

# Mi-TIC Sales Positioning and Evaluation Considerations



ADVANCE WITH CONFIDENCE

**AVON**  
PROTECTION

# Mi-TIC Key Sales Positioning Points

- **Consistent image quality** in the foreground, background, everywhere. Provides the best situational awareness of any camera in the market.
- **Smallest, lightest NFPA1801 compliant TIC.** Small and wearable at just 1lb 15oz (865g) with a large 3.5" LCD display.
- **Cost of ownership - proven durability and 5-year battery life.** > 2,000 charge cycles means batteries last longer than Li-on technology, which typically only offers 500 charge cycles with operational times that degrade at a much faster rate.
- **Uninterrupted imaging.** When switching sensitivity modes or performing a Non-Uniformity Correction, the image on a Mi-TIC will only be interrupted for a fraction of a second. Other TICs can be "frozen" for several seconds.
- **Unmistakable colorization.** Scene colorization is fixed and independent of sensitivity mode. An object dangerously hot at 1100°F (600°C) will always be colored red, unlike on some cameras where red can mean either 266°F (130°C) or 1652°F (900°C). On a Mi-TIC, red really does mean 'red hot', allowing instinctive and safe decisions to be made.
- **High dynamic range.** Fires in the fully developed stage can reach temperatures far in excess of 1100°F (600°C), so it's important to make sure your camera can display details above this. Many typical cameras cannot and would be rendered useless in the presence of a fully developed fire. Mi-TIC cameras can display temperatures up to 2012°F.

# Mi-TIC Evaluation Considerations

- **Importance of background detail.** Point the TIC directly at the heat source. Does it allow you to clearly see the background detail? Some TICs will produce a very detailed image of the fire at the expense of important background detail such as exit points and casualties.
- **Uninterrupted imaging – don't miss important situational information.** It's important to evaluate the TIC under the conditions it is designed to be used – in a fire. Make sure you observe the TIC switching gain modes by looking at something that is greater than 300°F (150°C). There will be a momentary freezing of the image while the TIC switches to 'Low Sensitivity Mode'. Not all TICs will switch as quickly as this and indeed some TICs will freeze for several seconds. Look at something above 750°F (400°C) and the camera will make a further switch to 'Extended Low Sensitivity Mode'. Again, there will be a momentary freezing of the image. Other TICs will be slower to switch.
- **Unmistakable color.** Again, it's important to evaluate the TIC under the conditions it is designed to be used – in a fire. Observe the TIC switching gain modes but pay attention to the colorizations. Take note of the temperatures represented by the different colors. Some TICs have colorizations which are dependent on the sensitivity mode that the TIC is operating in. On these TICs, the same color can mean two different temperatures, depending on which sensitivity mode the TIC is in. Does this allow instinctive and safe decisions to be made?

Color	Range °C	Range °F
Greyscale	-40°C - 150°C	-40°F - 300°F
Yellow	150°C – 500°C	300°F - 930°F
Orange	500°C – 600°C	930°F - 1100°F
Red	600°C +	1100°F+