

# How to MONETIZE Video Surveillance Data?

## Store Video Surveillance Data Forever

- Get a RECALL Gateway from **ACKData**, an **ACKData** dealer, or a distributor. Install it on the target network.
- License the “data collection devices” (aka cameras) you wish to use to collect data.
- Data lacks statistical value unless you have enough of it.
- The data collected does not have to be high quality and full resolution. Store a 1080p stream at 5FPS.

## Allow ACKData to Market This Collected Video Data to Data Brokers

- **ACKData** has established a network of “data brokers” who will take this data and market it to interested 3rd parties.

## Approve the Rental of Your Data to Each and Every Potential User

- None of your data is ever released to a 3rd party unless you have authorized the release (or unless you have granted to **ACKData** specific permission to release data on your behalf).

## Take Money from ACKData when your collected video data is used by a 3rd party

- **ACKData** pays 50% of the revenue earned from data rental back to the end user.
- **ACKData** strives to make the use of RECALL and the monthly cost less than the revenues earned by the rental of data.

## Do NOT pay a lot

- Storing a data stream should be between \$19.95 and \$34.95 per month, per stream.
- The RECALL Gateway comes with the service, free of charge.
- No specialized hardware is needed.

## Do NOT Get Stuck With Expensive Local Hardware!

- If you do not have any hardware on site (for example, this is a new installation) all you need are IP cameras, a network switch, a RECALL Gateway, and bandwidth. **ACKData**'s service can provide a full VMS.

## Use What You Have if You Have it

- If the target network already has a local Video Management System and local storage- great! Use this for storing high resolution video and event management. Use RECALL for the storage of long term data.

For more information or to discuss this opportunity with **ACKData**, please contact us: Scott Sereboff – [scott@ackdata.com](mailto:scott@ackdata.com) or 972-786-6771  
You can also visit <http://www.ackdata.com>