

# Selecting the Right Lens: A Guide to Modern Business Surveillance

## Empowering Decision Makers to Protect What Matters Most

As a business owner or manager, your security infrastructure is more than just a deterrent—it is a tool for operational insight and long-term asset protection. Choosing the right camera type is the first step in building a system that scales with your business.

### Dome Camera



Named for their circular, dome-shaped housing, these cameras are the gold standard for indoor surveillance. They are designed to be low-profile and blend seamlessly into office ceilings or retail environments.

#### Pros

- **Vandal Resistance:** The "IK10" rated hard-shell casing makes them difficult to tamper with, redirect, or damage, which is ideal for low-ceiling areas.
- **Visual Discretion:** The smoked or clear dome makes it nearly impossible for onlookers to tell exactly where the lens is pointing, providing a psychological layer of security.
- **Aesthetic Integration:** Their sleek design fits professional environments like lobbies, boardrooms, and boutiques without feeling intrusive.

#### Cons

- **Installation Complexity:** Mounting and adjusting the internal lens can be more time-consuming than other models, often requiring the removal of the dome cover.
- **IR Reflection (Ghosting):** Dust or grease on the dome can cause infrared light to bounce back into the lens at night, occasionally blurring the image.
- **Fixed Range:** Most domes are designed for wide-angle, short-to-medium distance viewing rather than long-distance monitoring.

# Bullet Camera



Recognizable by their cylindrical "lipstick" shape, bullet cameras are the "sentries" of the security world. They are highly visible and designed to point specifically at a target area like an entrance or a perimeter fence.

## Pros

- **Potent Deterrent:** Their prominent shape sends a clear message that the premises are under surveillance, often stopping criminal intent before it starts.
- **Long-Range Viewing:** Built-in larger lenses allow for superior detail over long distances, making them perfect for parking lots and shipping docks.
- **Easy Installation:** Features a flexible mounting neck that allows for quick adjustments and "aiming" without disassembling the unit.

## Cons

- **Vulnerability:** Because they protrude from the wall, they are easier for intruders to "blind" by throwing a cloth over them or manually tilting them away.
- **Wildlife Interference:** The protruding lip of the camera often becomes a favorite spot for spiders to spin webs or birds to nest, requiring more frequent cleaning.
- **Narrow Field:** They are less effective at covering "wide" immediate areas (like a small room) compared to dome or turret models.

# PTZ (Pan-Tilt-Zoom) Camera



These are high-performance, motorized cameras that can move in any direction and zoom in to read license plates or identify faces. In 2026, many of these are equipped with AI Auto-Tracking

## Pros

- **Massive Coverage:** A single PTZ can do the work of 3-4 fixed cameras by scanning a 360-degree area or following a programmed "guard tour."
- **Dynamic Monitoring:** Users can remotely control the camera via a smartphone or computer to investigate a specific incident in real-time.
- **Powerful Optical Zoom:** Unlike digital zoom, PTZ optical zoom maintains 4K clarity even when looking at objects hundreds of feet away.

## Cons

- **High Initial Cost:** PTZ cameras are significantly more expensive than fixed cameras due to the complex motors and advanced optics.
- **The "Look-Away" Problem:** If the camera is zoomed in on a specific person in the North, it cannot see what is happening in the South. One camera can still only record one angle at a time.
- **Mechanical Wear:** Because they have moving parts, they may require more maintenance over a 10-year period compared to static, fixed-lens cameras.

# Turret (Eyeball) Camera



A hybrid between a dome and a bullet, the turret camera features a "ball-and-socket" design. It offers the flexibility of a bullet camera with the compact, discreet nature of a dome.

## Pros

- **Superior Night Vision:** Unlike domes, the infrared LEDs are usually placed outside the lens glass, eliminating "IR bounce" and providing the clearest possible images in total darkness.
- **Ease of Adjustment:** The lens can be rotated 360 degrees by hand during installation, making it the most versatile option for awkward mounting angles.
- **Low Maintenance:** Without a flat glass face or a dome cover, they are less prone to collecting water spots or dust that could degrade image quality.

## Cons

- **Less Vandal-Proof:** Unlike the protected dome, the lens of a turret is exposed. It is harder to redirect than a bullet, but easier to damage than a dome.
- **Mixed Aesthetics:** While more compact than a bullet, they are still more visible than a recessed dome, which some high-end retail brands may find less "clean."
- **Limited "Lipstick" Range:** While excellent for general areas, they typically lack the extreme long-distance capabilities of a dedicated large-chassis bullet camera.

## Your Security, Simplified

While the technical specifications and hardware varieties outlined in this guide are important, we know that no two businesses are identical. Choosing the right security infrastructure is a significant decision, but it shouldn't be an intimidating one. You shouldn't have to be a surveillance expert to ensure your assets are protected—that is what we are here for.