

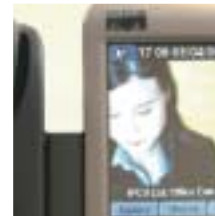
The logo for IIP (International Importers' Association) features the letters 'IIP' in a stylized, bold font. The 'I' is blue, and the 'IP' is orange.

# SEC<sup>®</sup>2009

Spending Quality Time with Quality People

**Introduce your business to some  
very important people!**

[www.iipseconline.com](http://www.iipseconline.com)



## Event Profile

27<sup>th</sup> - 29<sup>th</sup> January 2009 - Stoneleigh Park, Nr Coventry. UK

## A unique event demonstrating the latest networked technology and the future application of integrated security, life safety and building management solutions

**Presenting world-class networked and digital security solutions to an eager international audience. IIPSEC, unlike other trade shows, is an event focused on Technology and its application**

Our unique delegate profile includes solution providers, consultants and end-users 80% of which have expressed a specific need for network based security technologies from both the IT and Security sectors.

Since its inception, IIPSEC has led the field in delivering quality visitors. Our access to this unique audience is enhanced by our associated organisation the IP UserGroup with more than 16,000 members worldwide and our international media relationships in both trade and vertical market publications.

The combination of innovative technologies, seminars, conferences, live workshops and awards programs ensures that IIPSEC provides the all important wow factor that bring both exhibitors and visitors back year after year.

As a valuable educational experience, IIPSEC also 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.



### **A host of Innovative Networked Technology - under one roof...**

- Surveillance & CCTV
- Access Control, Time & Attendance
- Intruder Detection & Alarms
- Fire Detection & Evacuation
- Integrated Safety Solutions
- Audio, Intercom & Messaging
- Transmission & Comms Systems
- Building Management Systems

### **How to get your message across**

A number of high profile marketing opportunities exist within the IIPSEC 2009 programme. Running throughout the week the events are designed to provide key supporters with a level 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.



### **Participation opportunities to suit all budgets...**

- Extensive Exhibition Product Showcase
- Innovation Award Scheme & Presentation Dinner
- Technical Seminar Speaker and Sponsorship Opportunities
- End-User IP-in-Action Presentation and Sponsorship Opportunities
- Break-out Workshop area with hands-on demonstrations
- Venue and Event Sponsorship
- Electronic and Traditional Media Marketing Opportunities
- Show Guide Advertising & Website Preview
- International Media Coverage
- Channel Partner and Networking Opportunities
- Plus much much more...

## Why get involved with IIPSEC?

### Take the Quiz... check as appropriate

- Does your company want to demonstrate the latest solutions to an expectant audience of thousands?
- Do you wish to seek-out or develop channel partner relationships?
- Are you looking to establish yourself as one of the innovators within the industry?
- Are you trying to develop business in vertical or End-User markets?
- Does your company believe it's important to educate the market and build user knowledge?
- Would you like to present your vision of the future?
- Does your business enjoy the lime-light and raising visibility?
- Are you trying to gain direct access to End-User clients?
- Would you like to demonstrate your success stories with focused case studies?
- How about introducing your products and solutions to those who need to know and have money to spend?
- Could you offer prospective clients an opportunity to engage with your solutions?
- Could you provide front-line technical knowledge to potential clients?
- Would your company be able to allay the fears and concerns of new adopters?
- Are you looking for the ultimate opportunity to stand out from the crowd?
- Would your company value an unique accolade from a respected independent body?
- Could your business do with a marketing and public relations gift?

**If you have checked any of the boxes above you should contact: 0870 7870 546, visit [www.iipseconline.com](http://www.iipseconline.com) or email: [info@iipsec.com](mailto:info@iipsec.com) immediately!**

## Why is IIPSEC so popular?

**Because thousands of international visitors, exhibitors and delegates value spending quality time with quality people!**

### *IIPSEC is the home of fresh thinking and new developments*

IIPSEC attracts cutting edge software developers along with the world's leading product vendors who demonstrate a vast range of solutions along with fresh thinking, new techniques and methodology.

### *Visitors see, meet with and select from the biggest names in Security, Life Safety and BMS Technology*

IP is changing the way security and BMS is sold, designed and installed. IIPSEC is at the centre of these changes and the event is the only place where stakeholders can engage with the channel via a rich combination of live demonstrations, on-hand experts and advice and as an event provides an entry point into the digital world.

### *The only opportunity to experience the reality of converged solutions*

The introduction of networkable systems is making huge leaps in the way businesses manage security, life safety and real estate. Yet more and more organisations are finding that the proliferation of devices, solutions and applications', hinder the ability to gain real value and benefits. IIPSEC unravels the concept of unifying all this technology into a single, open environment realising the full potential and benefit to the client.

### *The place to learn before embarking on an IP migration strategy*

With over 60 educational tracks, break-out sessions, workshops and conferences IIPSEC provides its most comprehensive learning experience ever! The event will once again unite the key figures from within the industry to address seminars, panel discussions and round table sessions providing the perfect opportunity for practitioners, stakeholders, consultants and others to acquire the necessary knowledge to benefit from the IP revolution.



## Hot Topics at IIPSEC 2009

### ***High Definition CCTV - HD Technology impacts Surveillance***

HD has hit the high street, the home and now the security sector. With the latest megapixel technologies and the adoption of H.264 compression are we seeing a transition to truly High Definition CCTV? IIPSEC will ask the question and the experts will be on-hand to respond.



### ***Communications - The glue that holds the system together***

The use of wireless network technologies, optical fibre and GPS are expanding rapidly; IIPSEC will help address critical issues for designers and integrators in this very crowded unlicensed space. The event will look at the most promising new technologies, discussing how these technologies are impacting security and life safety applications now as well as likely trends for the near future.

### ***Joined-up Security - Networked solutions are key***

With concerns for home security, workplace safety, theft prevention and potential litigation, today's security conscious organisations are implementing integrated network based surveillance and access control at an unprecedented rate. IIPSEC will be delivering the very latest products from the leading vendors, supported by a first class education programme.

### ***Intelligent Video - Analytics; fact or fiction***

It is now proven that after 22 minutes CCTV operators miss up to 95% of all scene activity. Technology has the answer with the increasing use of 'video content analysis' (VCA). IIPSEC will feature the true potential of VCA and showcase some of the latest techniques now being implemented across a wide range of market sectors.

### ***Convergence - More than just an abstract concept***

The benefits of delivering truly open and interoperable integration between BMS and network based security is becoming more financially sound. Today's facility owners and managers are demanding 'Intelligent Buildings'. IIPSEC will feature real life scenarios and be highlighting the technology issues surrounding the connectivity of such systems.

## IIPSEC Week - Event Calendar

### Monday 26th January

IIPSEC Exhibitor Build Day

### Tuesday 27th January

IIPSEC Exhibition & Product Showcase

IP-in-Action LIVE Vertical Market case study presentations  
Breakout Sessions

Technical Education Programme Session 1 & 2

### Wednesday 28th January

IIPSEC Exhibition & Product Showcase

IP-in-Action LIVE Vertical Market case study presentations  
Breakout Sessions

Technical Education Programme Session 3 & 4

IP Innovation Awards Gala Dinner  
& Presentation

### Thursday 29th January

IIPSEC Exhibition & Product Showcase

IP-in-Action LIVE Vertical Market case study presentations  
Breakout Sessions

Technical Education Programme Session 5 & 6

### Friday 30th January

IIPSEC Exhibition Breakdown



[www.iipseconline.com](http://www.iipseconline.com)

## Extensive Product Showcase

The IIPSEC exhibition showcase is situated throughout the NEW larger 4,500 sqm Hall 2 and focuses on delivering both technical innovation and its latest applications. With more than 140 exhibitor locations the showcase offers an impressive mix of both manufacturers, developers and systems providers who will present all aspects of the technology and provide a quality environment within which business can be done.

A combination of "free build" space only and fully services inclusive shell scheme packages are available with locations from 9 sqm to 64 sqm. All exhibition areas providing excellent visibility and cost effectiveness.



## IP in Security Innovation Awards Scheme

IP in Security Awards scheme is your company's opportunity to take up the challenge to prove that your new and innovative IP based products can meet the demands of today's new breed of solution providers and end-users.

The winners will be announced at the Gala Awards Dinner, which takes place on the Wednesday evening of the IIPSEC show week (30th January 2008). The dinner will be well attended by key industry members and media giving the winning products unrivalled profiling on the evening.

As an exhibitor or sponsor at IIPSEC you are automatically eligible to enter all three categories including best IP Hardware Product, IP Software and most innovative Application (project). You could enter all three! The entries will be judged by a panel of eminent independent experts chosen from both the IT and Security industries.

### 5 Reasons to apply

- All finalists will be reviewed in leading security publications and the IIPSEC review in IPfocus .
- The awards will be publicised in both UK and European Business communities and promoted through Security, Networking and Communications publications.
- You can use the award logo throughout your own corporate brochures and promotional material.
- Each category winner will receive a prestigious award which you can display with pride.

### We invite exhibitors of:

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

- Runners up will not go away empty handed, but will be presented with a framed certificate.

### What are the Categories ?

Five finalists will be selected from each of the three categories:

- IP Hardware -Any hardware product including Cameras, Access Control Readers, Interface, Recording Device, etc.
- IP Software - Any software based product for viewing, recording images, biometrics, image recognition, data management etc.
- IP Application - Any application which is unique in its use of IP to enhance overall performance
- In addition, there will be an IIPSEC Overall Winner - the very best hardware, software or application chosen to be heads and shoulders above all others!
- IP UserGroup Award - voted for by the membership the IP UserGroup award provides non exhibiting Affiliate Members with an opportunity to go home with one of the coveted trophies.



**On-line**  
**Savings Available**  
[www.iipseconline.com](http://www.iipseconline.com)

## Demonstrate your expertise

### Exhibition Shell Scheme and Space Only Packages

Exhibitor Options	3m x 3m	3m x 3m (corner)	3m x 6m	6m x 6m	Central Plaza
Stand Type	Shell/Booth	Shell/Booth	Shell/Booth	Space Only	Space Only
Electrical Points	1,000 watt socket	1,000 watt socket	1,000 watt socket	-	-
Lighting	5' Strip Light	5' Strip Light	5' Strip Light	-	-
Carpet	Included	Included	Included	-	-
Web News Stories	Included	Included	Included	Included	Included
Company Description	Showguide/Web	Showguide/Web	Showguide/Web	Showguide/Web	Showguide/Web
<b>Cost (exc. Vat@17.5%)</b>	<b>£3,200</b>	<b>£3,500</b>	<b>£6,400</b>	<b>£300/sqm</b>	<b>£320/sqm*</b>

\* Central Plaza is designed for stand sizes of 36/sqm and larger

If you require assistance or have any queries please contact: 0870 7870 546 or email: [info@iipsec.com](mailto:info@iipsec.com)



**IIPSEC 2**

## IIPSEC Exhibition & Conference Demographics

- Approaching One in Three participants are International (Non UK)
- 80% of attendees are at Management or Director Level
- 2/3 of IIPSEC 2008 visitors had not attended before
- 90% believe they are not adequately informed about IP
- All visitors are knowledge hungry and have money to spend...

### Who visits IIPSEC?

End User	12.19 %
Consultant UP 400%	12.83 %
System Integrator	27.90 %
Manufacturer	22.96 %
Distributor	10.78 %
Press	1.80 %
Other	8.15 %
Installer	3.01 %
Media	0.38 %

### Quality of the attendees

Chairman	3%
Managing Directors	14%
Director Status	32%
Manager Status	37%
Others	14%

### Seminar Delegates UP 259%

#### Primary Interest

Video-Over IP (CCTV)	39.4%
General	21.6%
Integrated Solutions - UP 28%	13.8%
Access Control	13.5%
Image Recording/Archiving	4.52%
Remote Monitoring	2.23%
Networks	1.79%
Intruder Alarms	1.57%
Biometrics	1.03%
Fire Detection	0.27%

### Geographical Location

UK (Wales/Scotland/Northern Ireland/Ireland)	71%
Rest of the world	29%

**Countries include:** Algeria, Australia, Austria, Belgium, Canada, Channel Islands, China, Croatia, Cyprus, Czech Republic, D. R. Congo, Denmark, England, Finland, France, Germany, Hong Kong, Hungary, Iceland, India, Ireland, Israel, Italy, Japan, Luxembourg, Malta, Nigeria, Northern Ireland, Norway, Portugal, Scotland, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Taiwan, The Netherlands, UAE, USA, Wales

Please Note - This list is always changing as individuals register everyday from throughout the world

### Nature of business

Installer of Security Products	35%
Installer of Network/Computer Products	2.9%
Installer of Network/Computer Systems	3.1%
Installer of Structured Cabling	2%
Distributor of Network/Computer Products	1.9%

Manufacturer of Security Products	5.4%
Manufacturer Network/Computer Products	5.8%
Remote video response centre	1.2%
Security Consultancy	2.4%
Supplier/Distributor of Security Products	4.7%
Building Construction	0.9%
Electrical Contracting/Engineering	1.5%
Government	1.44%
Hotels/Catering/Leisure	13%
Insurance	0.3%
Manufacturing/Industry	6.3%
Police Force	2.8%
Retail	1.3%
Utility Services	0.9%
Distribution/Transport	1.9%
Other	16%

### Number of employees

1000+	23.12 %
500-999	4.21 %
100-499	14.69 %
50-99	8.43 %
1-49	49.54 %

### Participating Companies 2008

360 Vision  
A&S Group  
ACTi Corporation  
Always On Group  
Ampicon  
Antrica  
Ar Media Int. AB  
Avensys  
Avigilon  
Bannerbridge  
BC Technology Ltd  
BFI Optilas  
Bosch  
Cardax Gallagher Security  
CBC (Europe) Ltd  
CBL Systems LLC  
CCTV Center  
CEM

Cieffe  
Codestuff  
Complus Teltronic  
Dallmeier electronic UK Ltd  
Dedicated Micros  
Deister Electronic Ltd  
Dtec  
DVTel, Inc.  
ECCTV  
Ekahau Inc  
Emizon  
European Storage Co  
Flir Systems  
Fluidmesh Networks, Inc  
Sponsor  
G4Tec  
Gallagher Security  
Management

Grandeye  
Hirschmann Automation and Control Ltd  
Honeywell Access Systems  
Honeywell Building Solutions  
Hunt Electronic  
I3DVR  
Inner Range  
Intech Furniture  
Internet Café  
IP CCTV  
IP Focus  
IP User Group  
IPSOTEX  
JVC Professional Europe  
Lenel Systems  
Mayflex  
Mel Secure Systems

Meyer Tech  
Milestone Systems  
Mirasys  
MOBOTIX AG  
Norbain  
Panasonic  
PCSC  
Petards  
Powerfence  
Probe Inc  
Proxim Wireless  
Public Sector Publishing  
Risco Group  
Salent Technologies  
See Far  
Sicura Systems Ltd  
SINOVIA  
Sony

Stemmer Imaging GmbH  
Stentofon Zenitel  
Sureview Systems  
Tavcom  
Technetix  
Telindus  
TOA  
UBIQZ  
UDP Co L  
Veracity UK Ltd  
Verint Systems UK  
Vianet  
Videcon  
Vigilant Technology  
Waterfall Solutions  
Wireless Innovation  
Y-Cam  
Zilica Europe

## On Display at IIPSEC 2009

Networkable technologies including:

- IP surveillance cameras and domes
- Video Management Solutions
- Integrated Surveillance & Access Control
- Network video recorders
- Video servers & Codecs
- Software driven image recording
- Remote networked central stations
- Number plate Image analysis and recognition
- Digital video recorders
- Facial & Behavioural activity and recognition
- Iris and Biometrics access control
- Building Management Systems
- Mobile & Ruggedised Solutions
- RFID technologies
- Wireless & satellite transmission
- Voice over IP
- Telecommunications
- Network hardware & peripherals
- Solution and consultancy services
- Plus much, much more.....

[www.iipseconline.com](http://www.iipseconline.com)

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### Ten integrated products

- IIPSEC® - International IP Solutions Exhibition & Conference
- IP UserGroup® - Security Technology Forum & Portal
- IIPSEC Executive Conference™ - Birmingham
- IPfocus® Magazine - closed circulation publication & eZine
- IP in Security Awards - Rewarding Innovation
- IP-in-Action LIVE - One day technology road-shows
- IP UserGroup USA™ - Security Technology Forum & Portal USA
- IP Savvi™ - Installer, Integrator and Consultant Directory
- IP Education - CDs and DVDs video footage and presentations
- IP Comms - A suite of electronic and direct mail services

### About Us:

IP Security Events and Media Limited is the company behind some of the most innovative activities within the Physical Security Technology Sector for many years.

Our business is to promote, support and develop IP based technology within the security, life safety and building application sectors. We have ten specific services which have been designed to meet the requirements of manufacturers, system integrators and users of such technology.