

ARTIFICIAL INTELLIGENCE MAKES SECURITY CAMERAS SMART

Market development

Security cameras are playing an increasingly important role in protecting buildings and have been booming for years. In 2017, customers in Germany spent around € 547 million on video technology in the security sector, 7 percent more than before (BHE). In 2018, manufacturers will deliver about 130 million security cameras worldwide – in 2006, it was just 10 million units (IHS Markit).

The growth driver is digitalization: networked cameras are replacing their predecessors because they enable better remote access, higher image quality and easier processing. This trend provides growth impulses along the entire value chain. Therefore, the demand for recording and storage systems, image analysis software and building automation solutions also increases. How modern imaging technology, Artificial Intelligence and the Internet of Things are revolutionizing video technology in the security sector will be one focal point during [photokina 2018](#) from 26 to 29 September in Cologne.

The number of security cameras shipped worldwide increased by

1.200 %

between 2006 and 2018.

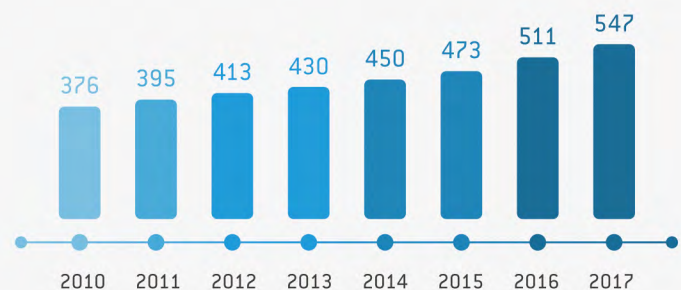


Source: IHS Markit

Innovations

- **Artificial Intelligence:** automated video analysis has become practical after a long lead-time. Software that uses machine learning minimizes false positives by more accurately identifying objects and behaviors.
- **New memory generation:** high resolutions and longer retention periods increase the demand for 24-hour recording with fast transfer rates, long life and high weather resistance.
- **Image analysis in the cloud:** faster uploads will make web storage easier in the future and boost business models with cloud-based premium services.
- **Smart Home:** network cameras as a key component for automated doors, light and heating controls, as well as voice assist input devices will provide new incentives to buy.

SALES OF VIDEO TECHNOLOGY IN THE SECURITY SECTOR IN GERMANY
VALUE IN MIO. €



SOURCE: BHE BUNDESVERBAND SICHERUNGSTECHNIK E.V., OCTOBER 2017

Forecast / Predictions

Video technology for the security sector will remain a growth market in the long term. Network camera sales alone are expected to exceed US\$ 3 billion by 2020, representing an annual growth rate of 9.7 percent (Markets and Markets).

The development focus is on further improving video analytics using AI algorithms. In the process, image pattern recognition is increasingly shifting to the cloud. This creates a platform that will establish safety cameras even more as an optic nerve for the web-based automation of building technology. As a result, a high level of cybersecurity is becoming a feature that enables providers to secure their customers' trust and differentiate themselves from the competition.

