

IP-in-Action *LIVE*

International Security Technology Road-Show

A Vision of the Future...

...in an important new market
for the latest Digital Security
Technology

EasternEurope

28th - 29th June 2007 Princess Hotel, Sofia, Bulgaria

Event Supporters

IPfocus
Magazine

Professional
SECURITY
Magazine



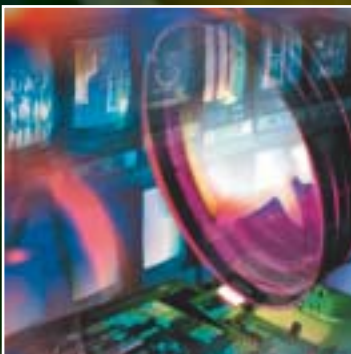
Presenting the latest Networkable Security Technology & Integrated Solutions



Gain Quality Time with Quality People

IP-in-Action *LIVE* is all about learning...

An event showcasing the very latest security technology from the world's market leaders it also offers a rich and informative programme of seminars, workshops and presentations covering practical, technical and commercial issues.



Presenting world-class networked and digital security solutions to an eager international audience



Opening New Markets with the IP UserGroup

This largely untapped market represents a population group of approaching 200 Million people and with the expansion of Europe, the region has become the front line between Europe, the former Soviet block and the Middle East. Bordered by Greece, Turkey, Romania, Macedonia and Serbia, and with near neighbours Hungary, Bosnia, Slovakia and the hugely important Ukraine, Bulgaria has been selected to host the first IP-in-Action LIVE Eastern Europe.

With inward investment and support from the EU representing 600 billion, Eastern Europe represents a massive opportunity for those willing and able to support their growth and development. The IP UserGroup sees this market as fundamentally important to the Security and IT industries in Europe and beyond..

Our unique delegate profile will include solution providers, consultants and end-users from both the IT and Security sectors across Eastern Europe.

As a valuable educational experience, IP-in-Action LIVE offers a voice to both Exhibitors and Supporters alike, the combination of seminars and presentations enhances the environment for learning and has been devised for delegates of all levels.

- Extensive Product Showcase
- IP-in-Action Case Study Presentations
- Technical and Commercial Seminars
- Hands-On Technical Workshops
- Networking Dinner
- International Audience
- Unique Business Opportunity

IP-in-Action *LIVE* - Event Calendar

Presentation & Sponsorship Opportunities are Available within all areas of the Educational Programme

The event calendar provides many NEW opportunities to get your message across

A number of high profile marketing opportunities exist within the IP-in-Action LIVE Eastern Europe programme. Running throughout two days, the events are designed to provide key supporters with a level of visibility and presence deserved by market leading companies and cutting-edge organisations.

Add to this the opportunity to present before an international audience of seminar and presentation delegates at various levels and the opportunities are endless.

Open New Markets...

- Two Day Event plus much more...
- Exhibition Showcase
- Technical Seminar Speaker and Sponsorship Opportunities
- IP-in-Action Case Study Presentation and Sponsorship Opportunities
- Venue and Event Sponsorship
- Electronic and Traditional Media Marketing Opportunities
- PR and Media Opportunities
- Network Dinner Sponsorship
- Goodie Bag sponsorship and insertions



Technical Seminar Programme

28th & 29th June 2007

With a limited availability of 400 places these technology based presentations prove very popular with integrators, consultants and indeed end-users. Aimed at management and decision makers the seminars are chargeable ensuring that quality paying delegates attend.

Covering design, configuration, installation and commissioning the program has been designed to suit every level.

- Session 1, Getting started down the IP road - an introduction
- Session 2, Network Video Masterclass
- Session 3, Integrating Access Control, Audio and Alarms
- Session 4, Mobile and Wireless Technologies

Case Study Presentations

Combined with the Technical Seminar Programme and specifically designed for future End-users, the presentations demonstrate with case studies how the use of Technology has enhanced security and building services as well as reducing running costs.

An opportunity to connect directly with customers the sessions are delivered by some of the most respected in the industry. Topics discussed include:

- Transportation
- Retail
- Industrial/Utility
- Education/Health
- Government
- Financial

Diary Dates

Wednesday 27th June

6pm Exhibitor Build

Thursday 28th June

9:00 - 17:00 FREE Exhibition

9:00 - 9:30am Delegate Registration

9:45 Education Programme Session 1

13:30 Education Programme Session 2

17:30 Exhibitors Reception

20:00 Networking Dinner

Friday 29th June

9:00 - 17:00 FREE Exhibition

9:00 - 9:30am Delegate Registration

9:45 Education Programme Session 3

13:30 Education Programme Session 4

17:30 Exhibitors Farewell Cocktails

Products Showcase at IP-in-Action LIVE

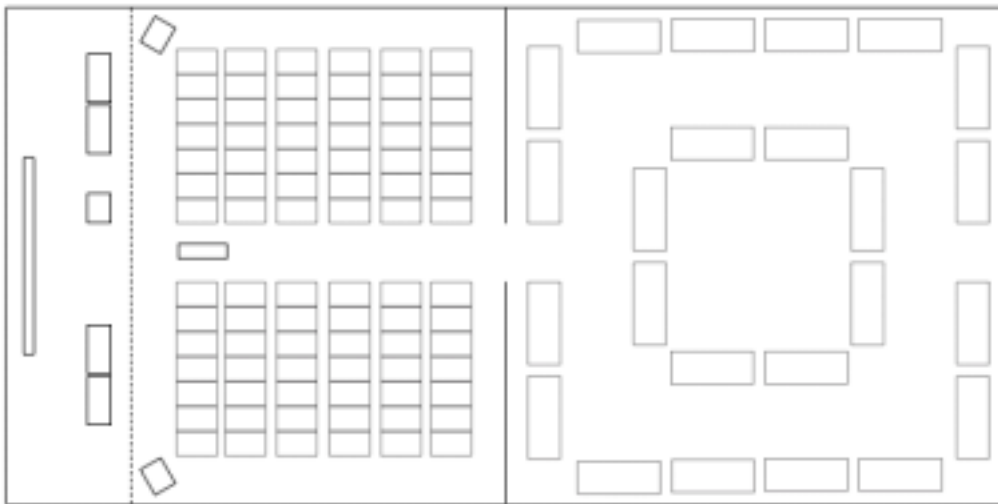
Security technologies including:

- Network video recorders (NVR's)
- IP surveillance cameras and domes
- Video servers (Codec's)
- Software driven image recording
- Remote networked central stations
- Number plate Image analysis and recognition
- Digital video recorders (DVR)
- Facial and Behavioural activity and recognition
- Iris and Biometrics access control
- Building Management Systems (BMS)
- Mobile & Ruggedised Solutions
- RFID technologies
- Wireless & satellite transmission
- Voice over IP
- Telecommunications
- Networks hardware & Peripherals
- Solution and consultancy services
- Plus much, much more.....

Demonstrating the latest digital solutions at IP-in-Action *LIVE* Eastern Europe

IP-in-Action *LIVE* Exhibition - FREE to Visitors

Showcase of innovation - presenting Security Products, Services and Expertise



Hotel Princess - Sofia, Bulgaria
Venue for IP-in-Action LIVE Eastern Europe

IP-in-Action LIVE Bulgaria Exhibitor Packages

Exhibitor Package:

- * Limited 2m wide x 2m deep self contained table-top area, ideal for a pop-up,
- * 500W PSU, Carpet,
- * Name board in English & Bulgarian
- * 2 x chairs, 1 x 1.8m table.

- * Exhibitor Reception (inc. 4 guests)
- * Networking Dinner (self funding - sponsorship available)
- * Special Accommodation rates at the Princess Hotel
- * Special Rate for Excursions and Tours of Sofia and the area

Cost per exhibitor 1500 + tax

Book at www.ipusergroup.com/live_Bulgaria

To reserve your space NOW and for latest availability - Tel: +44 1293 786822

Speaker Opportunities Available to Exhibitors and Sponsors ONLY - IP UserGroup Affiliate/Charters 20% Discount.

Past Exhibition and Conference supporters include:

The following companies have supported, presented or been featured...

802 Ltd.
ACTi Corporation
Arcturus Technology
Axis Communications
Barco Control Rooms
BATT Networks
Baxall
Bewator
Bosch Security Systems
BT
Canon
Cardax
CBC Europe
CCTV Center
CCTV Imagebank
Chris Lewis Security
Cieffe
Cisco Systems
ClearView Communications
Codestuff Ltd.
COE Ltd
Controlware Communications
Computer Network Ltd

Complux Teltronic
Dallmeier
Dedicated Micros
DV Networks Ltd.
DVTel UK Ltd.
EDS Security
E-Surveillance
EtroVision
FAST Video Security
Flir Systems
Framos
Gallagher Security
Gardiner Security
GE
Hewlett-Packard
Home Office HOSDB
i-ax Ltd.
IBM
IDCS
IIPSEC
IP UserGroup
Indigo Vision
Initsys

Intruder International
IVS (Internet Video Solutions)
JVC
Kane Computing
LinkSec A/S
Maxxess
March Networks
Merit-Li-Lin
MEL Secure Systems
Milestone Systems
Mobotix
Neurodynamics
NetAccess
NICE Systems
NKF Electronics
NLC
Panasonic
Pelco
Petards Ltd.
Plexnet Ltd.
Professional Security
Sanyo
Salent Technologies

Security International
Servision Ltd.
Siemens
SIRRUS
Sony Europe
Synectic Systems
Tellemachus
Telindus
TOA
TSSI
Tyco
Ubiqz (ECCTVS)
VCS
VDT UK
Verint Systems
Vidionics
Vicon
Vision Systems
VIS (Video Imaging Supplies)
VSK
Wavelet Technology.
Wavesight
Zilica

IP-in-Action *LIVE*

Educational Programme

The definitive source of knowledge on the latest digital & networkable physical security solutions.

Seminar Programme

€ 30.00 per session or '4 for 3' Stroller €99.00

These educational seminars look at the hardware and software used and how to design, configure and install network based security and building management solutions. Each session focuses on a theme, allowing delegates to learn in a classroom style environment.



Session 1. Getting started down the IP road

Thursday 28th June 10.30 - 12.30

A general introduction to IP the seminar is aimed at demystifying the technology. Our first session deals with the critical issues involved in designing (or upgrading to an IP Solution). An ideal 'starter pack', the seminar will explain in simple terms what IP is, how it works and how to identify applications and benefits.

Keynote Address - Investing in Advanced Video Technology

Are Vision Based Detection systems (VBDS) currently reliable enough to rely on for protecting critical facilities and infrastructure? How can companies and organisations decide whether systems really can deliver what they claim?

How to design and implement an IP network

Enhance Your Physical Security with the Power of the Network - The key objectives of building a best-in-class networked physical security operation are to maximise the value of your investments and video information.

Dispelling the myths of deploying IP Video Surveillance

The role of IP is ubiquitous in converging applications that span fixed, wireless and mobile networks. Understand IP from a "CCTV" perspective.

Intelligence in Action - Case Study

Analytics is one of the fastest growing areas in the market with more and more clients utilising technology in the fight against crime. Includes detection, identification, tracking and analysis in action

Bringing it all together

A More Perfect Union: Video and Access Control. In this increasingly integrated, converged security world, the next step is unification of systems and capabilities. Learn how this can be achieved.



Session 2. Network Video Master class

Thursday 28th June 14.30 - 16.30

A high level Master class covering networkable video solutions this seminar takes an in-depth look at the fastest growing area of the market. Today's IP Cameras and Digital Network Recorders (DVR's / NVR's) allow users to enjoy a virtually unlimited level of features that would have been unheard of only a few years ago.

Keynote Address - Sharing the Benefits of Crime Reduction

The business case for security has never been stronger. At last, circumstances are conspiring in our favour and there is a clearly perceived need for our services.

The Network; the cornerstone of any IP surveillance system

Success of IP-surveillance is determined by the quality of IP video servers & the smartness of the management system, but only in combination with a stable network.

True value of Open Platform IP Video software

Growth of IP Video is set to continue at a high rate. The technical benefits of event-driven surveillance, remote monitoring, open platform capabilities and scalability are supported by a very relevant and concrete ROI.

Analytics & Intelligent Technology Developments: "The Resolution Revolution"

Since the introduction of smart cameras, more analysis and therefore more decisions are being made at the edge of the network. Understand how!

Selecting hardware and designing solutions - Case Study

Understanding compression and its effect on image quality - This talk explains the difficulties of specifying digital image quality and some practical steps, users can take in selecting hardware.

Speaking Slots Available - CALL NOW...

Ideal for: Installers, Consultants, Salesman, VAR's, Business Development & Project Managers, Facilities and IT Managers, Security Practitioners... *In fact anyone who sees IP as an important technology in security and building management.*

www.ipusergroup.com/Live_Bulgaria



Integrating Access Control, Audio and Alarms

Friday 29th June 10.30 - 12.30

IP based Access Control is now becoming more popular and along with both Audio and Alarms can be integrated to provide a fully turnkey security and building management solution. In this session we look at how, by linking together such technology systems and connecting to the Clients IT Network can provide both additional financial and user benefits.

Keynote - Homeland Security in Eastern Europe

Terrorism is an issue that is dealt with every day by our security services. This session looks at the latest technology used to combat the threats.

Integrating Access Control, Audio and Alarms - Case Study

Efficient Building security & management is one of today's toughest challenges faced by private and public organisations, with security being recognised as a key potential threat to business & assuring business continuity.

Designing and implementing audio intercom solutions

New advances in IP technology have meant that novel intercom systems have been developed to meet challenging market needs.

Networkable Intruder Alarms - Understanding the issues

Most alarm systems using a standard PSTN dialler can now be connected across all IP networks, including corporate LANs, ADSL and GPRS

3D Face Recognition for real-world access control

3D face recognition provides high accuracy and security, while allowing users to benefit from an ergonomic, no touch solution with verification.



Session 4. Mobile and Wireless Technologies

Friday 29th June 14.30 - 16.30

With the influx of more and more mobile devices, security information and image capture can now be transmitted in an instant. This session looks at how we can utilise such technology to provide additional benefits to the security manager.

Keynote Address - Immigration and Border Controls

An overview of current thinking and business drivers within the organisations responsible for controlling the UK's borders and ensuring compliance within the UK.

Wireless Mesh for Video-Surveillance Applications

Wireless mesh is a powerful concept that allows a brand new approach in the design and implementation of wireless CCTV systems.

Remote and Mobile technology - Case Study

When thinking mobile people think mobile phones, but the mobility now means the information-anywhere culture changing the way businesses work. Mobility is not one technology but requires an integrated approach.

Building rapid deployment IP surveillance solutions

IP based solution opens up the market in many ways. Range & coverage can be extended using different architectures such as point to point, point to multipoint and mesh.

Creating a secure infrastructure for mobile CCTV using wireless connectivity

Wireless networking with mobile CCTV solutions is providing a demonstrable benefit to operational efficiency for city wide operators of vehicles like buses.

On Display at IP-in-Action LIVE Events Worldwide:

- Networked Surveillance (CCTV)
- Digital / Network Video Recording
- Network Products and Solutions
- Image Processing & Management
- Access Control & Monitoring
- Intruder & Fire Detection
- Building Management Solutions
- Voice & Video over IP
- Biometrics & Recognition
- Wireless / Satellite Transmission
- Telecommunications



The Organisers:

The IP UserGroup represents more than 100 of the most advanced Manufacturers, Developers and Integrators of Security, BMS and IT Technology and has over 14,000 registered members worldwide.

The IP UserGroup is the fastest growing Security Technology Forum in the World and

presented to you by the team that Organise IIPSEC (International IP in Security Exhibition & Conference), publish IPfocus Magazine (dedicated to networked solutions), Host the IIPSEC Executive Conference - Birmingham UK and present IP-in-Action LIVE Events in UK, USA, Belgium, Germany, Holland and now Eastern Europe.

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