For Release:

Advanced Technology Video (ATV) Introduces Newest Camera Addition to HD Analog Solutions Series

Coppell, TX – October 27, 2017 – Advanced Technology Video (ATV), a leading provider of innovative integrated security solutions, announces the release of a new 2MP HD Analog camera - **HDHS243**, a covert Height Strip for discreet, specialty applications, adding unique value to the growing HD Analog Solutions Series portfolio.

The **HDHS243** is part of a new HD Analog camera family that offers analog camera users a simple upgrade opportunity to Full High Definition (HD), 2MP resolution utilizing their existing coax cable and BNC connectors. This new family of cameras, with a variety of housings, lenses and features, is the perfect solution for any application where they do not want the expense of replacing the existing wiring.

The **HDHS243** offers standard video features such as True Day/Night, digital WDR, 3D-Digital Noise Reduction and a 4.3mm pinhole lens. The camera is discreetly housed within a height strip housing that can be installed on or beside a door frame. The position of the camera can be adjusted and offers an exclusive 5° vertical tilt lever for adjusting the vertical angle. The **HDHS243** is engineered to work with ATV's series of HD Analog digital video recorders as well as their legacy 960H DVR's via AHD or CVBS signals, for maximum stability and performance. In addition, OSD Control via Coax (UTC) is supported for accessing the camera's menu, saving install and testing labor.

"With the addition of this new HD Analog camera that brings new life into existing coaxial infrastructure, ATV remains committed to continuously develop new and powerful products", says Keith Shaver, ATV-NLSS Vice President of Sales and Marketing.

As with all ATV security solutions, sales engineering, customer service and technical support is complimentary and is complemented with our powerful ATVision IP® Video Management System (VMS) Client Software, available for both Windows and Mac computers

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About Advanced Technology Video: ATV, a force in the security industry since 1983, has been delivering solutions with unmatched reliability and value ever since. Today we're stronger than ever, with a complete lineup of video and integrated security products that set industry standards for dependability and support. Our full line of cameras, network appliances and other devices are loaded with features you won't find anywhere else at the same price. And we back those products with the best customer service and technical support available anywhere.

Security without compromise

For more information on innovative ATV products please contact us at 888-288-7644 or visit our new website at **www.atvideo.com** for the latest products, literature, training and industry news, or visit us on **Facebook**, **Twitter**, **LinkedIn**, **Google+**, **or Pinterest**.

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