

SHOW DAILY

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INTERNATIONAL AEROSPACE

Security Show Opens In Delhi

IFSEC India 2007, Asia's largest exhibition showcasing the world's leading security manufacturers, distributors and suppliers was inaugurated at Delhi's Pragati Maidan. The show highlights some of the world's leading security manufacturers, distributors, and suppliers committed to the development and expansion of the Indian security industry.

With over 160 exhibitors IFSEC India brings together the most innovative security providers face to face with thousands of attendees from all over the region. Covering all aspects of the security market to include CCTV, building management systems, retail security and much more. The Indian security market is one of the fastest growing markets in the world, growing at around 30% per annum, and the lack of old legacy security systems means



Inaugurating IFSEC India 2007: Simon Parker Lighting the Lamp in the presence of Dr. Kiran Bedi & Mr. M. Gandhi

the market is at the forefront of technological advances and receptive to the latest security solutions available.

HID Corporation, Group 4 Securicor, Siemens Building Technologies, GE Security, Vista CCTV and Alba Urmet have signed up as 'Foundation

Partners' and pledged their full support to the event. These Foundation Partners are exhibiting at IFSEC India, which is on from October 25-27.

Dr. Kiran Bedi, Head of the Bureau of Police Research & Development (BPRD) in her inaugural speech congratulated

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14th APSA International Security Conference Attracts Large Audience

Asia and the world face escalating security threats. The numerous bombing incidents in South East Asian countries, the Middle East, Europe etc are testimonies that security cannot be taken for granted.

The two-day 14th International Security Conference organised by the Indian Chapter of Asian Professional Security Association (APSA) which began in conjunction with ifsecindia 2007 attracted participation from Singapore,



At the 14th APSA Conference: from L-R, I.S. Jagdeva, Joginder Singh, Dato Haji Rahmat Ismail, James Blue

Taiwan, China, Vietnam, Malaysia, Thailand, Philippines, South Korea, Hong Kong and Indonesia.

Mr. I.S. Jagdeva, President APSA-India welcomed the delegates.

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TODAY'S PROGRAMME

APSA International Conference

26 Oct. 2007

09:30 - 09:50

Aviation Security - A Growing Challenge-S.R. Mehra, Commissioner of Civil Aviation Security India

09:50 - 10:10

Combating Counterfeiting-C Pal Singh, Former Inspector General of Police, Punjab

10:10 - 10:30

CCTV in Context-Pauline Norstrom, Dedicated Micros, BSIA UK

10:30 - 11:00

Question & Answer Session- Moderator: Mr H J Dora

11:00 - 11:15

Tea/Coffee Break & Exhibition

11:15 - 11:40

Storage Empowering Surveillance Technology-Danny KL Lim, Seagate Singapore International

11:40 - 12:05

Fire Industry in India-R C Sharma, Chief, Delhi Fire Services

12:05 - 12:30

Reliable Safety and Security Systems for Sustainable Economic Development-T C Sharma, Former Head of Fire Research Lab, Roorkee

12:30 - 12:45

Question & Answer Session- Moderator: Mr S K Dheri

12:45 - 13:45

Lunch and Exhibition

13:45 - 14:10

Crisis Management-Col. K.C. Goswami, Consultant Special Project, G4S India

14:10 - 14:35

Explosives - A Major Threat-Jagtar Basra, Director, RAPISCAN, U.S.A.

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Security Show Opens In Delhi

lated the organisers for holding such an exhibition in India and appealed them not to have one time affair but to hold every year. She said she had asked each state department to send heavy delegation of police at the show so as to acquaint them of latest technology and source the new requirements as laid down in the study.

"We had sought the support of DRDO (Defence Research and Development Organisation) to conduct a study about the security issues and requirements for the police department. According to the study, we require safe vehicles, interceptors, GPS, speech bio matrices, networking security, data mining and modern gadgets to counter the emerging security threats."

Dr Bedi said that there is no problem of funds in the Police department for security.

The modernization grant is used conservatively, instead it should be used in right way. Further she added, nothing comes free, fighting terrorism is costly but not fighting the right way is costlier.

Speaking on the occasion, James Blue, Event Director said, "IFSEC is an established name in the global security systems and solutions market globally and we are delighted to bring the event to India for the first time. We expect to create a platform for service providers, system integrators and users and intend to initiate a dialogue between each of these communities leading to development of improved systems and solutions in the marketplace. We feel that the timing is appropriate for a security show that mirrors this opportunity not just for India but for Asia as well."

"We are very pleased to

have leading companies join us as Foundation Partners", explained M Gandhi, Managing Director, CMP, South East Asia and South Asia while elaborating the concept behind this exhibition. Further he said, "recognising the wealth of business opportunities present in India's rapidly developing security industry, IFSEC India will provide the ideal platform for the most innovative and dynamic security providers to meet thousands of high quality visitors from all over the region. Extending the IFSEC brand to India was a natural progression and an obvious choice for our first foray into overseas markets."

Simon Parker of IFSEC India proposed the vote of thanks and pointed out that, "The necessity of security has become important in India, with the threat of terrorism increas-

ing and the perception of security changing in recent times. The need to protect people and assets has increased. IFSEC India will give organisations throughout the South Asian region, in particular the Police Forces, a platform from which to source cutting-edge products and services to enable them to cater for these increasing security needs."

IFSEC India is a new event developed specifically for India and the neighbouring regions, and caters for a worldwide audience of security buyers and specifiers, covering all aspects of the security market, including the police and paramilitary sectors. The event includes a comprehensive educational programme with a host of free seminar sessions and a conference covering the hot security topics from a variety of angles. 

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14th APSA International Security Conference Attracts Large Audience

Titled 'Security On Tap: Technology for a Safer Tomorrow', speakers from police department and corporate houses shared their experience, issues, trends and technology adopted and alternates available for a secured and safer tomorrow.

Joginder Singh, Former director CBI said that some of the biggest problems that government faces today is its inability to tackle terrorism. He suggested that some of the security work should be outsourced.

Issac Papier, Vice-president Honeywell Life Safey presented a paper on 'Latest trends in fire detection technology, on going research and development of a performance based system'.

"There is no perfect ideal fire detector today, but new technology is coming closer and closer." said Papier.

According to Papier, human being is the ideal fire detector. "This is what we want from a detector." Honeywell has come out with a multi critical detector that can smell, feel the environment using four sensing elements: Heat, Carbon Mon-

oxide, Infrared Sensors and Photoelectric. The product is under testing in the US and likely to be available by the year-end.

Commandant H. S. Pannu, Corporate chief of security and vigilance, Reliance Industries Limited spoke on 'physical and electronic security systems-an integrated solution.' He stressed on the practical aspect of security adopted at the company that has resulted into achieving a higher security success ratio.

"Convergence of technology with physical security, processes, procedures and systems has resulted into no losses, minor pilferages, detection and restoration up to 99.9 percent", said Pannu.

Amongst the other speakers were Dr. Suhas S. Patil, Chairman and CEO of Cradle Technologies who spoke on 'Video Surveillance for 21st century'.

Speaking on the topic 'Loss Prevention An Integrated Approach', Pawanjit Ahluwalia, Chairman and MD of Premier Shield Group said "Threats comes both internally and externally. However, internal threats are larger than external

threats." Quoting a study done by KPMG on Loss Prevention, he said that the average business losses 2-5 per cent of gross sales because of internal threats. Poor management control, collusion between employees and management were some of the reasons.

Ahluwalia stressed that "security must be considered a profit center."


G.S. Awana, Assistant commissioner of police (traffic), highlighted on the traffic police plans for the forthcoming Common Wealth Games, 2010. According to Awana, the mission statement for the Common Wealth Games to be hosted by India is "Safe and Smooth Flow of Traffic and Endeavour to ensure best ever arrangements are made for the Common wealth games."

Use of private vehicles will be discouraged during the event instead; Park & Ride and Park & Walk system will be implemented during the event., Awana said.

Addressing the conference, Dato Haji Rahmat Ismail, International President APSA said "the gargantuan success of

14TH APSA International Annual Conference finely orchestrated by APSA India certainly epitomises the whole of APSA's vision in escalating the level of professionalism and stature of security industry in Asia. It strengthens our hope and desire that all these characteristics of APSA would continuously captivate support and interest of other non-member countries in Asia to join into the fold of APSA."

Mr. Joseph Tang, President APSA Singapore Chapter in his message said that the theme of this international conference is therefore timely and also aptly titled. It is indeed the appropriate response to the reality of new emerging security threats, which the world at large is facing! Therefore, it is a necessity for security professionals and practitioners to be constantly attuned to the changing times by adopting a futuristic, hi-tech approach to address the new challenges brought on by the new world order.

James Blue, CMP Event Director gave the vote of thanks. 

- Masooma Jariwala

Needed: Fast And Secure Scanners

With terrorist risks on an upward spiral globally, attention is turning to new detection and scanning technologies. The latest scare, following the foiling of an alleged terrorist plot to blow up passenger aircraft flying from the UK to the US, led to chaotic scenes at UK airports as stringent new security measures – involving hand searches for all passengers and a ban on hand luggage – caused huge delays.

Experts say improved airport scanning, which can detect explosives as passengers walk through, remains a key priority.

“X-ray machines are widely used in airports to search luggage for signs of explosive equipment such as detonators. But devices like these are often hidden inside electronic equipment, so chemical analysis is also often performed at checkpoints. This involves taking a swab from a laptop or bag and placing this into a device that heats up the sample and performs a spectrographic analysis of the vapors. The machine searches for traces of nitrogen, which is found in the majority of explosives. Sniffer dogs also pick up the targeted smell on baggage. But neither method can routinely monitor all passengers and baggage,” observes Jagtar S Basra, Director, India, UK based Rapiscan systems.

New of X-ray machines, such as the Z Back Scatter developed by US Company AS&E, can detect specific compounds by measuring reflected X-ray photons. The X-ray scattering effect can reveal materials composed of low-atomic-number elements – as explosives are – such as carbon, oxygen, hydrogen, and nitrogen.

But the alleged terror plot may highlight the need for



Jagtar S Basra

even more sophisticated scanning technologies. According to US security officials, it involved liquid explosives, arguably designed to evade up to date security checks. Terrorists are increasingly diversifying away from nitrogenous explosives.

It would be impossible to perform a careful chemical analysis of every bottle of liquid carried onto a plane.

Scanning equipment that is even more advanced exists, but is not yet widely employed, as it remains expensive, bulky and time-consuming to use.

For example, General Electric has created a walk-through device called the GE Ion Track that can sense the molecular signature of different explosives. It can identify specific molecules by measuring how fast they move in an electric field, within a sample chamber. However, it takes about 12 seconds for a person to pass through the device, meaning it may not be suitable for rapid security scanning, says Basra.

The Rapiscan Secure 1000 has been used to significantly improve checkpoint security at Heathrow Airport; particularly for threats that cannot be identified using currently deployed

technologies, says Basra. Passenger acceptance has been very high (greater than 90%) and perceived problems such as privacy and radiological safety have been less significant than might have been expected. Careful design and planning of the implementation including layout, training and operating procedures has led to wide acceptance, improved security and purchases of the Secure 1000 by the British Airport Authority (BAA). The Raps can Secure 1000 provides an effective solution for significantly improving the level of security by identifying threats concealed on a passenger's body.

Another more sophisticated detection method is scanning with terahertz waves, which lie between microwaves and infrared on the electromagnetic spectrum.

Measuring how these waves are absorbed and reflected provides a non-harmful way to scan people for weapons, explosives and drugs as the reflected signal reveals characteristic spectral signatures. TeraView and Smiths Detection, two companies based in the UK, have devel-

oped a small terahertz scanner that can be used to screen passengers as they pass by.

But this technology has its limitations too, Basra points out.

A study in July 2005 suggested that a network of at least 150 terahertz scanners would be needed to cover a 500m² area, in order to provide a 10-second warning of a suicide bomber.

Protecting country's ports and borders is very important not only worldwide but in India too.

“Over the past decade, Rapiscan Systems has developed a wide range of non-intrusive inspection (NII) technologies for cargo and vehicle inspection. Much of the development was initiated by the need for tools to interdict drugs concealed in trucks,” says he.

Transmission Gamma ray radiography systems were developed to detect anomalies in lightly loaded trucks and containers. More penetrating medium and higher energy X-ray systems were developed to detect anomalies in the heavier loads. The systems rely on a human operator to interpret the image produced by the systems to determine if there is a threat material. Neutron inspection systems were developed specifically to automatically detect explosives in vehicles, thereby removing the need for an operator's intervention, he says.

Gamma ray or X-ray based radiography can be used to quickly clear both vehicles with uniform cargo and cars with empty trunks. Using the technology to supplement radiography screening, Neutron based systems can be used selectively to assure more complex cargo and suspect car trunks do not contain explosive materials, by Rapiscan Systems.

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Ambitious Plans Ahead For 'DEDICATED MICROS' In India

Dedicated Micros, part of the AD Group, Britain, pioneer in the CCTV industry and an undisputed global industry leader in video management technology for over 25 years, on October 25, has officially announced its definitive plans for the Indian security and surveillance products market with the launch of its Indian subsidiary that will be headquartered in Mumbai.

According to Salim Idris, General Manager, Dedicated Micros Asia, "We have on display our comprehensive range of advanced CCTV technology and products ranging from the new enterprise-level HighVu Excel to the feature-rich SD Range, and have launched new embedded video analytics capabilities at IFSEC India in New Delhi."

"India has emerged as one of the most vibrant economies in the world. The rapid growth of its various industries and an ever-present threat from anti-social elements make security and surveillance an extremely pertinent issue. We intend to capitalize upon our global experience and technological competence to deliver end to end CCTV solutions tailored to suit the requirements of the Indian companies while ensuring low total cost of ownership (TCO) so as to enable even smaller organizations benefit from our latest technological innovations," he explained.

With over 25 years as a pioneer in the fast moving CCTV industry, Dedicated Micros (DM) is an international market



Salim Idris

leader in the field of specialist CCTV control equipment. The company is renowned for the design and manufacture of robust, dedicated, multiplex hardware designed to meet the demands of continuous 24-hour security surveillance that play an invaluable role ensuring the safety and security of hundreds of establishments across the globe, said Mr Idris.

The technological developments pioneered by Dedicated Micros have formed many of the building blocks for the success of today's CCTV industry; the company's founder Mike Newton being credited with the invention of the first commercially available CCTV video multiplexer..

"Our company products are currently being used in security systems in a broad range of commercial and community applications across the

globe. These include London Fashion District Public Safety Monitoring, Heathrow Airport in London, the newly built Select City Walk Mall, Delhi, Sun Microsystems Bangalore, Oberoi Hotel Delhi, Bank of Baroda Dubai, Sydney Opera House, Qatar T.V., Emirates Crew Briefing Center Dubai, Sharjah Police Traffic Monitoring, Dubai Police Gold Souk Monitoring, National Intelligence Agency South Africa, Conoco-Phillips Refinery Qatar, Scotland Railway, Holland Train System and thousands more around the world."

"As world leaders and innovators in video processing and management for CCTV applications, and the authority and driving force behind standards and best practice in the UK market, we are offering a diverse, innovative, seamlessly interoperable proposition for

the Indian Market - through our unique NetVu Connected core architecture. We are perfectly placed to offer best value and high standards to businesses India to enhance public safety and security," added Mr Idris.

The company's most notable innovation in recent years is the NetVu Connected core technology DNA which ensures seamless interoperability across all NetVu Connected CCTV products - plus the recently launched HighVu Excel, high performance, embedded real time range. These key pioneering developments follow in the tradition of a business whose technological advances have formed many of the building blocks for the success of today's CCTV industry and, crucially, demonstrate a commitment to deliver effective surveillance solutions for applications whatever their size, including, increasingly, those at the enterprise level.

Dedicated Micros makes it possible for companies to enjoy the benefits of technological advanced CCTV technology even for entry-level and mid-tier enterprises. For a quarter of a century now, Dedicated Micros has grown and maintained a global industry leadership position, staying very much at the forefront of video management technology. "To put this in perspective, every second of every day more than seven million images are recorded and viewed around the world using DM DVRs and Network Video products."



CDVI Unveils Its New Radio Remote transmitter

CDVI unveils its brand new remote transmitter. According to CDVI distinctive by the elegance of its design, it brings also an important innovation in the RF field by combining for the first time a metal and polycarbonate casing. This technical innovation lies in the use of a metallic casing which according to them normally was not possible in RF technology.



The combination of these two materials has made the remote highly resistant to large impacts and extended the transmission range radically. The new transmitter they inform comes in 3 versions: ER 4-channel remote transmitter; ERP 4-channel remote transmitter & proximity; ERV 4-channel remote transmitter & MIFARE.

'Integrated Solutions' From VSSPL

Vectra launched its security division in 2007. The company is looking at being a Rs.200 crore division over the next five years. **Mr. Rohit Nath- CEO, Vectra Security Solutions Pvt. Ltd.** in an interview to the *Show Daily* shares his views on the Indian security market and the company's growth prospect.

The Indian security market is estimated to be worth US \$ 500 million, where does Vectra Security Solutions position itself in this growing market?

We are positioning VSSPL in the Mid to higher level space as "advanced systems integrators" not limiting ourselves to any particular product vertical with regards to the security industry. We will provide the best solution to all clients based on their requirements. Right from understanding the requirement to designing a custom made solution will be the criteria.

Which are your areas of expertise?

Our areas of expertise is in 'integrated solutions' where by the client gives us a turnkey task to look into all security aspects of a critical site. We could cover all aspects of security right from Perimeter control, CCTV detection including video analytics, access control with biometrics, explosive detection, narcotics detection etc..

Though the security market is showing an upward graph, there are very few security products currently manufactured in India. How do you perceive the growth both in terms of production and sales?

Yes, you are right when you say there are very few good quality security products available in the market but as we all are also aware, price is a big issue in India. Therefore when we segregate the market, there are buyers for all segments of products from the low end local products to high end imported products. VSSPL is in the phase of having numerous

tie ups with foreign vendors and also formation of joint ventures for local production in due course of time. Demand is there for all ranges of products.

Off lately, public security has been a concern in India. Which are the segments driving major demand for security products?

India is perceived as a 'major terrorist threat target' and this is making public security grow more and more. Especially since the government is also projecting India as a good destination for foreign investment, there is naturally going to be a growing concern for public security. One mishap can ruin or slow down a lot of process. This is creating a lot of concern for the authorities and atleast Delhi as the capital of the country has and is taking a lot of steps by installing lots of surveillance equipment in the city. Other cities in the country are soon following similar patterns.

What are the security solutions offered and products manufactured and sold by the company?

One of the new innovative products that we are selling is "**liquid explosive detector**". As we all know, especially in airlines, there has been a lot of discussion on Liquids / gels on board. To identify this threat, new devices are out and we hope soon the Indian authorities will also install such equipment in the airports.

Another device that we are selling is a very high end **Explosive and Narcotics detector** – dual use which means this product can trace out both from the same instru-

ment with great sensitivity. A fantastic instrument being used in many countries of the world.

Are majority of the security solutions provided by the company tailor-made?

Yes, as mentioned above, all our solutions are tailor made and can be adapted to different demands. We provide different products and can adapt to different platforms on which they operate.

How different are you when it comes to competition and pricing?

As system integrators, the pricing is very competitive to other large quality system integrators. Again, there is so much of an unorganized market also in

this segment that pricing can also vary a lot. It all depends on how serious are you as a consumer of security products and solutions.

The concept/acceptance of security solutions is still in its infancy stage in India, how challenging it is for the industry to penetrate in such a situation?

I think the awareness in India is really growing at breakneck speed and a lot of concerns are there, not only from terrorist threat but also from internal employees within the organizations and hence industries / organizations are very concerned about this and are gearing up for these threats.

- Masooma Jariwala

Total Product Line Up From Panasonic

Involvement with the CCTV business since last 50 years, Panasonic is introducing its total product line up at the ifsecindia 2007 exhibition.

With an aim to contribute to the safety and security of the society in India through Panasonic products, the company focuses on solutions by verticals such as Education, Retail, Banking, Transport & Logistic, Hotel, Government etc, said Eugene Chan, Managing Director, Panasonic Systems Asia Pacific.

In the area of CCTV, Panasonic provides end to end solution and our product line up includes Camera, Matrix Switcher, DVR, Monitor and Lens etc.

According to Chan, the company is focusing to de-

velop IP based products under the category "i-Pro" for the last few years as the market requirement for surveillance systems is rapidly changing from Analogue to IP.

"i-Pro", is a fusion of IP Network, Intelligence and Professional expertise of Panasonic. The "i-Pro" line up includes products such as Network Camera, Network DVR, Encoder, Management Software etc.

In addition, we have a unique biometrics technology product, "Iris Reader, BM-ET200" that is being showcased at this exhibition. We have many enquiries of Iris Reader form high-end security usage customers. We are confident that we can provide the solution in terms of accuracy and speed of authorization, said Chan.

“ We put our trust in the Seagate SV35 Series drives, **as they not only offer us a whole host of advantages over conventional PC-based hard drives, but are also surveillance-optimized and backed by Seagate's brand strength.** ”



Maj. M.H. Riza
Assistant General Manager
Security Department,
State Bank of India



The storage solution you can bank on for **enhanced surveillance security**

Your 24x7 DVR surveillance specialist: the Seagate® SV35 Series™ Hard Disk Drive

As a reputable banking institution, the State Bank of India cannot afford to compromise on the security and reliability of its surveillance systems. When it came to upgrading its surveillance storage solutions, there was only one choice to consider: the industry-leading Seagate SV35 Series hard drives.

With hard drives engineered to meet the demands of SDVR systems, the bank now enjoys improved video availability, higher hard drive reliability and high data capacity needed to meet the government's stringent 90-day surveillance storage requirement. Today, not only are the bank's SDVR systems more robust than before, it can also easily retrieve its entire recorded data without incurring unnecessary downtime. Only Seagate has the complete storage solution for your digital surveillance system.

The Seagate® SV35 Series™ HDD: Capacity of up to 750-GB • Power savings and cooler operation with spin-down feature and PowerOn control • Large capacity drives store up to 217 continuous days (jpg 640x480 compressed, 10 fps) 24x7 operational capability with up to 1.2 million hours MTBF



Seagate Displays Specialized HDDs For Security And Surveillance Market

Seagate is involved in the business of digital storage (hard-disks) that form a part of an overall surveillance system. At ifsecindia 2007, the company will be displaying three families of its hard disk lines useful in security and surveillance market. **Rajesh Khurana Country Manager India** and SAARC Countries-Seagate Singapore International Headquarters Pvt. Ltd., talks to *Show Daily* on surveillance environment and products offered by the company

1. What are the products/services you will be displaying at IFSEC India exhibition?

As far as the security and surveillance market is concerned, Seagate is in the business of digital storage (hard-disks) that form a part of an overall surveillance system.

The surveillance vertical demands very high performance on many parameters. To begin with, its usually a 24/7 operation. Moreover, surveillance drives are most often used in environments that may be prone to industrial hazards or extremes of temperature etc. Then they are considerations of power consumption – due to the fact that such drives are installed in arrays and are expected to be active all the time.

By its very nature, “always on” surveillance environments can heavily tax HDD durability. Add on to the potentially critical nature of the security data involved, it’s clear that HDDs with application-specific features that can enhance reliability are preferred. In addition, the demands placed on video security HDDs are daunting, with duty cycles as high as 95 per cent writes, and HDDs powered on for 24/7.

As such, a high degree of

robustness, reliability and storage capacity are key considerations when choosing the right HDD for security systems.

Seagate has developed a complete range of surveillance-optimised drives. At the exhibition, Seagate will be displaying the three families of its hard disk lines that have been specially designed to work in such environments - namely:

- The SV35 Series which is large capacity, continuous recording capability at low power consumption and low heat dissipation, best for indoor surveillance,

- The EE25 Series drive designed for the harsh conditions of mobile and outdoor surveillance with extreme physical robustness and tolerance of extreme temperatures.

- Barracuda ES and ES2 drives optimised for enterprise grade surveillance with highest reliability, capacity, performance and tolerance to vibration, designed for use in RAID and JBOD systems

These specialised HDDs offer the combination of performance, flexibility and power management necessary for use in security-surveillance applications. Seagate is the only Company that has such a wide range of drives for the security-

surveillance uses, covering all types of applications – outdoors, indoors, mobile and rugged.

2. What is your overall marketing strategy in terms of products and pricing?

Seagate has a global strategy to address the surveillance market and we are adapting it for India. As the global leader in manufacture and marketing of HDD solutions, Seagate is best positioned to address the unique needs of this segment.

We started to work with OEMs in the surveillance space to help them integrate Seagate drives into their recorders in a way to optimize performance and reliability depending on the type of surveillance application. In India now, we have established the distribution set-up for the surveillance products and made them a part of our regular channel.

Our strategy here was to identify a set of channel players who specialise in the surveillance and security market. The criterion was to select those who already have a set of products to offer for the segment and have an entry point already established with the prospective customers. They

have now been made a part of the Seagate Partner Program (SPP), Seagate’s versatile partner program that offers members access to industry-leading products, sales & marketing tools, regular communications, service, support and training that helps boost their profitability.

We started the education process by conducting a series of road shows and inviting participation from the traditional dealers in the security equipment market. At these road shows, we addressed basic needs of filling information gaps as many of these dealers may not have been accustomed to working with HDDs.

We are also substantially enhancing our outreach through media and events (such as IFSEC India) to address this market segment.

3. How is your sales turnover growing over the last year and expected in the coming year?

We do not have any sector-wise or country-wise sales figures. For the financial year ended June 2007, Seagate had a sales turnover of US\$ 11.4 billion and shipped 159 million drives during the year.

Digiway – New And Modern Design For Door Automation

The CDV Group has released a professional range of door automation products. With over two years in development, this range provides a stable performance while maintaining a competitive edge in the market.

Digiway is an automatic

door operator for inward or outward opening single-action doors. The technology within, and the standard features of the unit are normally only found on much more expensive products.

Fully safety compliant, and with other features includ-

ing push & go, inbuilt radio receiver, manual & automatic operation, inter-unit communication (for double doors), speed and strength adjustment etc all make Digiway a primary choice for most automated door applications.

Double doors are oper-

ated by two single units, but an optional “infill” is available which physically connects the two units together for a more aesthetic appearance.

The standard finish is Satin Anodised Aluminium, but any RAL colour cover can be specified and stainless steel finish is also available.

Sony Introduced IP Range Of Products Under IPELA Brand

With the growing demand of integrated visual communications tools, Sony has pioneered an innovative integrated solution with IP based videoconferencing & monitoring line of products. This integrated solution is being showcased for the first time in India.

According to Ambareesh Dixit, Head, Business Communication Products, Broadcast & Professional Products Division, "Though the global launch was done just a few weeks ago, in India, it has been launched today."

Sony has introduced the IP range of products under the IPELA brand comprising network cameras, recording devices and video conferencing systems, which are an ideal solution for government, education, medical and enterprise customers looking to access and share visual information in real-time, Mr Dixit said.

IPELA line of small, lightweight and easy-to-use products enables customers to transmit and receive visual information in an application



Ambareesh Dixit


that was previously reserved for broadcasters. The technological advancements in IP networks and video communication products have enabled real lifelike experiences for customers with better resolution images, comfortable audio levels and easy setup & access. "Our company has introduced the high definition platform in videoconferencing for those who require high clarity images for their respective applications. Additionally,

footage from intelligent security cameras will allow the viewer to quickly and accurately assess situations with the integrated solution. These could be of vital importance for disaster management, constant tracking of events while conferencing, better control for the police during elections, demonstrations, Common Wealth games, etc," he adds.

Leveraging your business units' high-speed IP network infrastructure you can easily add an IP video monitoring system to your network to provide you with video capability. The only action required is to set up the IP addresses of the network cameras and the system is ready for configuration.

Sony has introduced a complete IP surveillance solution based on its Distributed Enhanced Processing Architecture (DEPA) platform, which

incorporates intelligent video analytics to help identify critical events for a high-level of security and to provide streamlined workflows. Unlike conventional monitoring solutions, the DEPA solution provides added intelligence to assist the surveillance operator in taking quick action.

Said Mr Dixit, the combination of visual and audio advantages of IPELA videoconferencing products will ultimately translate into benefits that go beyond time and costs savings for small and large organizations. "Small and large organizations can virtually eliminate inefficiencies such as unnecessary travel for face-to-face meetings and time wasted at analyzing grainy security footage. Businesses will be better able to make quicker and better decisions with more information via the high speed IP network. Moreover, academic and medical communities can soon easily share high resolution pictures and research data with each other regardless of their distance between them." 

HID On Fast Track In India

The US based HID, an ASSA Abloy Group company, with its subsidiary here in India, the mission is to innovate and deliver high quality products efficiently on time and at right price to the customers through continual improvement. "We are committed to provide professional and flexible environment to enhance our customer satisfaction while driving to become world class organization," according to Harish Vellat, managing director.

Denis R. Robert, President & CEO of HID Global who was present at the show said India is a big market for us and we have seen almost a vertical growth since 2005. While elaborating on market share he said, we are the market leader in our segment and have almost 30% market share in US itself.

"In India we see a tremendous growth, and investing here is a good proposition. We have our presence in virtually 30 cities across the country and hoping to spread more," points out Mr Vellat.

We are providing easy-to-use, trustworthy and cost-effective electronic security solutions. Our responsibilities are (i) to remember that customers are our greatest asset, (ii) to leverage our products into emerging markets to create equity value for owners and (iii) to treat our associates as long-term partners, he adds.

"Armed with well equipped manufacturing infrastructure at




(L-R) Denis R. Robert, Harish Vellat

Thane, Smart-I (India subsidiary) has always ensured shorter delivery periods and flexible manufacturing needs. Support systems & representation at various places in India has given us chance to serve our customer faster than anybody else in marketplace. It provides the most comprehensive range of Electronic Identification, all of which have been continually developed

and improved since Smart-I first made specialized system for leading security solutions provider," Mr Vellat explains.

At the security exhibition, the company is displaying smartXS a compact and robust 'Access and Time Attendance' system. In current scenario where security requirements are becoming stringent, the company provides different access control and Identification systems to meet modern security needs. The systems are reliable, robust, easy to install with minimum support.

Another product is Smart-SINGLE a single door 'Access and Time Attendance' system. Supports latest smart card technology. It is designed to work for standalone and network applications. The system is reliable, robust, easy to install with minimum support. 

CCTV Surveillance – Yesterday, Today & Tomorrow ...

1. Early years of CCTV:

CCTV surveillance started with simple fixed, Black & White cameras which can be installed in any place and monitored from one single location on a TV / Monitor. In the initial days this was essentially a closed loop solution with interconnecting cables. In the earlier days, this itself was considered as a great technological mile stone.

Multiplexing many camera images in one monitor was terrific. The simple fixed cameras got enriched with Scanners, Pan Tilt motors and then the speed domes. Slowly with the optical advancements, colour cameras emerged making the surveillance colourful and more realistic.

With all these invariably the systems were becoming more versatile and in addition to just viewing, we started recording in VCRs (Video Cassette Recorders) as well and replaying the events to analyse mishaps, if any.

In addition, there were only limited number of companies who had the expertise in CCTV and who could deal with such products leading to higher prices of the systems dictated by the suppliers.

The users too were limited to as only few critical segments like Finance & Banking were willing to invest the money required to have CCTV systems installed in their premises.

This was the CCTV system of yesterday. In India, Lookman takes the credit to have entered in to this virgin area and spreading the concepts to many corporate customers in India.

2. Current trends in CCTV surveillance:

Today, the scenario has changed considerably. With the rapid advancements in Technology especially in DVRs and advanced matrix switchers, which facilitate



Dr. Bharmal

the multi location and multi control locations. The Speed dome cameras with high zoom lenses enable extremely wider and farer areas to be covered and the state of the art PCs and DVRs have made the job of storing data for longer durations an easy task.

The awareness of CCTV has spread across many segments of market and today, even a small shop can be seen to protecting itself with a few CCTV cameras and monitoring the happenings on a simple PC wherein the video capture card has been installed. Likewise from a few limited suppliers, today quite a few have emerged. Lookman, the pioneer in CCTV alone has got more than 350 dealers throughout the country and going by a conservative estimate, the guesstimated number of all CCTV suppliers in India could be around 1000 today.

The expansion in market and the resulting competition has considerably brought down the pricing structures too. CCTV systems are today more affordable, extending its reach to even common man in Domestic security.

3. Upcoming Developments in CCTV

With World Wide Web cutting all geographical and time barriers across the world, it had become the need of the hour to stretch the surveillance

mechanisms from being localized in the site of installation to any part of the Globe. While the DVR technology coupled with Internet connectivity gave a viable solution for this requirement, the limitations of expensive and complicated connectivity and many other hardware related factors were a deterrent for the same.

Man always excels and brings out the best when he is pushed to the wall. Necessity is the mother of invention. Accordingly the technical experts have come out the IP cameras, the cameras with a built in IP address, a gateway to access its images from any where through the web.

These IP based surveillance systems are going to be the hub of CCTV for the days to come. Even the earlier generation cameras get themselves upgraded to IP cameras by including web servers in the line. These enable access, monitor and control of any cameras from anywhere.

A normal myth that is prevalent in the market is that IP solutions are more expensive and not affordable. In the contrary, IP solutions work out cheaper when considered overall project life cycle cost especially when the cameras involved are more, say around 35 to 40. Contrary to popular belief, an IP-based video surveillance system of 40 cameras offers a lower total cost of ownership (TCO) than an analog-based surveillance system.

A study led by an independent researcher, clarifies common misperceptions about pricing and validates the cost effectiveness of IP surveillance systems. The study also shows that if IP infrastructure is in place, the IP-based video surveillance system will always be lower cost for any system size. Research conducted with industry participants including security integrators, value added resellers and industry analysts, including interviews

and cost data, yielded some major findings:


- IP based systems of 40 cameras have a lower total cost of ownership than analog systems.
- 32 cameras is the break-even point for IP systems versus analog systems.
- If IP infrastructure is installed the IP system is always lower cost.
- IP systems offer many non-quantifiable advantages, including improved image quality, better maintenance and service, increased flexibility, and systems that are easier to troubleshoot.

These factors prove beyond doubt that IP cameras, web servers and related solutions will be the ruling force for all upcoming surveillance systems. The quicker we change from conventional analog type cameras to these state of the art IP cameras and solutions, our systems become more efficient and effective

Further in future, the entire market is expected to be covered by CCTV surveillance and it may be difficult to find any place without a CCTV surveillance system. The prices will be market driven and the customer will be able to get many types of systems suiting his budget.

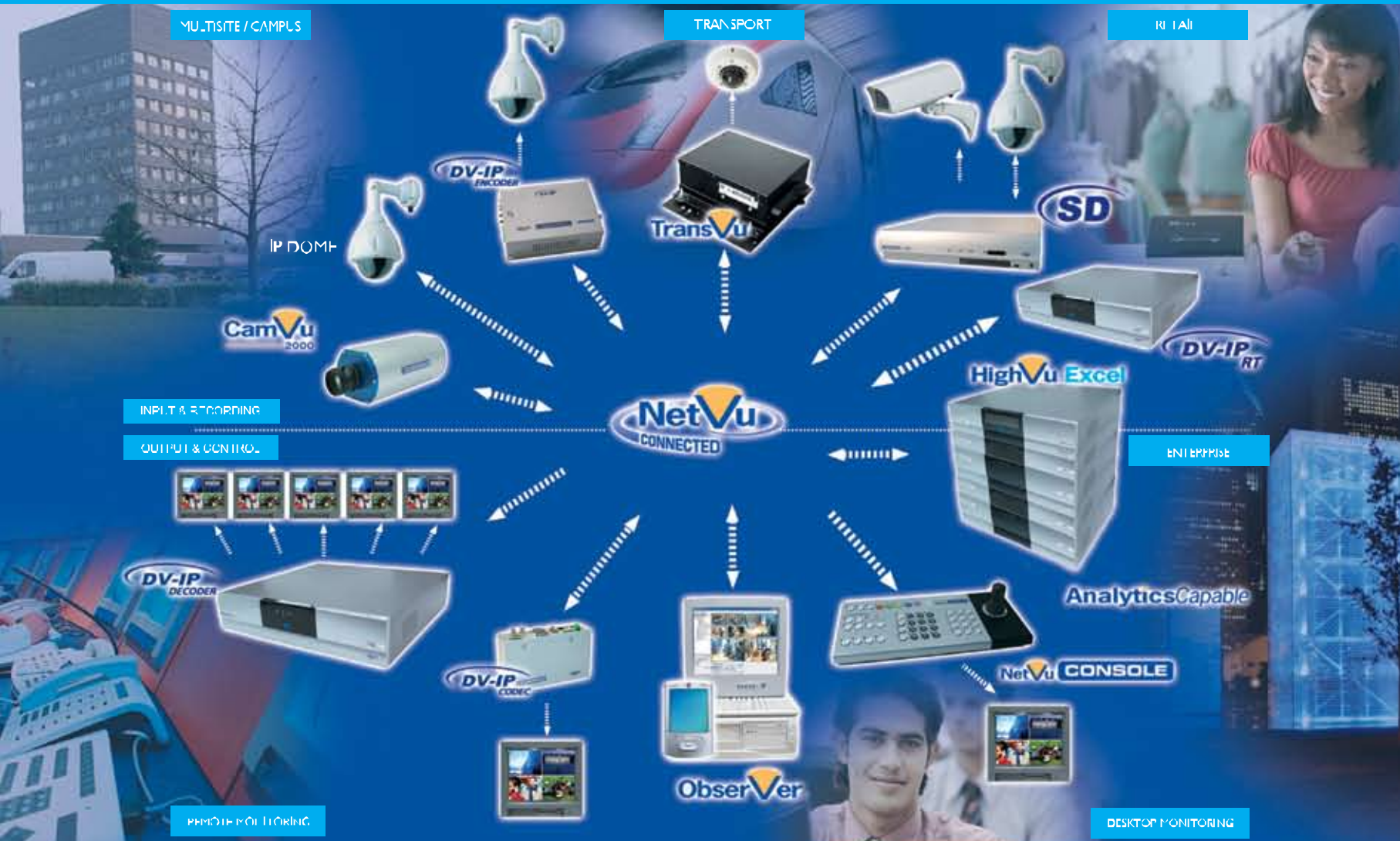
The number of companies dealing with CCTV systems is bound to have an exponential increase. The going will be tough and only the tough will get going in this situation. Of course, Lookman with its deep roots and capability to meet the tough challenges shall continue to be the front runner in this race in future too.

Dr. Saifuddin Bharmal

The author is the founder and CEO of Lookman Electroplast Industries Ltd. Chennai, the Pioneer in CCTV Surveillance in India. 



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BSIA Market Research on Indian Security

- Fire and security markets are integrally linked in terms of manufacturers, distributors, installers and systems integration companies when it comes to high-end, largely foreign investment-driven markets.

- Greatest demand for electronic security lies in Defence and Information Technology (IT) (or Business Process Outsourcing (BPO)), each accounting for 30% of demand.

Demand is government-driven - not so much about brand or price - but about customisation of the solution. IT demand is from foreign multinational driven by seamless integration with the international headquarters of the client.

- Greatest demand for fire protection products lies in IT (30%), Commercial (20%) and Hospitality (15%). Commercial market is usually most motivated by price. Hospitality sector, like IT is driven by product certificate as most clients will be international hotel chains.

- Niche opportunities lie in infrastructure projects, such as

airports and retail

- The major standards for the foreign-investment driven markets are UL, EN and, to lesser extent British Standards (BSI/ISO). Indian public sector expenditure advantage lies with Bureau of Indian Standards (BIS) certified products, which offer reasonable standards at an affordable price in comparison to western certified products.

The Security Market: Overview

- The security market, as defined in the introduction, is worth almost US\$191mn. It is split at 48% on product and 52% on installation/maintenance.

- The largest segment of the market is CCTV equipment and panels, which accounted for 51%, followed closely by access control with 44%, leaving only 5% for intrusion alarms and passive.

- Manned guards and security training have often been cited as being closely connected

with the security market, and in certain cases, companies offer these services as well. Training involves instruction on setting up and operating security systems.

Fire Protection Market: Overview

- Largest segment of water sprinklers & spray systems, accounted for 66%, fire detection & alarm systems with 16%, fire extinguishing systems with 12%, leaving 6% for passive.

Active Fire Protection Overview

- The route to market is more diverse than security products, but systems integrators still play a key role. Contractors and consultants also play a role in the market.

- Demand comes mostly from the IT sector, then the commercial sector, hospitality, health, industrial plants and residential.

- Decisive features price and certification.

- Honeywell, DATS, Apollo,

Bosch, GE, Siemens Hochiki, Pyrotronics and Tyco.

- The route to market for fire detection and alarm systems is similar to the electronic security route to market. Often the two product groups are installed together, and most manufacturers provide both.

Passive Fire Protection Overview

- Passive fire security is dealt with by the project managers/contractors during construction. It is provided through distributors.

- Hilti, Promat, 3M, KBS and Lloyds Insulation

- Passive fire protection products are provided by distributors for contractors. Often there is involvement of project management consultants.

CCTV Equipment & Panels

- The end-user sector demand comes from IT&ITeS (30%), defence (30%), airports (15%), hospitality (10%), commercial (10%) and other sectors (5%).

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New Pelco DVR Series – Guarding Your Business, Protecting Your Bottom Line

Security doesn't have to be complicated. That's why Pelco is proud to offer the new DX4500 and DX4600 Digital Video Recorders. These DVRs bring digital recording within reach of any application. Easy to use and affordable, these feature-rich systems are ready to record right out of the box.

"In today's world, running a business and keeping it profitable is no small task. And that doesn't leave much time to manage security," says Linda Myers, Pelco Product Marketing Manager. "Yet for our customers, keeping their businesses safe is critical."

The DX4500 and DX4600 systems do that by providing feature-packed systems that utilize today's 4-MPEG com-

pression technology for small file sizes and greater efficiencies when transmitting over broadband networks. And with 8- and 16-channel models featuring powerful search capabilities, internal storage of up

an instant and dramatic improvement to our picture quality in live view and recorded playback," said Piper Gilgen, General Manager of the Silver Dollar Hofbrau in Fresno, California.



dx4500 DVRs


to 3 TB, and up to 480 images per second, rest assured that the video you need is always at your fingertips.

"Replacing our old DVR with the Pelco DX4500 made

"Maximum value for our customer's purchasing dollar is very important in today's economy," says Robert E.

Barr, Vice President of Sales, Security Products, Inc.,

headquartered in Coarsegold, California. "So the affordability of these systems, together with their impressive search features make our customer's buying decision a simple one. And these systems are so easy that you can set them and forget them. The DX4500 is one of the easiest DVRs I've ever worked with."

Pelco is a world leader in the design, development and manufacture of video security systems. With a proven reputation for offering quality products, groundbreaking technologies and Guaranteed 100-per cent Customer Satisfaction, Pelco has become the most sought after video product supplier in the industry. 

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Seagate Introduces First Hard Drive For The Digital Video Security Market


Seagate Technology, recently announced the SV35 Series hard drive, specifically designed for optimal performance in the commercial video security market. The SV35 Series offers 160GB, 250GB and 500GB of storage, allows for up to 23 days of high quality continuous video recording.

Video security technology is making a rapid shift from legacy tape based systems to digital systems employing hard drive storage. According to J.P. Freeman Co., the estimated worldwide market for video surveillance equipment is \$4.5B at the factory level with a compound average growth rate of 18 per cent.

Digital video security systems now enable sophisticated software capabilities to automatically preview and flag security events in seconds, where manually reviewed images would have taken a longer time.

Seagate's SV35 Series hard drives implement a

unique combination of features to improve performance, power management and reliability for surveillance digital video recorders (SDVRs). And as a distinct product family, the SV35 Series is poised to develop new features and functionality independent of other market segments, increasing its capabilities in meeting the unique needs of video security and surveillance customers in the future. The SV35 Series hard drives have the same top performance characteristics of desktop drives while also offering other features unique to digital video recording. Currently, the surveillance market is relying on hard drives that are not customized for their specific needs.

"Due to the growing importance of domestic security, the demand for digital video surveillance equipment is increasing and Seagate has the only hard drive built specifically for this market segment," said Brodie Keast, Seagate general manager of Consumer Electronics Storage. 

Contd. from page 1

APSA International Conference

14:35 - 15:00
Technology that Fits in Several Environments for Surveillance- Yoshi Hirano

15:00 - 15:25
Fire Safety - Social Perspective-Arun Khajanchi, President, FSAI

15:25 - 15:45
Question & Answer Session-Moderator: Mr Robin Ohri

15:45 - 16:30
Handing over of APSA International Flag to the Country Chapter President going to Hoist 15th Annual Chapter Next year

16:00 - 16:30
Gift Presentation Ceremony Among International Chapter Delegates

16:30 - 16:40
Vote of Thanks by Mr M. Gandhi, Managing Director, CMP India

16:40 - 18:00 Exhibition

FREE SEMINAR

26 Oct. 2007

11:15 - 11:45
True Integration and Beyond Indigovision

12:00 - 12:30
Seamless CCTV Dedicated Micros

13:00 - 13:30
The Application of Automatic Number Plate Recognition Computer Recognition Systems

13:45 - 14:15
Future Proofing the Video Signal AMG Systems

14:30 - 15:00
Megapixel Technology Breaking Through: Nettuno
MegaPX's MPEG4 Compression Brings High Resolution into Video Surveillance Real World - Mr. Alberto Bruschi, Sales Director, Cieffe

15:15 - 15:45
Wireless Mesh for Security and Video Surveillance Applications-Fluidmesh Networks



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To make great things possible, you have to nurture what is at the core. When you do that, what you set out to create becomes second nature. Just like the trust and confidence, we have created in the security and surveillance industry.

We have sailed through many challenges to reach the road to success in our journey of more than two decades. A team of more than 100 dedicated professionals serve the needs of our customers all over India. Our strategic relationships and expansion to various territories, gives us strength and dynamism to charter into the future of security and surveillance industry. Our upcoming branches at Hyderabad, Delhi, Mumbai & Baroda.

To match the need of the hour, Lookman is coming out with the state of the art IP solutions, which enhances our surveillance capabilities by stretching sans barriers, through the magic of internet. Integrating the advantages of IP in all types of CCTV cameras from normal C Mount to Dome cameras, Pan / Tilt to Hi Speed Dome cameras gives us the definite advantage to offer the ideal solutions required by any customer.

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