, Brightness, Noise), available from Q2/2020 <p>All function modules are installed in the camera front panel and connected to the existing universal sensor cables and supplied directly via the M73.</p>
Optical Modules (can be ordered separately)	<ul style="list-style-type: none"> – 4K UHD Day (color sensor with IR filter) – 4K UHD Night (black and white sensor without IR filter) – 4k UHD D/N (day and night, color sensor with automatic switching IR cut filter) <p>MOBOTIX recommends using the IR-Light module or a separate IR illuminator to improve night vision in the black-and-white image of the night and D/N sensor modules.</p> <p>For all variants:</p> <ul style="list-style-type: none"> – Wide angle/Standard/Tele, image opening angle (H x V): 95° x 50°/ 45° x 25°/ 15° x 8.5° – Triple Shutter High End WDR function (120 dB)
Image Sensor (Color or B&W)	4K UHD, 3840x2160 pixels (8.3 megapixels), native image format 16:9
Maximum Frame Rate	30fps@4K (H.264), 20fps@4K (MxPEG+), max. frame rate is achieved with and without WDR

Resolutions	VGA 640x480, VGA (16:9) 640x360, XGA 1024x768, HD 1280x720, FullHD 1920x1080, QXGA 2048x1536, 5MP 2592x1944, Ultra HD 3840x2160 (= 4K), Custom Size
Day/Night	Automatic, brightness-dependent day/night switching between day and night sensor module or D/N module with movable blocking filter
Lens, Aperture	Premium lenses with fixed focal length, f/1.8 f-stop, sharply focused ex factory
Video Codecs	H.264 and H.265 (from Q2/2020) with Triple Streaming, MxPEG+, MJPEG
ONVIF	Profil S (and Profile T from Q2/2020)
Protection	IP66, IK07 (for the M73 housing and the optical and functional modules)
Ambient Temperature	-40 to 65 °C (-40 to 149 °F), cold startable up to -30 °C (-22 °F)
Ports	via RJ45 port or LSA insulation displacement terminal on the connection box, 3x image sensor or function module, 1x input, 1x output, line in/out for external audio devices*, 1x miniUSB* *software support through firmware update as of Q1/2020
Certifications	EN55032; EN55035; EN50121-4; EN61000-6-1; EN 61000-6-2; EN 61000-6-2; EN61000-6-3-3; EN61000-6-4-4; WIE/NZS CISPR3; CFR47 FCC Teil 15B; EN62368; NRTL
Power Supply	PoE IEEE 802.3at, Class 4, power consumption max. 25 W
Internal DVR (ex works)	8 GB microSD card (placed in the wall mount, storage only with MxPEG+ codec)
Dimensions M73 (H x W x D)	228 x 153 x 232 mm, M73 empty weight (without modules): approx. 2000 g
Housing	Aluminium (wall bracket) and fibreglass-reinforced UV-resistant plastic (PBT-30GF)
Scope of Delivery	M73 camera (body without sensor modules), 8 GB microSD card, 0.5 m ETH patch cable with special plug, dummy module, mounting material with tools, mounting instructions
MTBF	more than 80,000 hours
Protocols	DHCP (Client und Server), DNS, ICMP, IGMP v3, IPv4, IPv6, HTTP, HTTPS, FTP, FTPS, NFS, NTP (Client und Server), RTP, RTCP, RTSP, SIP (Client and Server), SMB/CIFS, SNMP, SMTP, SSL/TLS v1.3, UDP, VLAN, VPN, Zeroconf/mDNS
Video Analysis	MxAnalytics AI, MxActivitySensor (AI variant from Q2/2020), video motion detection, pre-installed camera apps
Camera Firmware	MX System Release as of Version 7.0.x.x. (only for MOBOTIX 7 or MOBOTIX M73)
MOBOTIX Apps (directly from MOBOTIX or MOBOTIX technology partners)	Yes, already integrated in the camera firmware, 30 days free demo for licensed apps, license activation via MxManagementCenter 2.2 (available end of November 2019), operation and configuration via camera firmware
MxMessageSystem	Yes, used to trigger events and action groups using messages generated by MOBOTIX Apps
MOBOTIX VMS Software	MxMC Version 2.2 or higher and MxBell App Version 2.1 or higher (Android/iOS)
Warranty	3 years, optionally extendable up to 8 years

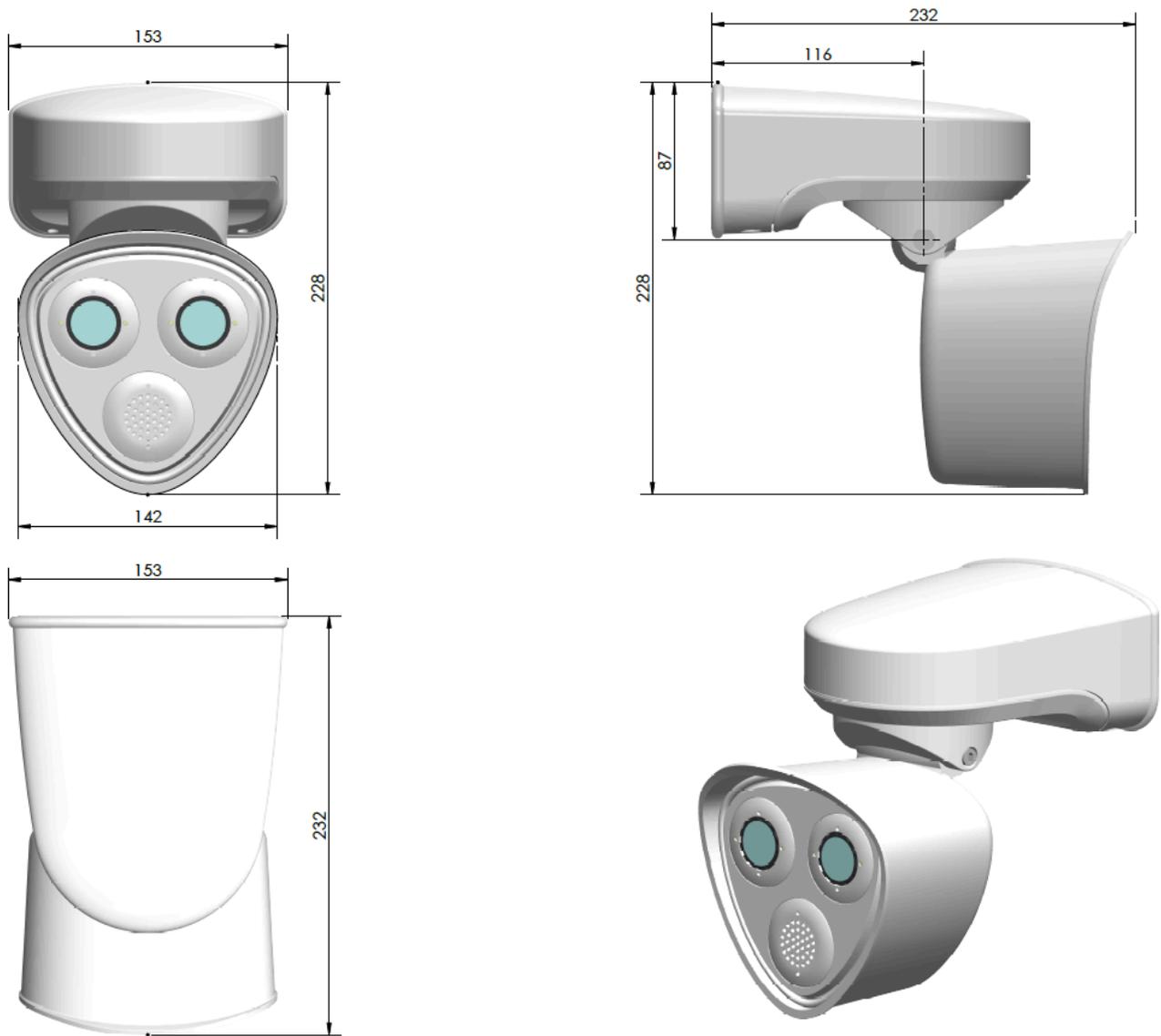
More information about MOBOTIX 7 and M73 can be found here: <https://seven.mobotix.com>



New MOBOTIX M73: Ordering Information Camera, Optics, Accessories

Order Number	Short Description	MSRP*	Available
Mx-M73A-RJ45	M73 Body with RJ45 connection box (white)	999 €	27 Nov. 2019
Mx-M73A-RJ45-wg	M73 Body with RJ45 connection box (white-gray)	999 €	27 Nov. 2019
Mx-M-PM-M73	Pole Mount for M73, for pole diameters from 60 to 180 mm	99 €	27 Nov. 2019
Mx-O-M7SA-8DN050	95° 4K IR-Cut Day & Night Sensor Module WIDE	379 €	27 Nov. 2019
Mx-O-M7SA-8DN100	45° 4K IR-Cut Day & Night Sensor Module STANDARD	379 €	27 Nov. 2019
Mx-O-M7SA-8DN280	15° 4K IR-Cut Day & Night Sensor Module TELE	379 €	27 Nov. 2019
Mx-O-M7SA-8D050	95° 4K Day Sensor Module WIDE	279 €	27 Nov. 2019
Mx-O-M7SA-8D100	45° 4K Day Sensor Module STANDARD	279 €	27 Nov. 2019
Mx-O-M7SA-8D280	15° 4K Day Sensor Module TELE	279 €	27 Nov. 2019
Mx-O-M7SA-8N050	95° 4K Night Sensor Module WIDE	279 €	27 Nov. 2019
Mx-O-M7SA-8N100	45° 4K Night Sensor Module STANDARD	279 €	27 Nov. 2019
Mx-O-M7SA-8N280	15° 4K Night Sensor Module TELE	279 €	27 Nov. 2019
Mx-F-IRA-W	IR Light WIDE, Infrared LED for Wide Angle Lens 95°	179 €	11 Dez. 2019
Mx-F-IRA-S	IR Light STANDARD, Infrared LED for Standard Lenses 45°-60°	179 €	11 Dez. 2019
Mx-F-IRA-T	IR Light TELE, Infrared LED for Tele Lenses 15°-30°	179 €	11 Dez. 2019
Mx-F-AUDA	Audio Module for M73 (microphone, loudspeaker)	179 €	Q1/2020

* MOBOTIX MSRP prices are recommended net sales prices ex works EXW from the factory in Germany. In certain countries, MOBOTIX distributors may set higher sales prices due to import specifications/duties. **The MOBOTIX M73 can be ordered now. Delivery will start on 27 November 2019!**



M73: Dimensions in mm



From left to right: Image Sensor Module, IR Light Module, Audio Module, Pole Mount

More information about MOBOTIX 7 and M73 can be found here: <https://seven.mobotix.com>

3. Camera Integrated Apps For The MOBOTIX 7 System Platform

The openness of the MOBOTIX 7 platform provides maximum individuality. Thanks to its combinability and expandability, users can use exactly the apps in their video systems that they need to meet their requirements. Numerous **Certified Apps** are pre-installed on the MOBOTIX M73 camera and can be tested for **30 days free of charge**. All **Certified Apps** that originate from us or our renowned app partners such as AI-Tech and Visage Technologies are verified and certified by MOBOTIX. They also meet the highest cyber security requirements. The selection of apps will grow steadily. The required licenses for the Certified Apps can be obtained directly from MOBOTIX and from MOBOTIX distributors.



Configuration and operation of the apps are done via the camera firmware of the M73 in the browser!

Overview of all Apps currently integrated in the camera firmware of the M73			
	MxAnalytics AI Reliable, object-based counting and behavior detection		AI-Bio Biometric analysis of gender, age and length of stay of customers/visitors as a basis for customer and stock management in the retail sector.
	MxActivitySensor AI (from Q2/2020) Reliable object-based motion detection independent of weather and brightness interference		AI-Fire Early detection of flames indoors and outdoors (e.g., vehicles, containers). No thermal sensor required.
	AI-People Counts people crossing a virtual line (e.g., door/corridor) in a specific direction.		AI-Smoke Smoke detection inside and outside. No thermal sensor required.
	AI-Intrusion-PRO Shows intruders crossing a sequence of virtual lines. Setting multiple lines increases the reliability of anti-intrusion systems.		AI-Lost Detects stray luggage and other objects (e.g., garbage) as well as the removal of objects (e.g., paintings in museums).
	AI-Heat Classifies most visited areas (hot spots) and the less crowded ones (dead areas) depending on the time spent by people inside.		AI-Loitering Detects suspicious behavior of people who stay in certain areas for a longer period of time.
	AI-Crowd Appraises the number of people in busy areas, recognizes queue situations, among other things.		AI-Road3D Traffic monitoring: Detection, tracking and counting of vehicles (behavior, traffic density, type [trucks, cars, cycles]). Identifies vehicles that are too fast.
	AI-Overcrowd Identifies crowded areas based on user-defined thresholds (number of people).		AI-Incident Traffic monitoring: Presence of pedestrians, vehicles stopping, queues or vehicles in the wrong direction.
	AI-Occupancy Detects "Hot Spots" and "Dead Areas" in defined areas.		AI-Spill Detects situations when people fall and remain on the ground.
	AI-Overoccupancy Identifies the occupancy rate in defined areas and detects overoccupied zones.		Visage Technologies FaceRecognition Facial recognition of "living" people (Liveness Detection) by means of deposited image data. With 97% accuracy for access control applications.
	AI-Parking Classification of vehicles. Detects whether and how many parking spaces are free or occupied.		

MxAnalytics AI and MxActivitySensor AI are permanently available license-free and do not have to be activated.

In these vertical markets the Apps can be used very efficiently (examples):

	Energy/Mining	Industry	Government	Traffic	Retail	Healthcare	Education
MxAnalytics AI				•	•		
MxActivitySensor AI	•	•	•	•	•	•	•
AI-People		•	•		•	•	•
AI-Crowd			•		•		•
AI-Overcrowd			•		•		•
AI-Occupancy				•	•		•
AI-Overoccupancy				•	•		•
AI-Intrusion PRO	•	•	•		•	•	•
AI-Loitering	•	•	•	•	•		•
AI-Lost			•	•	•	•	•
AI-Fire	•	•	•	•	•	•	•
AI-Smoke	•	•	•	•	•	•	•
AI-Road 3D				•			
AI-Incident				•			
AI-Parking				•	•		•
AI-Bio		•	•	•	•	•	
AI-Spill				•		•	
Visage Techn. Face Recognition	•	•	•	•	•	•	•

MOBOTIX Apps for the M73 in special application packages (bundles):

The individual apps were developed for the specific requirements of one or more industries. All apps can be purchased and used individually or combined. We have already created app packages (bundles) for certain requirements. Here it is guaranteed that the apps of a bundle can also run parallel on one camera. For other app combinations, this must be checked in advance. **Please note:** When purchasing bundles, you enjoy **high price advantages of up to 70 %** compared to the purchase of individual apps.

Security Apps Bundle MSRP: 600 EUR only	Traffic Apps Bundle MSRP: 1,600 EUR only	Retail Apps Bundle MSRP: 750 EUR only	Fire & Smoke Apps Bundle MSRP: 750 EUR only
AI-Intrusion-Pro AI-Loitering AI-Lost	AI-Road3D AI-Incident	AI-People AI-Heat AI-Occupancy AI-Overoccupancy AI-Crowd AI-Overcrowd	AI-Fire AI-Smoke

Buy and activate apps and bundles – it's that easy:

Any number of App licenses or Activation IDs can be purchased via the same sales channel as a MOBOTIX camera, i.e. from a **MOBOTIX trading partner or also directly from MOBOTIX**. A MOBOTIX App license can be forwarded by the MOBOTIX partner who supports the end customer from our online license portal directly to the end customer by e-mail. **The activation of the app is done via our free VM software MxManagementCenter (version 2.2 or higher)**. The partner or end customer can always stock up on app licenses if the app is licensed for an **unlimited** period of time. This applies to **all AI Tech Apps** and bundles listed here, but **not to the Visage Technologies Face Recognition App**, which can only be offered with a term of **12 or 24 months**.

Detailed **operating instructions for the license portal**, tailored to the respective partner status, can be found under this link on the MOBOTIX website:

<https://www.mobotix.com/en/support/download-center/software-downloads/license-portal>

New MOBOTIX Certified Apps and Bundles: Ordering Information			
Order Number	Short Description	MSRP*	Available
Mx-APP-AI-PEO	AI-People Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-HEA	AI-Heat Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-OCC	AI-Occupancy Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-OVERO	AI-Overoccupancy Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-CRO	AI-Crowd Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-OVER	AI-Overcrowd Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-BIO	AI-Bio Certified App (unlimited license)	800 €	27 Nov. 2019
Mx-APP-AI-INTP	AI-Intrusion PRO Certified App (unlimited license)	470 €	27 Nov. 2019
Mx-APP-AI-LOS	AI-Lost Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-LOI	AI-Loitering Certified App (unlimited license)	450 €	27 Nov. 2019
Mx-APP-AI-FIRE	AI-Fire Certified App (unlimited license)	640 €	27 Nov. 2019
Mx-APP-AI-SMO	AI-Smoke Certified App (unlimited license)	640 €	27 Nov. 2019
Mx-APP-AI-SPI	AI-Spill Certified App (unlimited license)	480 €	27 Nov. 2019
Mx-APP-AI-ROA3	AI-Road3D Certified App (unlimited license)	800 €	27 Nov. 2019
Mx-APP-AI-INC	AI-Incident Certified App (unlimited license)	750 €	27 Nov. 2019
Mx-APP-AI-PAR-D	AI-Parking Certified App (unlimited license)	900 €	27 Nov. 2019
Mx-APP-AI-B-SEC	Security Apps Bundle: AI-Intrusion PRO, AI-Loitering, AI-Lost (unlimited license)	600 €	27 Nov. 2019
Mx-APP-AI-B-TRA	Traffic Apps Bundle: AI-Road3D, AI-Incident (unlimited license)	1600 €	27 Nov. 2019
Mx-APP-AI-B-RET	Retail Apps Bundle: AI-People, AI-Heat, AI-Occupancy, AI-Overoccupancy, AI-Crowd, AI-Overcrowd (unlimited license)	750 €	27 Nov. 2019
Mx-APP-AI-B-FIR	Fire & Smoke Apps Bundle: AI-Fire, AI-Smoke (unlimited license)	750 €	27 Nov. 2019
Mx-APP-VIS-FR-1	Visage Technologies Face Recognition Certified App, 1-Year License	199 €	27 Nov. 2019
Mx-APP-VIS-FR-2	Visage Technologies Face Recognition Certified App, 2-Year License	349 €	27 Nov. 2019

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MOBOTIX Custom Apps – get started with your own apps:

With the MOBOTIX 7 platform, partners, customers and users can now also develop and program their own solutions based on the **MOBOTIX Software Development Kit (SDK)** and use them as **Custom Apps** for special requirements. If you have your own custom app certified by MOBOTIX (subject to a fee), you can also offer it as a Certified App to the worldwide MOBOTIX community. With attractive custom apps, developers can tap into additional sources of income. Turn your own visions into reality now. Use the infrastructure of the MOBOTIX 7 platform for your image analysis ideas!

Overview: MOBOTIX SDK for Programming Custom Apps

MAIN FEATURES (First release 2019)

- Synchronous¹ & asynchronous Apps
- Image source: VGA resolution plus current camera live image resolution
- Full hardware access
- Support of MxMessageSystem (access to MOBOTIX event handling, starting recordings, using communication profiles like FTP, E-Mail, IP-notify, etc.)
- Support for overlays

Outlook (planned for later SDK extension)

- FPGA access¹
- Neuronal network support¹
- ONVIF event support
- Access to audio features

UNTERSCHIEDE ZU WETTBEWERBERN

- Full hardware access¹
- CPU, GPU¹, FPGA¹
- Flash memory, SD card partition
- Debugging on camera¹
- Support for overlays
- Downstream image manipulation via meta data²
- Support of meta data²
- Adding additional binary data to image headers (comparable to thermal raw)
- Store meta data together with image recordings
- Auto-generated configuration²
- Auto-generated user interfaces for MxMC and camera web interFACE
- Based on JSON schema

- Camera simulation / test environment²
- Test code on PC which allows usage of additional debugging tools

SDK PACKAGE

The SDK Package is usable straight away without complex installation procedures. The package consists of

- a pre-configured virtual machine (cross compiler, etc.)
- an easy to use Software Development Kit

MOBOTIX 7 HARDWARE

The MOBOTIX 7 hardware is based on Xilinx Zynq Ultrascale+ ZU4EV

CPU

- Quad-core-ARM Cortex-A53 (up to 1,300 MHz)
- Mali-400 MP2 GPU (up to 667MHz)
- 4 GB DDR4 memory connected with 64-bit interface

FPGA

- 88000 CLB LUTs
- 4,5 Mbit Block RAM
- 1,5 GB DDR4 memory

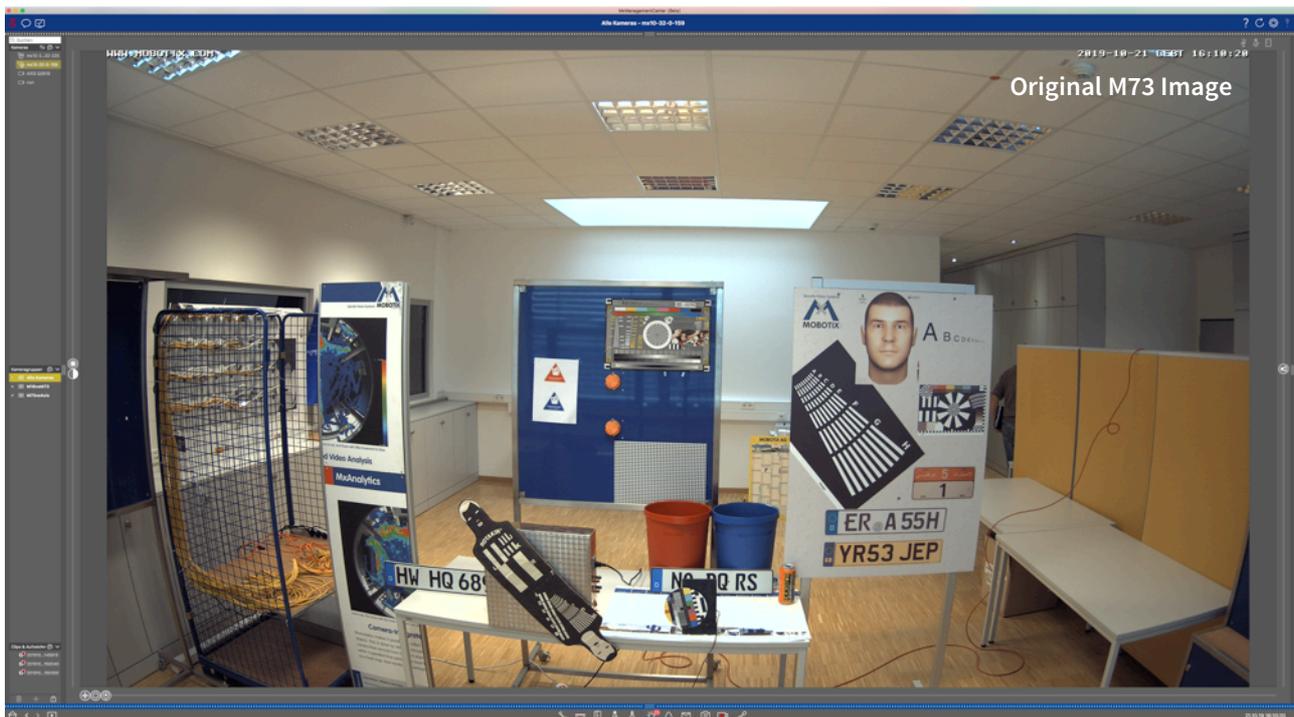
GETTING STARTED:

For code examples and more details on this SDK, please contact us at: apps@mobotix.com

¹ For MOBOTIX Certified Apps exclusively

² For MOBOTIX Certified Apps with later software extension only

4. MxManagementCenter (MxMC) Version 2.2



MxManagementCenter (MxMC) is the powerful, intuitive MOBOTIX video management system for Windows and macOS. Although the standard equipment becomes more and more extensive with every new release, the (basic) version of MxMC, which is already top equipped, is completely free of charge. The latest version, **MxMC 2.2**, offers valuable new functions and is available for free download with a **description of all new features/improvements** in the release notes on the MOBOTIX website from **27 November 2019**. All licenses already activated with MxMC 1.7 and higher will be automatically transferred when updating to MxMC 2.2.

The most important new features of MxMC 2.2:

- Support/integration of the **MOBOTIX 7 platform and the M73** incl. 4K image display.
- License management for all MOBOTIX Certified Apps of an M73 (to activate an app license, the M73 must be integrated into MxMC 2.2).
- **Advanced Config license now free of charge** – now including configuration of M73 and Visage Technologies Face Recognition App.
- Export of **hemispheric** fisheye video sequences with subsequent image rectification (Post Dewarp export with Normal or Panorama view).
- For MOBOTIX MOVE and external ONVIF cameras: **NAS playback** via MxMC now with **fast forward** and **fast rewind**. To use this function, the **MOBOTIX NAS Recorder Software** must first be updated to the latest version **1.2.3.0**, which will be [available for free download here](#) from **27 November 2019**.
- **Direct SD/USB/SSD Media Access:** Reading out the internal storage media of MOBOTIX IoT cameras (without camera ownership) on the computer on which MxMC 2.2 is installed (admin rights required) – ideal, for example, for mobile cameras used without a network connection (like in buses or at construction sites), where the recording media can now be read out without having to dismantle the camera.

MxMC Operating Instructions: The Online Help

Details on these points can be found in the interactive **online help** of MxMC, which will be updated for the release of MxMC 2.2: <https://manuals.mobotix.com/mxmc/current/en.lproj/FirstLevel.html>

Beta version for testing: For testing purposes only, MOBOTIX partners can now download a beta version of MxMC 2.2 free of charge. Website: <https://www.mobotix.com/en/beta> Password: soccer

Configuration of MOBOTIX IoT cameras: Advanced Config license now available free of charge!

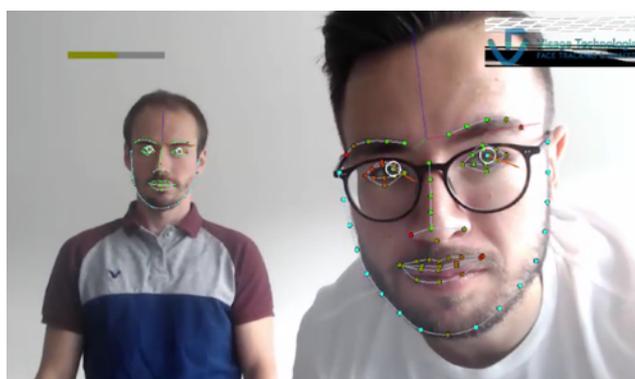


The big advantage of the configuration solution integrated in MxMC is that you no longer have to open each individual camera in the browser to check and change the settings of an entire camera group. In the **Configuration** view it is possible, for example, to enable arming of up to 80 cameras of a group at the same time. Or to check the status of data protection relevant camera settings such as microphone on/off during daily maintenance and control work and to adjust them directly if necessary. With Advanced Config, **more than three-quarters** of all camera settings available in the firmware can be conveniently made directly in MxMC. Depending on the size of the system, even **several hours** of work can be saved!



Die Konfigurationsansicht in MxMC 2.2 steht für alle MOBOTIX IoT-Kameras der neuen **MOBOTIX 7-Plattform (M73)**, der Mx6-Plattform (x16/x26) und der P3-Plattform (x14/x15 und x24/x25) mit den jeweils aktuellen Firmware-Versionen **ab sofort gratis** (bisheriger MSRP: 99 EUR) zur Verfügung. Die in MxMC integrierten reinen ONVIF-S-Kameras (MOBOTIX MOVE oder Fremdanbieter) können nicht über MxMC konfiguriert werden.

Equipped with an activated **Advanced Config License** and the corresponding admin rights, you can now make the settings for the MOBOTIX Certified App **Visage Technologies Face Recognition** in the **Configuration** view of MxMC 2.2. This allows you to transfer the individual **App settings** as well as the face data (whitelist, blacklist) – stored in the camera in **encrypted** form – from one M73 to any number of other M73 cameras with activated Face Recognition App in just a few seconds.



You can access the MxMC **Configuration** view via the view selection at the bottom left. You now have access to the basic settings (always available) and to the Advanced Config settings stored in the **gray tiles**, which are otherwise only accessible via browser and camera firmware.

Please also note the **video tutorials** on MxManagementCenter and other MOBOTIX products: <https://www.mobotix.com/de/video-tutorials>

Activate MxMC licenses (also applies to Advanced Config licenses provided free of charge by MOBOTIX)

MxMC licenses and activation IDs for the MxManagementCenter are purchased through the same sales channel as MOBOTIX cameras, i.e. either directly from MOBOTIX or from a MOBOTIX wholesale partner, depending on partner status and sales region. A MOBOTIX MxMC license can then be forwarded online from our license portal directly to the end customer via e-mail by the MOBOTIX partner who supports the end customer (MOBOTIX partners receive their personal portal access data when ordering a license for the first time).

More information: <https://www.mobotix.com/en/support/download-center/software-downloads/license-portal>

Download and Release Notes of MxManagementCenter 2.2:

[mobotix.com > Support > Download Center > Software Downloads > MxManagementCenter](https://www.mobotix.com/en/support/download-center/software-downloads/mxmanagementcenter)

Available: as of 27 November 2019

MxManagementCenter Version 2.2 für Windows and macOS and Licences			
Description	Order Number	MSRP*	Available
MOBOTIX video management software MxManagementCenter (MxMC) • Versions 2.2 for Windows (Windows 8 or later) or macOS (10.12 or higher) • Language packs: English, German, French, Spanish, Italian, Russian, Turkish, Portuguese, Japanese • System requirements: 2 GHz processor (min.), at least 2 GB RAM, video card with support for OpenGL V2.1 • Download free of charge: www.mobotix.com > Support > Download Center > Software Downloads > Cameras > MxManagementCenter	Mx-SW-MC	0 €	27 Nov. 2019
MxMC Advanced Config License for using the advanced configuration with a MxMC workstation (as of MxMC 2.0)	Mx-SW-MC-ADCON	0 €	now
MxMC Smart Data Lizenz for connecting an external data source (Smart Data Source) to a MxMC workstation (as of MxMC 2.1) • No time limit for use, unlimited number of users per workstation • Download via external license portal (access data required)	Mx-SW-MC-SDATA	249 €	now
MxMC POS Single Cash Point License for connecting a cash register to an MxMC workstation (MxMC 1.7 or higher)	Mx-SW-MC-POS	249 €	now
MxMC Integration Starter License for the general use of H.264 with a MxMC workstation (as of MxMC 2.0) for live images, playback and/or export	Mx-SW-MC-STARTER	89 €	now
MxMC Integration Channel License for using an additional video channel from an external ONVIF-S compliant IP camera with a MxMC workstation (as of MxMC 2.0)	Mx-SW-MC-CHAN	49 €	now
MxMC Advanced Service License 1 Year for using the advanced system service and the MxMC Health Check with a MxMC workstation (as of MxMC 2.0) • Validity: 1 year/12 months	Mx-SW-MC-AS-1	999 €	now
MxMC Advanced Service Lizenz 2 Years • Validity: 2 years/24 months	Mx-SW-MC-AS-2	1499 €	now
MxMC Advanced Service License 5 Years • Validity: 5 years/60 months • Unlimited number of users per workstation • Download via external license portal (access data required)	Mx-SW-MC-AS-5	2999 €	now

* MOBOTIX MSRP prices are recommended net sales prices ex works EXW from the factory in Germany. In certain countries, MOBOTIX distributors may set higher sales prices due to import specifications/duties.

5. Schedule & Important Links

New Software – Download from MOBOTIX Website:

MxManagementCenter (MxMC) Version 2.2

Download as of 27 November 2019 (MOBOTIX website)

MOBOTIX Certified Apps

Pre-installed in every M73 (part of camera firmware)

New Hardware – Now Available For Order (Applies To MOBOTIX Partners And End Customers):

MOBOTIX M73 and accessories

Delivery starts 27 November 2019

All Products On The MOBOTIX Website:

www.mobotix.com > Products

(for hardware)

www.mobotix.com > Support > Software Downloads

(for software)

www.mobotix.com > Support > Manuals

(Manuals/Quick Installs)

New Price Lists On The MOBOTIX Website:

In the non-public partner area: [Customer Portal](#)

as of 29 October 2019

(Interactions> Sales Tools > Price Lists)

MOBOTIX 7 sales support (brochures, presentations, videos, ...) is available in the

MOBOTIX Partner Toolbox for PC, tablet and smartphone

as of 29 October 2019



> [App Store](#)

> [Google Play](#)

> [Website](#)

Product Training Seminars and Events:

The current dates can be found on the MOBOTIX website under: [Company > Calendar](#)

Additional webinar to this Product Announcement (Duration: approx. 60 min, Language: English)

Friday, 15 November 2019

8:00 am (Central European Time / Germany) or

Friday, 22 November 2019

8:00 am (Central European Time / Germany)

Please register here:

<https://register.gotowebinar.com/register/4755622387610013452>

or

Friday, 15 November 2019

4:00 am (Central European Time / Germany) or

Friday, 22 November 2019

4:00 am (Central European Time / Germany)

Please register here:

<https://register.gotowebinar.com/register/8443947337124496653>

More information about MOBOTIX 7 and M73 can be found here: <https://seven.mobotix.com>