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Crafting Innovation

www.nordencommunication.com

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About

Norden Communication

Headquarters

Located in London, UK, Norden Communication has over two decades of history, initially focusing on delivering reliable and effective ELV and security solutions.

Comprehensive Portfolio

Norden offers a diverse product range across six product verticals, including Surveillance, Cabling Systems, Public Address, Access Control, Fire Alarm Systems, and UPS Systems, with continuous expansion into new areas. Our commitment to quality, reliability, and innovation ensures safety, connectivity, and efficiency for businesses worldwide.

Global Presence

Over the years, Norden has expanded its reach, servicing markets across Europe, the Middle East, Africa, and Asia, meeting the demands of diverse industries worldwide. With operations in 50+ countries, Norden continues to deliver innovative solutions tailored to evolving security and infrastructure needs.

Commitment to Quality

Norden operates with a dedicated quality assurance team and adheres to an ISO-certified quality management system, ensuring all products meet the highest standards. Our products and solutions adhere to industry standards and regulatory compliance requirements.

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Our Product Portfolio

- Norden Surveillance System
- Norden Cabling System
- Norden Public Address System
- Norden Access Control System
- Norden Power System
- Norden Fire Alarm System

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ENABLING SMART & SAFE CITIES THROUGH CONNECTED MOBILITY

Where Technology Meets Sustainable Transport

SURVEILLANCE IN MOBILITY: TRAFFIC MONITORING

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- Deployment of CCTV & ANPR at intersections, tolls, and highways
- Supports enforcement agencies and Smart City ITMS initiatives
- Ensures transparency in challan and penalty systems

SURVEILLANCE IN MOBILITY: TRAFFIC ANALYTICS

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- Real-time vehicle counting and congestion heatmaps
- Detects violations: red-light jumping, overspeeding, lane discipline, wrong-way driving
- AI-enabled smart traffic signal control for smoother flow
- Provides data insights for city planners and transport authorities

SURVEILLANCE IN PUBLIC TRANSPORT SAFETY

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- Cameras in buses, metros & taxis ensure passenger security
- Deters and investigates theft, harassment & vandalism
- Enables remote monitoring & incident traceability
- Builds trust in shared mobility services

SURVEILLANCE IN INCIDENT MANAGEMENT

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- **AI-Powered Monitoring** – Detects accidents, stalled vehicles & hazards
- **Real-Time Alerts** – Enables quick response via city command centers
- **Seamless Integration** – Linked with police, ambulance & fire services
- **Safer Cities** – Reduces fatalities & strengthens urban mobility resilience

NORDEN VEHICLE CAMERA SOLUTION

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- Multi-camera solutions for state buses, school buses, taxis, and logistics fleets
- Mobile NVR/DVRs: 4/8 channel systems for buses, trucks, and public fleets with live streaming
- Driver monitoring systems detect fatigue, distraction, and rash driving
- Builds accountability and ensures compliance with MoRTH & RTO safety guidelines

NORDEN VEHICLE CAMERA SOLUTION

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NORDEN DASH CAMERA

- Dash Cameras: Full HD, GPS-enabled, G-sensor, IR night vision for evidence collection
- Dash cameras for law enforcement, commercial, and private vehicles
- Integration with Norden VMS for centralized fleet tracking & playback

Police Vehicles

School Buses

Fleet Transport

Public Transport

GENERAL SURVEILLANCE IN SMART CITIES

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- **DOME CAMERAS** – High-definition monitoring with fixed or motorized lenses for public spaces & ensures the overall security of public areas around the city
- **BULLET CAMERAS** –keeps a watchful eye over any activities in the streets and other areas of the city with day/night functionality
- **MULTI-SENSOR CAMERAS** – Wide-area coverage with reduced blind spots and lower infrastructure costs
- **PTZ CAMERAS** – Flexible monitoring with pan, tilt, and zoom, enabling real-time tracking and detailed incident verification

SMART CITY LAW ENFORCEMENT BODY-WORN CAMERAS

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- Body Worn Cameras provide efficient data protection through multiple encryption technologies.
- With the additive features, these cameras empower recording in real-time, ensuring that everything gets captured under the device's watch.
- Features advanced technologies such as 4G / 5G, WiFi, GPS and Bluetooth.

TAILORED ANALYTICS

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Intelligent monitoring powered by AI transforms CCTV into proactive surveillance. It detects anomalies and events in real time, enhances situational awareness, and supports faster incident response. Beyond safety, it also enables smarter traffic management, city planning, and improved citizen confidence.

OBJECT DETECTION	LICENSE PLATE RECOGNITION	CROWD MONITORING	ABANDONED OBJECT DETECTION	FACIAL MASK DETECTION
MOTION DETECTION	LINE CROSSING DETECTION	BEHAVIOR ANALYSIS	SMOKE AND FIRE DETECTION	TRAFFIC FLOW ANALYSIS
FACIAL RECOGNITION	INTRUSION DETECTION	OBJECT TRACKING	TAMPER DETECTION	PARKING SPACE AVAILABILITY

NORDEN SURVEILLANCE PORTFOLIO

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- IP Cameras: Dome, Bullet, PTZ, Thermal, ANPR for city and traffic projects
- NVR & Storage: 8–128 channels, RAID, redundancy for 24×7 operations
- VMS & Analytics: AI-driven traffic insights, face recognition, heatmaps, intrusion alerts
- Vehicle/Dash Solutions: Ruggedized for Indian road conditions & connectivity challenges

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Different Product Ranges

Dome Camera

Bullet Camera

Box Camera

PTZ Camera

Fisheye Camera

Thermal Camera

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Different Product Ranges

Explosion Proof Camera

Corrosion Proof Camera

Multi-Sensor Camera

Body Worn and Helmet Camera

Global Shutter Camera

LPR Camera

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Different Product Ranges

Pin hole Camera

Vehicle Camera

Network Video Recorder-NVR

Mobile NVR / DVR

TRUSTED SOLUTIONS FOR INDIAN SMART CITIES

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Designed for Indian Conditions - Built to withstand heat, dust, humidity, and power fluctuations.

Integrated End-to-End Platform – Seamlessly connecting Cameras, Storage, VMS, and Advanced Analytics.

Make in India Compliant – Aligned with Smart City requirements.

Nationwide Support – Strong service and partner ecosystem for reliable delivery.

CONCLUSION – BUILDING INDIA'S CITIES OF TOMORROW

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- Surveillance: The Backbone of Connected Mobility & Smart Transport
- Driving Road Safety, Traffic Efficiency & Public Trust
- Norden: Delivering Future-Ready, Scalable & Trusted Surveillance Solutions for India
- Smart + Safe + Sustainable = The Future of Indian Cities

NORDEN INTELLIGENT SOLUTION

NORDEN INTELLIGENT SOLUTION

- Norden Intelligent Solution is an Automated Infrastructure Management (AIM) system powered by CPID Technology (Connection Point Identification).
- This innovative solution simplifies and optimizes IT infrastructure management by providing real-time monitoring of point-to-point connectivity at the physical layer.
- Utilizes advanced technologies to automate and optimize the efficient, secure management of physical and virtual network assets, enabling businesses to remain competitive in the fast-changing IT landscape.

NORDEN INTELLIGENT SOLUTION

- **Key Features :**
  - Real-time visibility into network connectivity
  - Support for interconnect and cross-connect topologies
  - Comprehensive monitoring and control of all physical-layer network components
  - Minimized network downtime with enhanced performance
  - Automation to eliminate manual errors in workflows
  - Management of all IT assets down to the final port
  - Reduced power consumption for increased efficiency

NEED FOR AN INTELLIGENT SOLUTION

Challenges Faced by Data Centers and Networks :

- Critical Dependency on Network Uptime :
  - Global online business success hinges on stable and reliable data center operations.
  - Even a minute of downtime results in lost revenue and reputational damage.
- Complexity of Modern Data Centers :
  - Increasing size and geographical distribution of data centers strain budgets.
  - Network infrastructure management becomes cumbersome and costly.
- Manual Maintenance Challenges :
  - Labor-intensive and error-prone processes.
  - Increased risk of downtime due to human errors.
  - Difficulty in provisioning new equipment and fully utilizing IT assets.

NEED FOR AN INTELLIGENT SOLUTION

How Norden Intelligent Solution Solves These Challenges :

- Real-Time Visibility and Monitoring :
  - Provides complete transparency of network physical-layer components.
  - Identifies failure points in real-time, preventing potential escalations.
- Automation of Work Processes :
  - Eliminates human errors through process automation.
  - Streamlines provisioning of new equipment and IT asset management.
- Network Topology Support :
  - Supports interconnect, cross-connect, and mixed network topologies.
  - Ensures optimal management and control across diverse network environments.

BENEFITS OF NORDEN INTELLIGENT SOLUTION

- Reduces downtime by proactively identifying and resolving issues for seamless network performance.
- Automates processes to eliminate manual errors, streamline workflows, and enhance productivity.
- Supports diverse network topologies for flexible and efficient integration.
- Lowers management and maintenance costs by minimizing reliance on manual interventions.
- Optimizes resource utilization to maximize the value of IT assets.
- Reduces power consumption through intelligent resource allocation, lowering operational expenses.
- Contributes to sustainability by minimizing environmental impact.

NORDEN AIM SOLUTION FEATURES

IT ASSET MANAGEMENT

Automatically tracks and identifies assets, detecting devices with their IP, MAC, and host names, while providing real-time, dynamic, and accurate insights into the entire IT infrastructure, including servers, networking, and high-resolution asset location views.

CONNECTIVITY MANAGEMENT

Provides a complete, detailed view of the entire network infrastructure, including port-level resolution, with clear documentation and graphical representation of end-to-end device connectivity and routing.

NORDEN AIM SOLUTION FEATURES

WORK ORDER MANAGEMENT

Enables planning, scheduling, and monitoring of change requests with accurate and fast execution, supported by visual guidance through hardware and tablet applications to streamline work order flow.

PLANNING & PROVISIONING

Simplifies the planning and provisioning process with automated algorithms, providing accurate insights into service availability, infrastructure readiness, VLANs, and port availability.

NORDEN AIM SOLUTION FEATURES

REAL TIME DOCUMENTATION

Automatically maintains up-to-date records of IT infrastructure . Provides an accurate, dynamic view of assets, connectivity, and configurations, ensuring reliable and accessible documentation for enhanced management and decision-making.

3D RACK VISUALIZATION

Offers a detailed, interactive 3D view of racks and cabinets, showcasing device placement, connectivity, and real-time status. Enables better spatial planning, monitoring, and management of IT infrastructure with an intuitive, visually rich interface.

NORDEN AIM SOLUTION FEATURES

ENVIRONMENT & POWER MONITORING

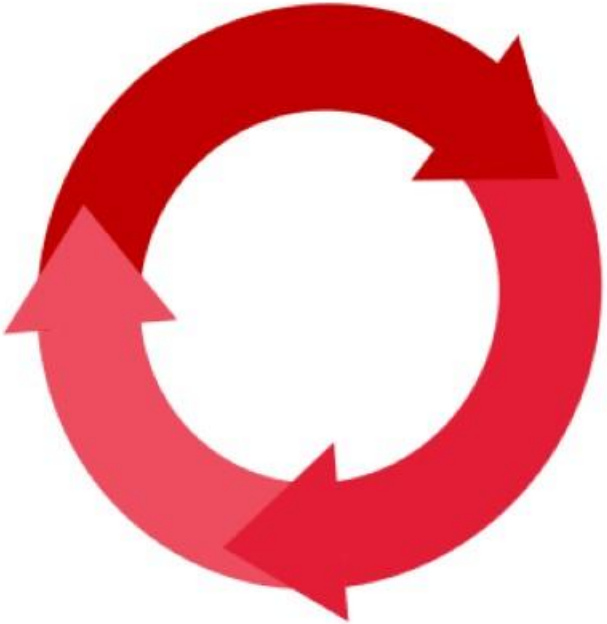
Proactively monitors rack-level environmental conditions and power consumption in real time, offering instant alerts based on predefined thresholds and visualizing current status on a facility map for effective management.

REPORTS & DASHBOARD

Leverage powerful dashboards for at-a-glance monitoring and analysis of IT infrastructure assets, including capacity, utilization, connectivity, and power trends. Configurable reports and task tracking enhance efficiency and provide actionable insights.

NORDEN AIM SOLUTION WORKFLOW

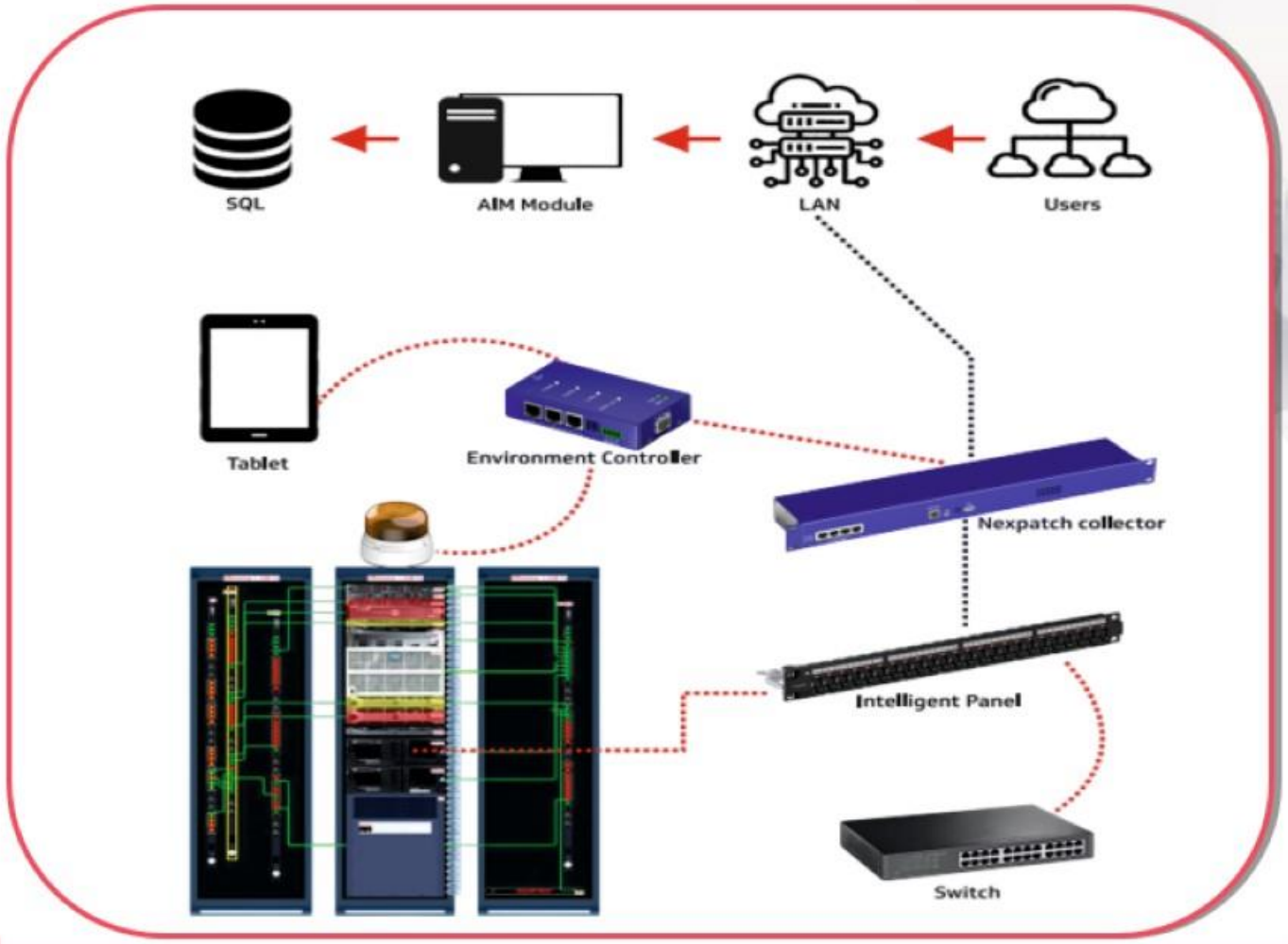
CPID technology has designated ID number to every port In IT cabinets. This ID helps to identity & track any patching changes made to the network.



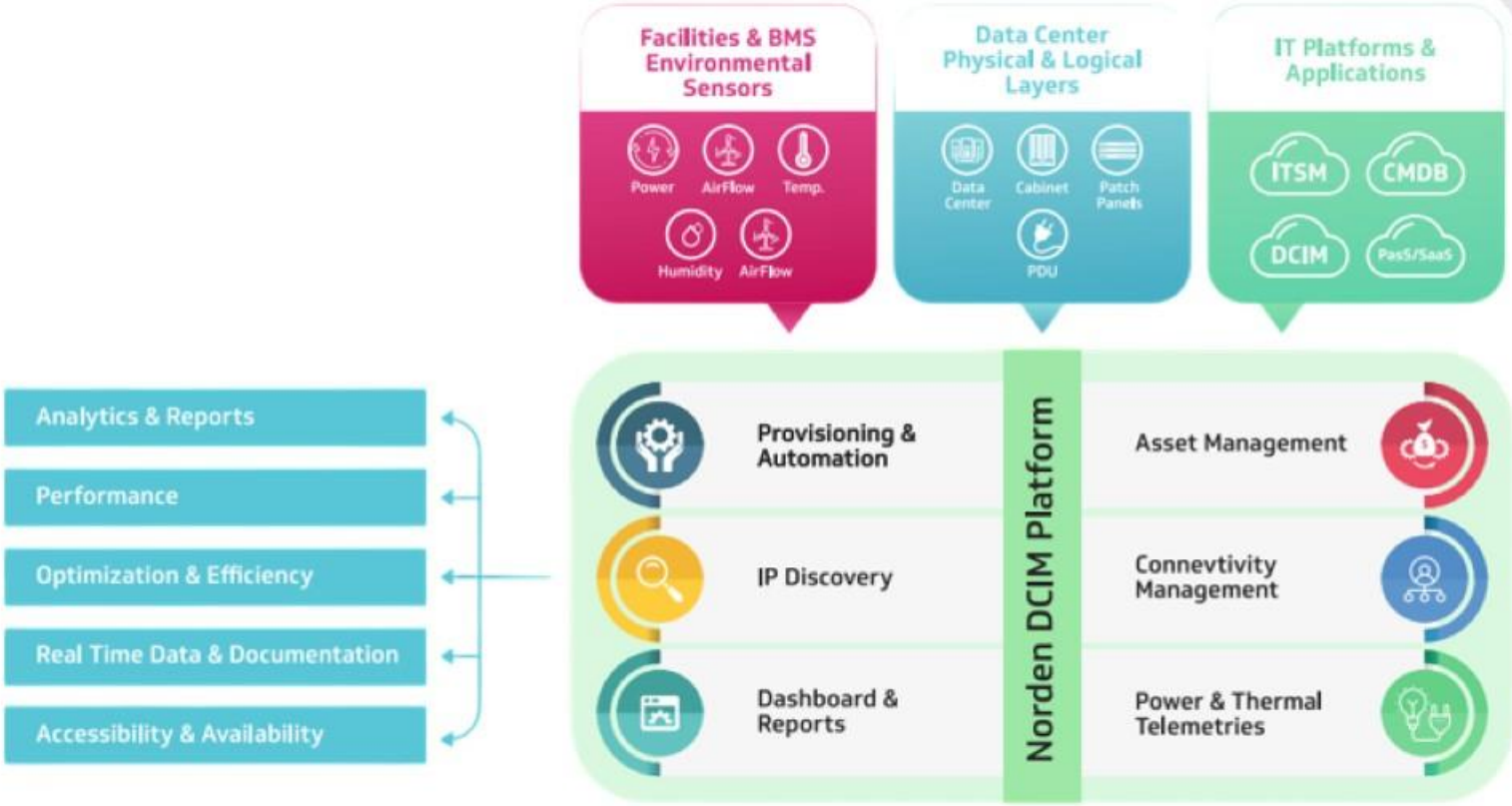
This functionality is enabled by the ID Key which resides in the switch port and stores link information

DCIM platform collects this link information offering services like networks mapping , alerts, reports & more.

HARDWARE ARCHITECTURE



NORDEN DCIM SOFTWARE



APPLICATION AREAS

- Data Centres
- Enterprise Networks
- Telecommunications
- IT and Telecom
- Banking, Financial Services, and Insurance (BFSI)
- Healthcare
- Manufacturing
- Government and Public Sector

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Integrated Emergency Communication System

INTEGRATED EMERGENCY COMMUNICATION SYSTEM

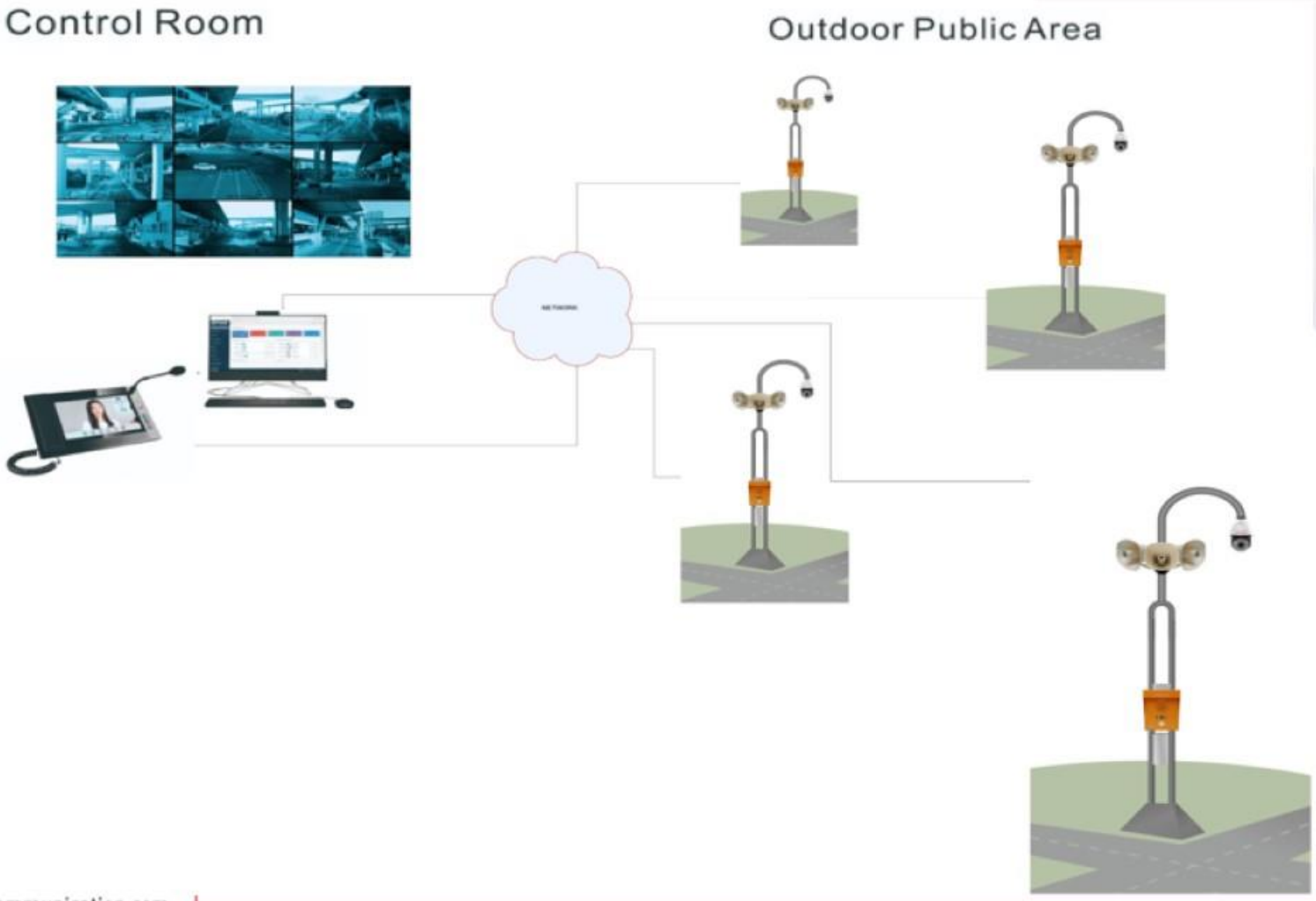
Objective

The Integrated Emergency Communication System enhances urban safety by enabling a rapid response to emergencies. During special circumstances or urgent situations, the command center or monitoring center can initiate emergency broadcasts, playing notification files, emergency announcements, or issuing operational instructions. Residents can quickly report incidents, and authorities can promptly dispatch assistance, thereby improving emergency management capabilities.

Key Features

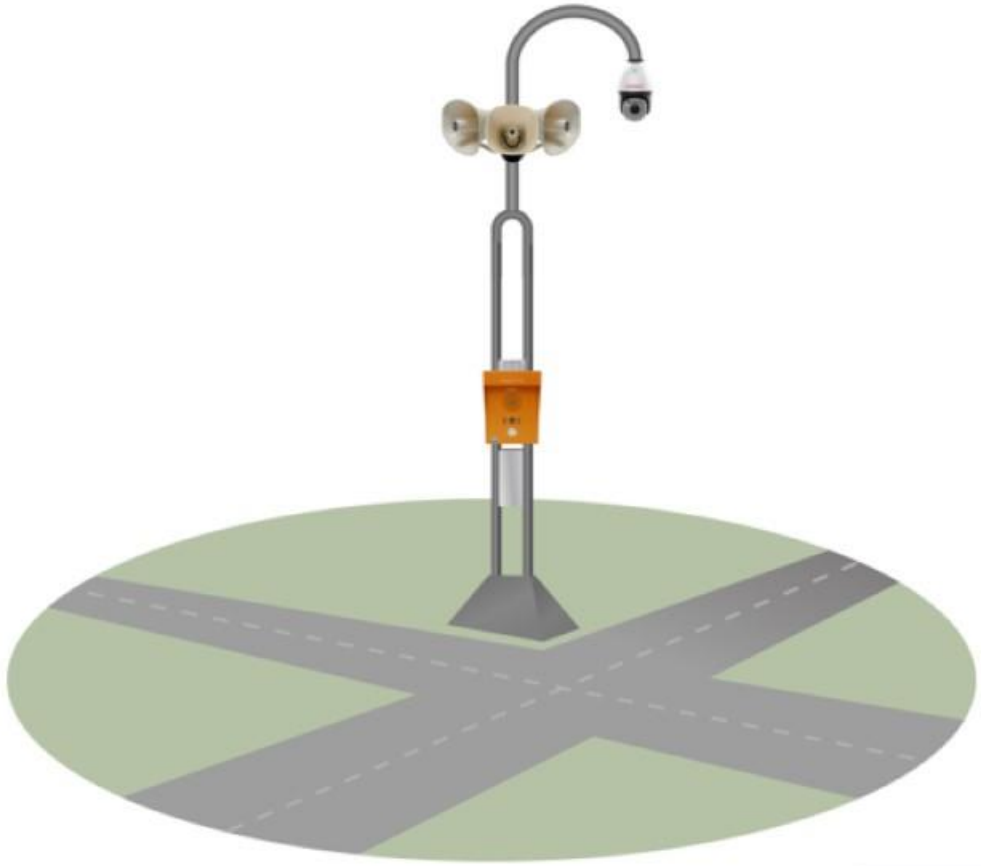
- **Enhanced Safety**
- **Emergency Broadcasting**
- **One-Touch Alert**
- **Two-way communication (sos)**

PRODUCT DETAILS



PRODUCT DETAILS

Integrated SOS POLE



IP POE HORN SPEAKER

NVS-IP100043SP

- 10W power rated
- Max SPL: 120dB
- Supports SIP Protocol
- Supports both POE and POE+
- IP66 Protection
- Waterproof microphone with dynamic volume adjustment

IP WALL MOUNT VIDEO INTERCOM TERMINAL

NVS-IP100024IC

- Built-in 10W speaker and microphone
- Built-in 50W digital amplifier
- HD wide-angle camera
- Waterproof ratio of IP66
- Supports SIP and ONVIF protocols

OUTDOOR VIDEO INTERCOME

NVS-IP100031IC

- Built-in 3W speaker
- HD Wide angle Camera
- Built-in 15W+15W amplifier
- Supportive of POE power supply
- Supports ONVIF protocol
- Standard RJ45 interface

COMMAND CONTROL CENTRE

IP BASED PAGING MICROPHONE

NVS-IP100003PM/NVS-IP100004PM

- NVS-IP100004PM consists of HD digital camera
- 7" high-definition display with 800x1280 resolution
- Built-in audio processor
- Supports initiating and receiving calls
- Supports file, pre-recorded and TTS broadcasting
- Supports online viewing of working status of other terminals

IP BASED PAGING MICROPHONE

NVS-IP100026PM

- 10.2" TFT LCD touch screen and 13MP HD camera
- Built-in 3W speaker and unidirectional condenser microphone
- Built-in intelligent face recognition chip
- Supports pre-recording and file broadcasting function
- 1 Relay input and output interface

IP Based Remote Paging Mic with Video Intercom

IP BASED PA & INTERCOM SOFTWARE

NVS-IP100001SW

- Map up to 1000 devices and infinity zones
- Schedule jobs like alarm, intercom, broadcast and timing program
- Unlimited zone creation and management
- Support SIP trunk integration with Asterisk, AVAYA, Cisco, 3CX etc
- Support Web GUI management interface

THANK YOU

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