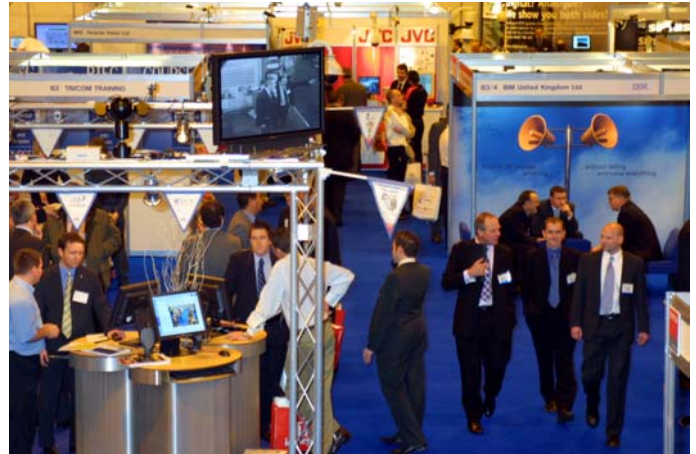


3 DAY TECHNOLOGY EXTRAVAGANDA

IIPSEC goes from strength to strength

IIPSEC (International IP in Security Exhibition and Conference) 2005 will be 30% larger to meet the ever growing demand for IP solutions. The three day event which takes place at Stoneleigh Park near Coventry over the 25th – 27th January can now boast to be Europe's largest **TCP/IP Technology Event** combining a rich mix of the very latest digital products and solutions.

The show delivers world-class exhibitors and visitors from all corners of the globe. With more than fifty presentations, seminars and workshops the event continues its heavy bias on knowledge, education and learning



Fast-moving security market

The security market is undergoing its biggest change in decades as many mainstream products including CCTV, Access Control and Intruder Detection are now IP or network enabled. This small yet significant connection is changing the market dynamics of the industry forever and as the power of networks, capacity of storage and sophistication of software increases, the security industry will be swept into a new age.

Europe's largest security technology event IIPSEC is poised to become the world's premier event for digital security solutions. At past events the emphasis has been on stand-alone products. Whereas, IIPSEC is the only 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.

Show attracts worldwide interest

Although the show is aimed at the growing UK and European market it attracts huge interest from countries around the globe. Marketing Director Paul Hennings explains ***"IIPSEC is unique in that it is 100% technology driven. This provides a platform for education and the sharing of ideas and unlike other trade-shows and hospitality events, IIPSEC is specifically a Security Technology events."***



"I see our role as increasing awareness and improving understanding of the latest solutions across the board. The benefits of networked security is self evident and when you see the enhanced applications offered by some jaw dropping software you can understand why so many of our visitors are looking to take the technology around the world".

Enhanced 'How to' seminars attract Security Professionals

The recent IIPSEC 2004 event reflected the appetite for knowledge by delivering over 17 presentations to packed audiences from over 52 countries. 2005 will see an enhanced program which reflects the industries move to 'open systems'. Presented by some of the world leading experts in their field each seminar will be rich in content and visually informative.

Program to include:

- **IP Installer Masterclass:** How to design, specify and maintain IP based security systems. The seminar is ideal for companies wishing to understand the basics around installing such systems. The pitfalls of estimating, questions to ask and what to avoid!
- **IP Video Masterclass:** How to send video images over an Ethernet network. The seminar will discuss image compression, recording, remote transmission, archiving and copying of media.
- **IP Access Control & Intruder Alarm Masterclass:** How to integrate and share access control and intruder detection data over a network. More and more Access Readers and now alarm signals are capable of running over a network. The session also looks at the most cost effective Alarm Video Verification or Live Video viewing system available over IP
- **IP Best Practice & Legal Masterclass:** How to ensure your company is prepared and ready for the future. This covers open standard protocols, convergence, data protection, approval standards plus more and more.

NEW IP-in-Action presentations focus on end-user requirements

New for 2005 is the introduction of 'walk-in' presentations specifically designed to demonstrate how the use of IP based technology can provide ROI and real benefits. Event director Kevin Fagan stated *"To an ever greater degree the IP network security market is becoming much more customer-driven. The reality is that customers don't give two hoots about how IP works, all they're interested in is what benefits it will bring to them. IIPSEC has instigated a number of surveys which have identified a hunger for knowledge from prospective users. We believe that the introduction of industry specific sessions and targeting of these sectors will be Key to moving the business forward"*

The seminars will be delivered in a rolling program allowing visitors to come and go. Although biased towards users the seminars will also be ideal for security specialists who wish to learn from such applications.

Walk-in IP Presentations – Just turn up!

Transportation Applications: Airports, highways, trains, buses, seaports

Commercial Applications: Hotels, shopping centres, offices, public housing, manufacturing lines

Utilities Applications: Power plants, distribution networks, water treatment plants

Education/Health Applications: Schools, universities, hospitals,

Government Applications: Military, correctional/prison sites, police, government buildings

Entertainment Applications: Casinos, sporting facilities, gaming, stadiums



DEDICATED TO INNOVATION IN SECURITY

The very latest digital technology – TODAY

On display at IIPSEC 2005 will be some of the worlds leading network based products many of which has never been seen before. This is a unique area where visitors have the opportunity to meet the experts and get to grips with this new exciting technology area.

IP CCTV Cameras, IP Video Servers (Codec's), Digital Video Recorders (DVR's), Network Video Recorders (NVR's), NPR Image Software, Interface Software, Image Tracking Software (footfall), Image Identification Software, Image Archiving, Image Wireless Transmission, Voice and Data Transmission, Iris Biometrics, Fingerprint Biometrics, Access Control, Convergence Software, Intruder Detection over IP, Fire Detection over IP, plus many more....



Convergence creates intelligent solutions – and new markets

In future, smart technology will be an integral part of your customer's 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.

First-class business contacts are the key to IIPSEC 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 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 more than 50 countries attending.

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%

IP-in-Security Innovation Awards 2005

Defining and delivering excellent security products and solutions for your clients deserves reward.

With a range of award categories for manufacturers and installers, there are opportunities for all types and sizes of companies to gain recognition for the excellence of their products, software and solutions at the IP Security Awards 2005.

16 Awards up for grabs

Five finalists will be selected from three categories and one overall winner will be selected from each. The finalists winning entries will be featured in the presentations and receive an award certificate. The final award 'IP Innovation Award' is the highlight of the evening and will be selected from the three category winners.



Innovation Award

The top award is chosen from the fifteen finalists and delivers real innovation. The winner will pick up the prestigious Innovation Award.

Best Hardware Product

Any TCP/IP based hardware product including cameras, access control & biometric readers, recording device, audio, interface unit, etc..

Best Software Product

Any TCP/IP based software product including viewing, recording & archiving, image & data analysis & recognition, remote & mobile transmission, etc..

Best Case Studies

Any TCP/IP based application where the technology has delivered ROI or additional operational benefits to the user.

A word from the shows sponsor – Video Imaging Supplies

“The IP sector is growing fast but this also presents a challenge for the industry as it is faced with frequent product releases on the one hand and a not insubstantial technical learning curve on the other. At Video Imaging Supplies we focus on enabling our customers to grow in knowledge and confidence by providing sound advice and support as well as providing a highly efficient and cost effective distribution channel. IIPSEC is the ideal venue through which to pursue these two objectives to an eager and increasingly well informed industry.”



Video Imaging Supplies – www.v-i-s.co.uk

Show Summery

When: January 25 to 27, 2005.

Where: Stoneleigh Park, Near Coventry UK

What will I see: Cutting edge technology from world-class manufacturers and solution providers

To find out more: Go to www.iipsec.com , call 0870 787 0546 or use our reader reply

For further information, please contact Kevin Fagan – Event Direct Email: Kevin.fagan@iipsec.com