

The CCTV industry ... the future is now



By Abie Ali, Frank Street

THE high-tech future of the industry predicted is now occurring. Advances in digital and communications technologies have produced a variety of innovations that have significantly expanded the potential uses of CCTV systems.

High-capacity video transmission systems, wireless communication systems, Internet video communications, and new video storage and retrieval methods have expanded the use of CCTV systems.

The advent of digital technology has substantially changed the value orientation of the CCTV business through the efficiencies that the technology enables.

The CCTV/video surveillance market has been witnessing exponential growth for the past few years on the rising concerns for security and safety across the globe. This, in turn, has resulted in huge growth opportunities for CCTV manufacturers, operators and distributors.

The market for global CCTV market is projected to reach around US\$28-billion by the end of 2013. In South Africa, rising incidences of workplace violence, armed robberies and corporate espionage have resulted in companies installing new security systems and

upgrading their legacy systems with advanced CCTV systems.

Customers are increasingly looking at ways to enhance their security in the light of the surge in crime in South Africa. Insurance companies are becoming reluctant to insure unsecured properties. This includes providing general crime prevention advice and system specifications for submission to insurance companies to obtain approval prior to installation.

Armed robberies, automated teller machine (ATM) bombings and other related crimes have impelled customers to increase their security levels and invest more in security systems. This has led to a significant growth in the South African market for CCTV.

IP technology is experiencing the highest growth at the moment because of higher quality imaging and scalability. End-users are becoming increasingly aware of the various benefits and medium- to long-term cost efficiencies associated with the use of IP CCTV technologies. This has prompted a shift from guard services to CCTV security systems that are considered to be more efficient and reliable.

In future, network IP technology will emerge as the leading CCTV technology. Various factors will drive the IP technology market. Frank Street offers IP courses to help installers keep up with the technology. These courses start with the very basic IP, the advance IP course and the CMS (central management software).

Sectors like retail, transportation and healthcare have immense potential to drive the growth of the CCTV market.

Moreover, government initiatives in various countries are also expected to give a significant impetus to the market growth.

Again, security management needs to be educated with the new technology so that they can understand the changes that are taking place in the CCTV market. Many end-users are

now also falling into the trap of "cheapest is best".

There are some excellent products out there that are not leading brand names, but match the quality of the branded products. Cheap products use low quality CCD sensors resulting in low quality images.

If you care, consider for just one moment how your customer feels. They have a CCTV system installed by your company with products recommended by you. They have an incident and, due to the poor quality of images from both camera and recorder, the police have said that there is nothing they can do with the images from the new CCTV system.

In the retail sector combating internal shrink at the point of sale is a growing challenge for retailers. The losses incurred through cashier error, theft and fraudulent point of sale transactions are having a hugely damaging impact on profit margins.

Frank Street integrates the POS with the NUJO CCTV system to combat these types of losses by warning the controller of these transactions. This type of integration has been successfully used in many fine stores, wholesalers, pharmacies and garages throughout South Africa.

For the next decade, the CCTV industry will change dramatically through better technologies. The IP camera technology will advance to such a stage that the camera will be a standalone NVR, recording images onto SD cards (these SD cards are now available as 64GB and soon will be available as 120gb CARDS).

Wireless transmission will be at the forefront of transmission as transceivers bandwidths are getting faster. This will enable video to be transmitted to further distances.

Another sector to look out for will be the growth in the residential CCTV market as this is an untapped market ready to explode. ■

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Understanding South Africa's unique CCTV requirements

According to **Clint Voigt**, director of Space Television: "CCTV cameras are still one of the most effective crime deterrents available today. On the technology side there has been a vast improvement in the quality of products coming to our shores."

In terms of security technology, he says that

most agree that the vast majority of products are still being imported from Asia, with the United States not far behind. Also making a regular appearance is the Middle East.

Mr Voigt also agrees that the market is shifting emphasis and rather than the traditional American and Western European

markets driving growth – the newer markets like Asia-Pacific, the Middle East and Africa are now reporting greater growth in the global security services market. "I believe that those companies in the developed nations are identifying Africa as a key focus area for expansion," concluded Mr Voigt. ■