

## RIGHT ON TRACK



**V**ideo surveillance is one of the fastest growing areas in physical security. Companies of all sizes are snapping up well-priced video cameras and video analytics systems that allow you to store high-quality images of relevant data such as individual faces and license plates. Magesh Srinivasan, Regional Sales &

Marketing Manager, Sony Professional, explains the reasons behind the growing popularity of digital video surveillance, and his company's activities in the region.

**How is the recession impacting the industry? Have you been able to grow your business?**  
Yes, there has been considerable slowdown in certain segments of the

domestic market. However, owing to opportunities in other countries we have been able to report growth in business. Sales has also picked up for smaller projects within the region.

**Which verticals are buying? Are financial and retail sectors still the biggest adopters?**

We are seeing enquiries come in strongly from Education and Hospitality segments of the regional market. In certain countries city surveillance also has been a major area of business opportunity. We are yet to witness major wins in Financial and Retail segments.

**What changes in product selection or preferences are you seeing?**

There is a big push in amongst customers to acquire new age technologies that are based on a IP platform. Further, megapixel cameras are gaining ground in certain projects. We have also seen customers willing to invest in hybrid solutions in order to keep their existing CCTV network.

**What are the key differentiators when selecting DVRs, IP Video software and megapixel cameras?**

We have been continuously upgrading our line up in its functionality, flexibility and scalability. A effective and modern solution should have the following traits: intelligent object/motion detection capability, supports H.264, reproduces high quality images for still and motion and finally offers outdoor installation options such as wireless and weather proofing. Our range of solutions offer these benefits without a doubt.

**How are IP video standards impacting video surveillance systems?**

On 22nd Sep 2009 in the US ONVIF demonstrated 14 interoperable video products from 9 companies complying to core specification 1.0. There is a growing awareness in the IP video industry to ONVIF and participation has just crossed 100 members. This clearly marks the beginning of a new era of collaboration within the IP video industry to bring to the world standardised products which will add to the flexibility and scalability of surveillance solutions.



Magesh Srinivasan, Marketing Manager, Sony Professional Solutions Middle East

**Is Sony bullish about the surveillance market in the Middle East? Do you see a technology shift from analogue to IP?**

Yes, we are quite optimistic in our outlook towards this market. Clearly, with security being on top of both public and private organizations there will be a greater focus on this technology for years to come. Further, video surveillance has various emerging applications for example for the retail and sports industry both of which are high growth areas in this region. With regards to transition from analogue to IP we've seen a big growth in demand for IP cameras since '06 and it will continue to rise. The market has adapted by making available hybrid products which support both analogue as well as IP cameras, such as Sony's new Hybrid NSR-1000 series of Network Surveillance Recorders.

**What impact will have the new generation of megapixel technology have on the market and enterprise networks?**

High Definition is the name of the game in all current and future visual communication technologies. We've seen HD wave influencing all Consumer and Professional electronic technologies across the globe. Video Security has seen the beginnings of HD transition with the introduction of 'mega pixel' IP cameras, specifically designed to meet the needs of the video

camera is expensive, over time 'economies of scale' should bring down the end-user price. Sony's range of mini-dome and box cameras are equipped with 'Light Funnel Function' and ExWavePRO for high sensitivity and are also capable of 'Intelligent Motion Detection'. These features allow effective implementation on projects that may have very bright or dark environments, face identification, number plate recognition and other such applications.

**One of the issues with the IP surveillance market is lack of market education and lack of open standards. How do you tackle this issue?**

We invest a large portion of our resources towards market education and training on the IP video security technology. With regards to the issue of 'lack of open standards' a key event occurred during IFSEC '08. Three leading vendors of network video products - Sony, Axis and Bosch - began working collaboratively to establish a global open interface standard. Open Network Video Interface Forum - ONVIF will be the governing body to formulate and communicate the industry standards. A standard interface will achieve interoperability between all different vendors' products - allowing customers to 'pick & mix' equipment from various companies and then simply 'plug & play'. This new standard will offer increased flexibility to integrators and users of network video equipment.

**What is Sony doing to boost partner expertise in network video solutions?**

We ensure that our channel partners have access to free technical training on a regular basis as well as acquire professional guidance in key projects. Further, we are putting in place a process of accreditation for our channel. This requires the prospective dealer or system integrator to comply with the specialist skill set and knowledge base as required to provide video security solutions to end-users.

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