Partner Marketing Kit

GSC3610 & GSC3615

Messaging Strategy

GSC3610 & GSC3615

Tagline	Infrared Dome and Ceiling-Mounted IP Security Cameras
Subtitle	*The GSC3610 and GSC3615 are weatherproof IP cameras designed for increased security and facility management in any indoor or outdoor area for wide-angle monitoring of nearby subjects.*
Positioning	The GSC3610 and GSC33615 are weatherproof infrared (IR) ceiling-mounted and dome IP cameras with a 3.6mm lens, ideal for wide-angle monitoring of nearby subjects in environments such as banks, hotels, retail stores, offices, warehouses, and building entrances. The series supports motion detection and smart infrared technology for white balance and exposure to monitor activity at night or in dark enclosed spaces. Both cameras can be managed with GSURF Pro, Grandstream's free video management software, along with other ONVIF-compliant video management systems. The GSC3610 and GSC3615 pair with Grandstream's video phones and GSC3570 HD intercom and facility control station for active end-point monitoring and facility control. By adding weatherproof capabilities, these are ideal devices for increasing security and facility management in any indoor or outdoor area.
Key Differentiators	• Supports motion detection • 3.6mm lens, ideal for wide-angle monitoring of nearby subjects • Smart infrared technology for optimal white balance and exposure • Built-in PoE to power the device and provide a network connection • Supports alert notifications via outbound voice or video call & email screenshot • IP66-level weatherproof capability • Primary stream 1920x1080 and Secondary stream 640x480 • SIP/VoIP support for video and audio streaming to endpoints (external microphone required)

GSC3610 Datasheet

Infrared Weatherproof Dome Camera
GSC3610

The GSC3610 is a weatherproof infrared (IR) ceiling-mounted fixed dome IP camera with a 3.6mm lens - making it an ideal device for wide-angle monitoring of nearby subjects in environments such as banks, hotels, retail stores, offices, warehouses, and building entrances. This device supports motion detection and smart infrared technology for white balance and exposure to monitor activity at night in outdoor or dark enclosed spaces. The GSC3610 can be managed with GSURF Pro, Grandstream's free video management software, along with other ONVIF-compliant video management systems. It pairs with Grandstream's video phones and GSC3570 HD intercom and facility control station for active end-point monitoring and facility control. By adding weatherproof capabilities, this is an ideal device for increasing security and facility management in any indoor or outdoor area.

Supports motion detection

Smart infrared technology for optimal white balance and exposure

Built-in PoE to power the device and provide a network connection

Supports alert notifications via outbound voice or video call & email screenshot

IP66-level weatherproof capability

Primary stream 1920x1080 and Secondary stream 640x480

SIP/VoIP support for video and audio streaming to endpoints (external microphone required)

Network Protocol	SIP RFC3261, TCP/IP/UDP, RTP/RTCP, HTTP/HTTPS, ARP, ICMP, DNS (A record, SRV, NAPTR), DHCP, SSH, TFTP, NTP, STUN, SIMPLE, LLDP-MED, 802.1x, TLS, SRTP
Image Sensor Resolution	1/2.9" CMOS Sensor, 1920(H)*1080(V)
Video Compression	H.264/H.265/JPEG/MJPEG
Supported Maximum Video Resolution and Frame Rate	Primary Stream:1920*1080 Secondary Stream: 640*480
Video Output	Network
Audio	Line-In: 1 x 3.5mm, 1-50mVpp; Line-Out: 1 x 3.5mm, 560Ω, 4.0Vpp
Scanning System	Progressive
Image Configuration	Saturation/Brightness/Contrast/Sharpness, White Balance
Focal Length	Fixed 3.6mm
Infrared LED	2x LED, up to 20M, Auto Control
Ethernet	One RJ-45 (10/100Base-T) Port with PoE
ONVIF	Yes, Profile S
Day/Night	Color/ Black &White (IR-CUT)
Motion Detection	Supported
Langauge Supported	Multi-Language
Privacy Mask	4 Rectangular Zone
Weatherproof Grade	Metal , IP66-level weatherproof capability
Power	DC12V±10%,1A (Power Adapter NOT Included) PoE: Support IEEE 802.3af
Temperature / Humidity	-20 °C ~ 50 °C, RH95% Max
Weight and Dimensions	109 x 93mm, 390g
Compliance	FCC, CE, RCM, IC

3.2020.01

Translations

GSC3615 Datasheet

Infrared Weatherproof IP Camera
GSC3615

The GSC3615 is a weather-proof Infrared (IR) wall-mounted bullet IP camera with a 3.6mm lens - making it ideal for wide-angle monitoring of nearby subjects in environments such as banks, hotels, retail, offices, warehouses, and building entrances. This device supports motion detection and smart infrared technology for white balance and exposure to monitor activity at night in outdoor or dark enclosed spaces. The GSC3615 can be managed with GSURF Pro, Grandstream's free video management software, along with other ONVIF-compliant video management systems. It pairs with Grandstream's video phones and GSC3570 HD intercom and facility control station for active end-point monitoring and facility control. By adding weatherproof capabilities, this is an ideal device for increasing security and facility management in any indoor or outdoor area.

Supports motion detection

Smart infrared technology for optimal white balance and exposure

Built-in PoE to power the device and provide a network connection

Supports alert notifications via outbound voice or video call & email screenshot

IP66-level weatherproof capability

Primary stream 1920x1080 and Secondary stream 640x480

SIP/VoIP support for video and audio streaming to endpoints (external microphone required)

Network Protocol	SIP RFC3261, TCP/IP/UDP, RTP/RTCP, HTTP/HTTPS, ARP, ICMP, DNS (A record, SRV, NAPTR), DHCP, SSH, TFTP, NTP, STUN, SIMPLE, LLDP-MED, 802.1x, TLS, SRTP
Image Sensor Resolution	1/2.9" CMOS Sensor, 1920(H)*1080(V)
Video Compression	H.264/H.265/JPEG/MJPEG
Supported Maximum Video Resolution and Frame Rate	Primary Stream:1920*1080 Secondary Stream: 640*480
Video Output	Network
Audio	Line-In: 1 x 3.5mm, 1-50mVpp; Line-Out: 1 x 3.5mm, 560Ω, 4.0Vpp
Scanning System	Progressive
Image Configuration	Saturation/Brightness/Contrast/Sharpness, White Balance
Focal Length	Fixed 3.6mm
Infrared LED	2x LED, up to 20M, Auto Control
Ethernet	One RJ-45 (10/100Base-T) Port with PoE
ONVIF	Yes, Profile S
Day/Night	Color/ Black &White (IR-CUT)
Motion Detection	Supported
Langauge Supported	Multi-Language
Privacy Mask	4 Rectangular Zone
Weatherproof Grade	Metal , IP66-level weatherproof capability
Power	DC12V±10%,1A (Power Adapter NOT Included) PoE: Support IEEE 802.3af
Temperature / Humidity	-20 °C ~ 50 °C, RH95% Max
Weight and Dimensions	171 x 73 x 73mm, 430g
Compliance	FCC, CE, RCM, IC

Translations

English

French

German

Italian

Polish

Portuguese

Russian

Spanish

GSC3610 & GSC3615 Sales Kit

The sales kit is a guide to everything you need to know about selling the GSC3600 Series, IP Security Cameras.

The Sales Kit includes:

- Overview and Basics
- Key Differentiators
- Comparison vs. Competition
- Deployment Scenarios
- Integration with other Grandstream Products

Translations

English

Portuguese

Spanish

GSC3610 & GSC3615 - Sales Kit
Overview and Basics

About the GSC3610 and GSC3615

The GSC3610 and GSC3615 are weather-proof Infrared (IR) IP surveillance cameras with a 3.6mm lens - ideal for wide-angle monitoring of nearby subjects. They can be integrated with a wide-variety of Grandstream solutions, support motion detection and offer smart infrared technology for monitoring activity at night in outdoor or dark enclosed spaces. The GSC3615 features a bullet-camera design for wall mounting, while the GSC3610 provides a dome camera ideal for being mounted on a ceiling.

Product Positioning

These IP cameras are built for wide-angle monitoring of nearby subjects in environments such as banks, hotels, retail, offices, warehouses, and building entrances. They allow IP video surveillance to easily be added to any SIP network, while allowing for integration with other Grandstream solutions and SIP endpoints.

1080P HD Video | IP66 weatherproof casing | Alerts via outbound voice/video calls | Infrared technology for day & night monitoring

Competitive Features

- 1080p HD video resolution, fixed 3.6mm lens
- IP66-level weatherproof capability
- Smart infrared technology to monitor activity at night in outdoor or dark enclosed spaces
- Can be managed with Grandstream's free GSURF Pro and other ONVIF-compliant management software
- Built-in PoE for power and network connection
- Supports alert notifications via outbound voice or video call & email screenshot
- SIP/VoIP support for video and audio streaming to endpoints
- Supports motion detection

Technical Specifications

	GSC3610	GSC3615
Shape	Dome	Bullet
Maximum Video Resolution	Primary Stream:1920 x 1080 HD Secondary Stream: 640 x 480	
Video Compression	H.264/H.265/JPEG/MJPEG	
Focal Length	Fixed 3.6mm lens	
Infrared	2x LED, up to 20M, Auto Control	
Weatherproof	IP66-level weatherproof metal casing	
Ports & PoE	One RJ-45 (10/100Base-T) Port with PoE, network port for video output	

GSC3610 & GSC3615 PowerPoint Presentation

Translations

[English (PowerPoint)](#)

[English (PDF)](#)

[Portuguese (PowerPoint)](#)

[Portuguese (PDF)](#)

[Spanish (PowerPoint)](#)

[Spanish (PDF)](#)

Marketing Materials

Email

GSC3610/GSC3615 Email Editable File (InDesign)
GSC3610/GSC3615 Email (PDF)
GSC3610/GSC3615 Email Copy (Word)
GSC3610/GSC3615 Verticals Image
GSC3610/GSC3615 Email Banner (PNG)
GSC3610/GSC3615 Email Banner (PSD)
GSC3610/GSC3615 Product Image (PNG)

Email Signature

GSC3610/GSC3615 Email Signature Editable File (PSD)
GSC3610/GSC3615 Email Signature (PNG)

Press Release

Grandstream Releases New Series of IP Security Cameras

Introducing the
GSC3610 & GSC3615
Infrared Weatherproof IP Security Cameras

New Product Launch!
Grandstream's New Series of IP Security Cameras

The GSC3610 and GSC33615 are weatherproof infrared (IR) ceiling-mounted and dome IP cameras with a 3.6mm lens, ideal for wide-angle monitoring of nearby subjects in environments such as banks, hotels, retail stores, offices, warehouses, and building entrances. The series supports motion detection and smart infrared technology for white balance and exposure to monitor activity at night or in dark enclosed spaces. Both cameras can be managed with GSURF Pro, Grandstream's free video management software, along with other ONVIF-compliant video management systems. The GSC3610 and GSC3615 pair with Grandstream's video phones and GSC3570 HD intercom and facility control station for active end-point monitoring and facility control. By adding weatherproof capabilities, these are ideal devices for increasing security and facility management in any indoor or outdoor area.

Key Technical Specifications

- Supports motion detection
- 3.6mm lens, ideal for wide-angle monitoring of nearby subjects
- Smart infrared technology for optimal white balance and exposure
- Built-in PoE to power the device and provide a network connection
- Supports alert notifications via outbound voice or video call & email screenshot
- IP66-level weatherproof capability
- Primary stream 1920x1080 and Secondary stream 640x480
- SIP/VoIP support for video and audio streaming to end-points (external microphone required)

Deployment Scenarios
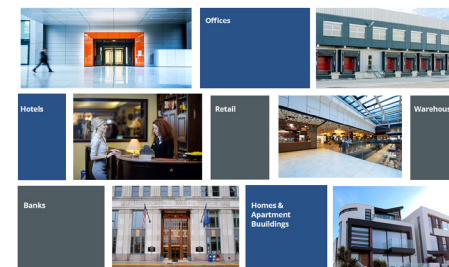
Contact Us to Learn More

List how your customers can contact you to learn more about this product

Digital Marketing - Social Template

Create your own Social Media Image

Use the editable template to customize your own social image, or create your own using the elements provided below. We recommend using the text provided in the messaging and strategy on pg.2.

Social Image w/ text Template:
Editable Photoshop File
Social Image w/ text English (PNG)

Stock Photos (2 Options)
Option 1
Option 2

Icons (white):
All 4 Icons
Motion Detection
Infrared
Weatherproof
1080p

Product Images
GSC3610_front
GSC3615_left

Logo (add your own or use Grandstream's)
Logo_white
Logo_blue

Official Grandstream Colors:

Deep Blue:
RGB: 42 / 83 / 137
#295288

Aqua Blue:
RGB: 70 / 168 / 202
#46A7C9

Grey:
RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):
RGB: 255 / 83 / 13
#FF530D

Tagline
(from Messaging and Strategy on Pg.2)

GSC3610 & GSC3615 - Infrared Dome and Ceiling-Mounted IP Security Cameras

The GSC3610 and GSC3615 are weatherproof IP cameras designed for increased security and facility management in any indoor or outdoor area for wide-angle monitoring of nearby subjects.

Icons

Subhead
(from Messaging and Strategy on Pg.2)

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Digital Marketing - Social Paid / Cover Photo

Paid Social Ad (no text)

GSC3610/GSC3615 Social Image
(no text)
GSC3610/GSC3615 Social Image
(limited text)

Paid/Non-Paid Social Copy
GSC3610/GSC3615 Suggested Social
Copy

Cover Photo -
mobile and desktop friendly

Facebook Cover Photo_Editable (PSD)
Facebook Cover Photo_English (PNG)

Digital Advertising - Banner Ads Template

What are Banner Ads?

Banner advertising is synonymous with display ads. They're placed in high-traffic locations on webpages, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander.

See the next page for recommended sizing

Ad Banner 300x250
Editable Photoshop File (300x250 Sample)
GSC3610/GSC3615 Ad Banner Sample 300x250 (PNG)
Learn More Orange Button

Icons (white):
All 4 Icons
Motion Detection
Infrared
Weatherproof
1080p

Product Images
GSC3610_front
GSC3615_left

Logo (add your own or use Grandstream's)
Logo_white
Logo_blue

Official Grandstream Colors:

Deep Blue:
RGB: 42 / 83 / 137
#295288

Aqua Blue:
RGB: 70 / 168 / 202
#46A7C9

Grey:
RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):
RGB: 255 / 83 / 13
#FF530D

Tagline
(from Messaging and Strategy on Pg.2)

GSC3610 & GSC3615 - Infrared Dome and Ceiling-Mounted IP Security Cameras

The GSC3610 and GSC3615 are weatherproof IP cameras designed for increased security and facility management for monitoring of nearby subjects.

Learn More

CTA (Call to Action)
Tells the site users to do something such as sending them to a product page

Subhead
(from Messaging and Strategy on Pg.2)

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Digital Advertising - Banner Ads Sizing

Mobile: Common Ad Dimensions

200 x 200

250 x 250

300 x 250

320 x 50

320 x 100

Computer: Common Ad Dimensions

970 x 90

160 x 600

300 x 250

250 x 250

200 x 200

336 x 280

300 x 600

468 x 60

728 x 90
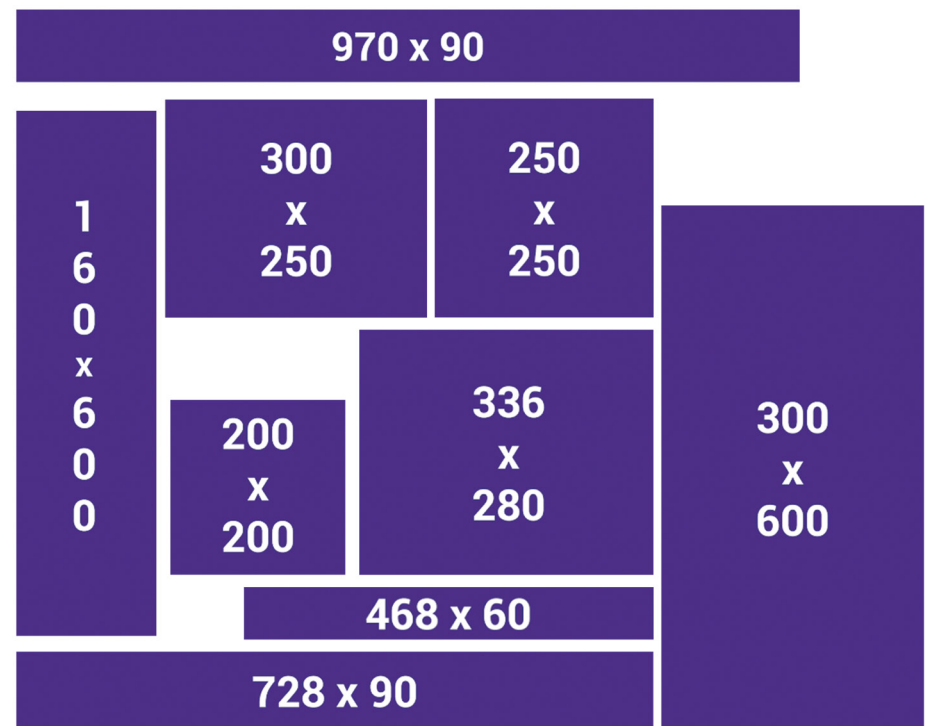
Marketing Assets

1. Product Images
- GSC3610_front
- GSC3610_left
- GSC3610_right
- GSC3610_side

- GSC3615_right
- GSC3615_top_right
- GSC3615_left
- GSC3615_top_left
- GSC3615_side

2. Datasheet Feature icons
- Motion Detection
- PoE
- Infrared
- Alerts
- 1080p
- SIP
- Weatherproof

GSC3610 Front

GSC3610 Side

GSC3610 Right

GSC3615 Left

GSC3615 Top Left

GSC3615 Side

Motion Detection
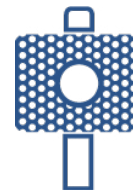
Infrared

Alerts

Weatherproof