

# Agenda

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**IP-in-Action LIVE Oxford**  
**8th Dec 2011 - Oxford Belfry Hotel**

**09:30 Registration - Tea and Coffee - See some of the latest IP technology in the exhibition Area**

**10:15 Welcome & Introduction - by Paul Hennings - IP UserGroup**

**10:30 KEYNOTE VSaaS - Video Surveillance as a Service - Matia Grossi - MGD Consulting**

Security in the Cloud" this fascinating seminar will introduce the concept of VSaaS, Video Surveillance as a Service, where the opportunities lie within the Cloud and Virtualized environment and how security professionals can leverage VSaaS as part of a Security portfolio.

What are the opportunities for the security industry?

What are the barriers and challenges to adoption?



**11:00 Wireless Technology for Security Applications - David Markland/Chris Ballard - Silvernet**

An overview of probably the fastest growing area of security, wireless technology, taking a look at the advantages and benefits to be gained along with the options available and the very latest developments for wireless applications.



**11:30 Morning Break - Tea & Coffee**

**12:00 Integration and Migration to IP - Tyco Security Products - Phil Hutton**

Phil Hutton investigates Adding value to security vendor's proposal by integration. Thinking holistically about IP systems What is meant by integration. What benefits integration can offer. Examples of integration. Why migrate to IP? What benefits IP offer.



**12:30 Security managed in the Cloud - A real example - Sesys - Dan Eames**

Sesys Operations Director Dan Eames will be presentation a session on how security video can be managed in the cloud and will provide an insight into real life examples of how the combination of fast deployment cameras and Cloud based video management solutions can be utilized. Dan will also introduce the advantages that such technologies can offer across many end user applications.



**13:00 Doing Business in Darkest Peru - IP UserGroup International - Paul Hennings**

An overview of the growing Security Industry in South & Central America and the move from manned guarding to electronic physical security technologies and the opportunities for savvy IP companies to exploit in the region.



**13:20 Presentation of Membership Certificates**

**13:30 Lunch & Open House**

A great opportunity to chat with the experts and see some of the very latest IP products in the Exhibition Area

**14:30 Introduction from the New Affiliate Members: Industrial Comms, Plustek, Canon Europe**

**14:50 The Physical Security Business in 2011 - Memoori - Jim McHale**

Memoori will present the key findings from their new market research report. Published in Q4 2011, it is a definitive resource for physical security products; combining clearly defined market sizing statistics with financial analysis of M&A and funding. It is our 3rd annual assessment of the world's physical security equipment industry.



**15:10 The Intelligent Use of Technology - Cortech Developments - Jason Blundell**

Jason introduces a commercially focused seminar that discusses the Introduction to the Integrated Approach: Imagine being able to fully integrate you building, fire and security systems into a single platform for ease of use and maximum efficiency.

Manufacturer Agnostic - Legacy and New Equipment - IP Based Monitoring and Control - Virtual Asset Mapping



**15:40 Lighting for IP Cameras - Shaun Cutler - Raytec**

Raytec will provide an insight into the importance of appropriate lighting when using IP Cameras, He will discuss the theory behind various lighting options and suggest best practice. This will be followed by a demonstration of some of the lighting options, how they should be set-up and what not to do, in the Hotel Grounds.



**16:10 Afternoon Break - Tea Coffee - Product Demonstrations in the Exhibition Area**

A further chance to view latest IP products in the Exhibition Area and take the opportunity to chat with the experts

**16:20 LIVE Raytec Lighting Demonstration in the Hotel Grounds**

## Participating Companies

**Antrica, Arecont Vision, Canon Europe, Cortech Developments, Dedicated Micros, Exacq Technologies, FreeSpace Networks, GarrettCom, Honeywell, Industrial Comms, Mayflex, Memoori, MGD Consulting, Plustek, Raytec, Sesys, Silvernet, Synectics, Tyco Security Products, IP Focus Magazine**

**16:50 Close**

Note: Agenda content and times are approximate and may change without notice