

IIPSEC 2005: Europe's premier networked security event

IIPSEC is Europe's largest networked security technology event combining a rich mix of the very latest digital products and solutions for use within security and building management applications.

The show delivers world-class exhibitors and visitors from all corners of the globe. With over forty presentations, twelve seminars, workshops and a conference the event continues its heavy bias on knowledge, education and learning.



Fast-moving security market - more opportunities for your company

The security market is undergoing its biggest change in decades as many mainstream products including CCTV, Access Control and Intruder Detection are now IP enabled. This small and insignificant connection is changing the market dynamics of the industry forever.

IIPSEC is the only security technology show worldwide that brings together all relevant digital solutions and services for managing today's security processes - at one venue and at one time.

Europe's largest networked security technology event IIPSEC is poised to become the world's premier event for digital surveillance and building management solutions.

Content rich technical seminars, hands-on workshops and case study presentations.

The success of IIPSEC is attributable in no small part by the integration of "End-User" presentations. 2005 will see an enhanced program of 18 separate educational seminars. To an ever greater extent the network security market is becoming customer-driven.

The IIPSEC visitors - your customers - are interested in obtaining complete and compatible solutions from a single knowledgeable and reliable source.

This year every visitor or delegate will find his or her own "personal solution show" under the unifying umbrella of IIPSEC Stoneleigh Park. In other words, IIPSEC serves as a passport to the latest tailor-made security solutions.

First-class business contacts are the key to market success

Technology accounts for a large portion of security spending in the UK and across the globe. The visitors to IIPSEC are looking for the latest solutions to a wide range of security issues. The technology bias of the event attracts decision making senior individuals from many vertical markets and all areas of the purchasing chain.

Purchasing Power

Our surveys show that 66% of visitors have an imminent need for network based products or services and 80% have a direct role in their companies purchasing process.

International Flavour

IIPSEC is a truly international show with visitors from 50 countries attending.

Breakdown at a glance

Industry Type

| | |
|--------------------------------|-----|
| End-users | 34% |
| Security Practitioners | 31% |
| Manufactures/VAR | 22% |
| IT/Communication Practitioners | 13% |

Position

| | |
|--------------------|-----|
| Manager | 37% |
| Director | 32% |
| Managing Directors | 14% |
| Chairman/CEO | 5% |

Interest

| | |
|-------------------------------|-----|
| Video over IP | 36% |
| Integrated Solutions/Software | 24% |
| Access Control/Biometrics | 16% |
| Image Recording/Software | 15% |
| Remote Monitoring | 9% |

IIPSEC 2005: Stoneleigh Park, Coventry, UK January 25th - 27th, 2005.



The evolution of the market

The market for network video surveillance in Europe is currently experiencing explosive growth. Revenues for network cameras will grow at *28.4% (CAGR) over the next five years, with even faster growth of *30.3% forecast for video camera servers. Together these markets are predicted to be worth some *£100 Million.

Convergence creates intelligent solutions - and new markets

In future, smart technology will be an integral part of your customers security solutions. Software advances and other intelligent devices - and the underlying technology - will play an indispensable role. Technical details and specifications will no longer be the burning issue. Instead the spotlight will be on actual user benefits: convenience, flexibility, mobility and multi-functionality.

Adding value for your customers - IIPSEC is more than just a show

The special events at IIPSEC are self-contained forums devoted to networked security issues. The discussions, presentations, debates, seminars and workshops are specifically designed with End-Users, small and medium size solution providers, VAR, and the distribution trades in mind.

* Data provided by IMS Research

IIPSEC 2005 boasts the following highlights:

Showcase for Innovation

Full of technology and innovation the exhibition hall features 1000's of products from over 100 exhibitors and attracts some of the worlds largest corporations.

Technical Seminars

Presented by some of the worlds leading experts in their field each presentation is content rich and informative.

Live Workshops

Popular with installers the workshop area allows small groups to get to grips with the technology and learn how to perform simple practical tasks.

End-User IP-in-Action Presentations

Six application-specific sessions this new feature will attract major end-user and vertical market interest.

IP Convergence Conference 2005

The IP Convergence Conference allows cross-industry interaction with opinions from international technologists, business leaders as well as security and building automation professionals.

Comprehensive Award Program

Defining and delivering excellent security solutions for your client deserves reward! With a range of award categories the event attracts the cream of the industry - awards are exclusive to exhibitors, sponsors & supporters.

www.iipsec.com

Exhibitor Packages

A deposit/booking fee is payable on all stand booking.

Shell Packages

The shell package is the easiest and most convenient way to take part in IIPSEC 2005. The package includes stand space, carpet, shell walls and fascia to open sides, ceiling beams with name board, electric's package (1000 watt power socket and 5' strip light), cleaning, showguide entry with logo, web link and story board.

| Size | Type | Cost |
|-------|-------|---------|
| 3 x 3 | Shell | £3,110* |
| 6 x 3 | Shell | £6,220* |
| 9 x 3 | Shell | £9,330* |

Space Only Package

Available only on 4 x 4 stands the space only package is for the hire of space in the hall and includes carpet, cleaning, showguide entry with logo, web link and story board. Stand construction must comply with stand fitting regulations which are issued in the exhibitor manual.

| Size | Type | Cost |
|-------|------------|---------|
| 4 x 4 | Space Only | £4,800* |

*All prices exclude VAT

Further information

For the latest stand availability visit www.iipsec.com or contact our Event Director Mr Kevin Fagan 0870 787 0546 or email kevin.fagan@iipsec.com