



Model: FI8910W

Foscam

Wireless IP Cameras

www.Foscam.us

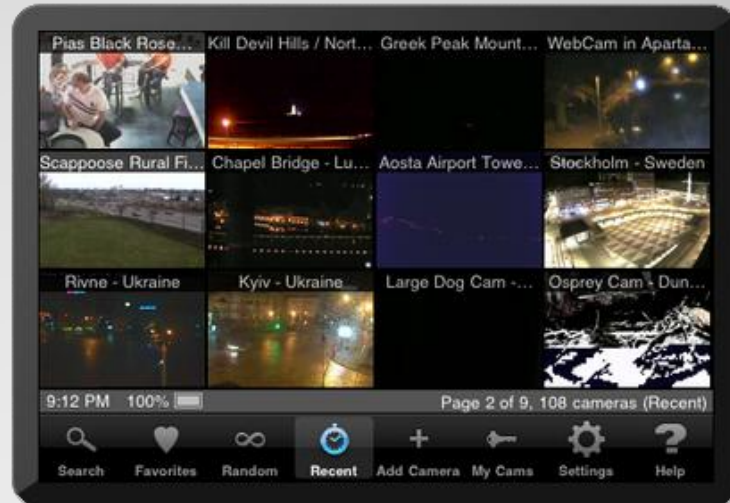
Foscam Digital Technologies LLC

Introduction

- Foscam Wireless IP Cameras are on the forefront of consumer wireless IP video technology due to their ability to bridge the gap between powerful features and affordability.
- Foscam cameras are reliable and have become popular for their ability to outperform and outlast similar cameras of twice to three times their price.
- Foscam cameras are **fully compatible with the iPhone and iPad** as well as Blackberry and Android devices
- Foscam is currently the most popular wireless IP camera sold in the United States (according to Amazon.com & Google Insights) retailing close to 30,000 units monthly in the United States and 60,000 units worldwide.

Target Audience Applications

- Do-it-yourself home and small office security monitoring
- **Iphone, Ipad** & Android (baby) monitoring system
- Remote audio/video conferencing and communication
- Medium enterprise communication and security



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FOSCAM

Features

- Fully compatible with Iphone, Ipad, Android & BB
- Streams/records live video and two-way audio
- Remote control pan/tilt maneuverability
- Night vision up to 25 feet
- Motion detection alarm with email/ftp alerts
- Simple to setup with free telephone support



Competitive Advantage

- Foscam's primary advantage over its competitors , namely D-Link followed by Panasonic, Cisco, Axis, Sony and Vivotek, is its ability to provide a fully functional wireless pan/tilt ip camera at a fraction of the cost of its competitors and then pass on this savings to the end consumer.
- The functionality contained within a Foscam camera has been available within the market for several years. However, the reason for Foscam's sudden rise in popularity is its ability to offer this functionality at a price point affordable by most consumers – something not previously done.

Popularity within the Space

- Google Insights “Keyword Search Volume over Time” (Figure 1) comparing the word “Foscam” against the phrase “wireless ip camera” shows that, within 1 year, the popularity of the word “Foscam” surpassed the popularity of the entire category “wireless ip camera” by two-fold. See next slide for Figure 1.

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use a comma as shorthand to add comparison items. (tennis, squash) <ul style="list-style-type: none"> ● foscam <input type="button" value="x"/> ● wireless ip camera <input type="button" value="x"/> ● All search terms <input type="button" value="x"/> ● All search terms <input type="button" value="x"/> ● All search terms <input type="button" value="x"/> 	Web Search ▾ Worldwide ▾ 2004 - present ▾ All Categories ▾

Web Search Interest: foscam, wireless ip camera

Worldwide, 2004 - present

Categories: [Computers & Electronics](#), [Business](#), [Photo & Video](#), [Telecommunications](#), [Internet](#), [more...](#)

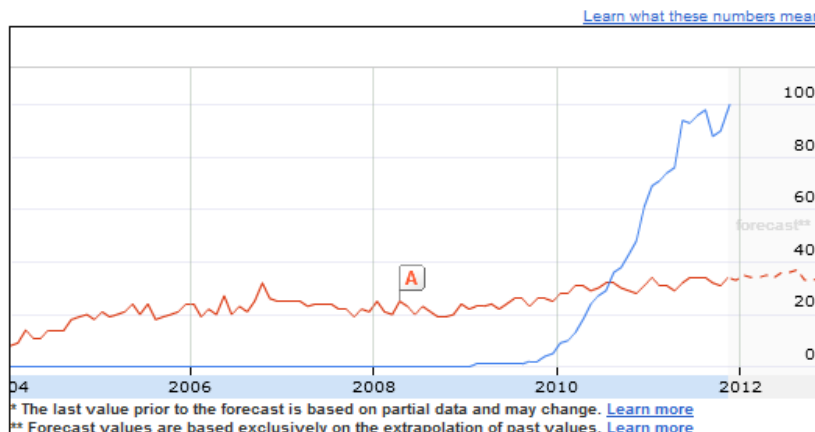
An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

comparison item 'All search terms' ignored

Totals ?	
foscam	14
wireless ip camera	25

Interest over time

Forecast ? News headlines



[Embed this chart](#)

See worldwide top rising searches by [clearing the search terms](#)

[Review: Edimax Wireless IP Camera networking](#)

Figure 1

Popularity vs. The Competition

- Google Insights "Keyword Search Volume over Time" (Figures 2 & 3) comparing the keywords "foscam ip camera" against the keywords "d-link ip camera", "panasonic ip camera", "cisco ip camera", "linksys ip camera", "axis ip camera" and "sony ip camera" shows that, within 1 year, more people were searching for the word "foscam ip camera" than any of its competitors.

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the plus sign to indicate OR. (tennis + squash) <input type="text" value="foscam ip camera"/> <input type="text" value="d-link ip camera"/> <input type="text" value="panasonic ip camera"/> <input type="text" value="cisco ip camera"/> <input type="text" value="linksys ip camera"/>	<input type="text" value="Web Search"/> <input type="text" value="Worldwide"/> <input type="text" value="2004 - present"/> <input type="text" value="All Categories"/>
		<input type="button" value="Search"/>

Web Search Interest: foscam ip camera, d-link ip camera, panasonic ip camera, cisco ip camera, linksys ip camera

Worldwide, 2004 - present

Categories: [Business](#), [Computers & Electronics](#), [Photo & Video](#), [Internet](#), [Telecommunications](#)

An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Totals

foscam ip camera	15
d-link ip camera	24
panasonic ip camera	53
cisco ip camera	12
linksys ip camera	35

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)

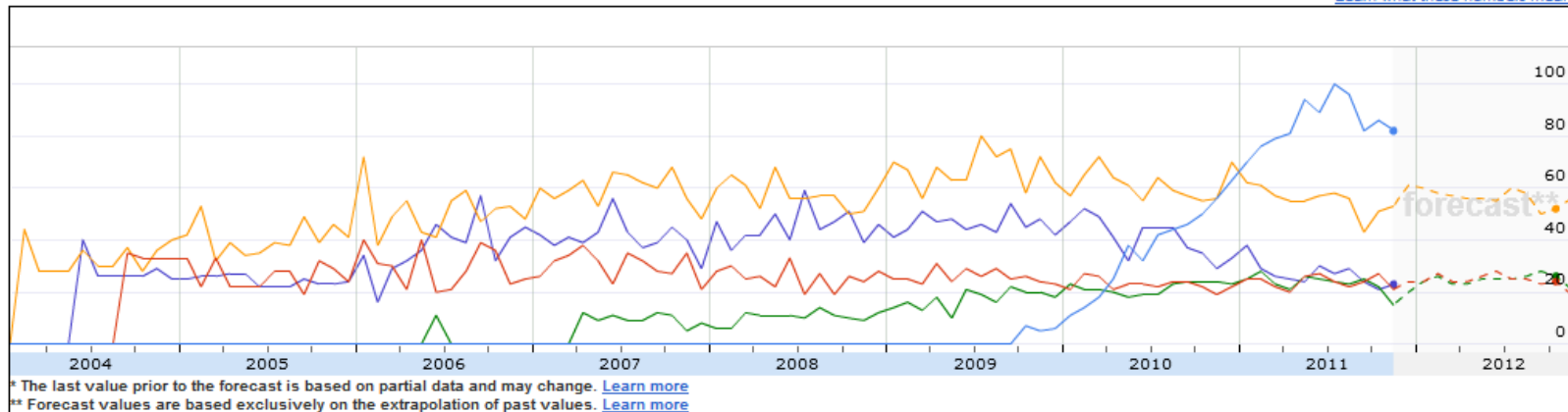


Figure 2



Model: FI8910W

Foscam Digital Technologies LLC

Contact Details:

wholesale@foscam.us

1-800-930-0949

(+1) 713 893 7869

CES Booth # 21931 - South Hall #1

www.Foscam.us