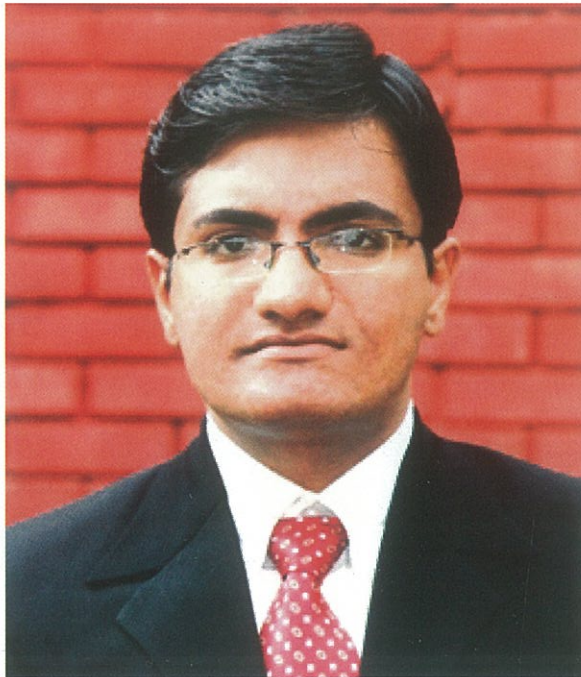


Matrix Comsec Set to unveil Video Surveillance Products

After having entrenched itself in the Indian IT space, Matrix Comsec is now looking at the burgeoning surveillance market and is looking forward to unveil its surveillance products and solutions in India. Mobility magazine spoke with Jatin Desai, Product Engineer-Security Products, Matrix Comsec Pvt. Ltd about the company's current and future plans in the surveillance segment.

Q) How do you look at the surveillance market in India? What kind of focus do you have on this segment at the moment?

Indian surveillance market as compared to global market is still at a nascent stage, but has immense potential. The demand for this industry is robust today and is expected to accelerate in future. Overall market size is enhancing day-by-day as customers are getting aware about the benefits associated with it. Indian surveillance market is about 40% of the entire security market and we are trying to be part of the market by providing different solutions that can cater various customer requirements. We are developing new surveillance products by utilizing latest technologies to be one of the major Indian manufacturers' in this segment.



Q) What kind of surveillance solutions and trends are being accepted in the Indian enterprise market today? What is the road ahead?

Even today, in India there is a big chunk of market that continues to use the traditional analog surveillance system. However, strong and steady conversion from analog to IP-based surveillance is taking place. Indian enterprise market is valuing the importance of IP-based video surveillance, which will continue to drive the future of surveillance industry in the country. 3G and Video Analytics are the latest technology trends in global and domestic surveillance market. Addition of this video analytics software into the surveillance solutions, enterprises are adopting these solutions to get new perspective into their businesses.

With specialized video surveillance devices, intelligent video will continue to emerge as a tool for gathering business intelligence. People will be able to avail surveillance solutions from a company specializing in the same for their homes and businesses.

Q) What are some of the biggest challenges for surveillance in India? Is it any different from global challenges?

Massive resemblance can be observed in local and global market due to global economic conditions. However, Indian market is very challenging as customers want to buy products that can cater their demands. Primary challenge for surveillance in India is upgrading the knowledge of the entire ecosystem. Though, Indian consumers are intelligent enough to cope with the technology and market trends. Being little price cautious

they understand the product, its features and associated benefits before they actually buy it. This is advantageous to manufactures like us, as it allows us to function accordingly.

Q) How do you differentiate with your surveillance focused products and solutions for India and what is your go to market strategy?

After having an acceptable and encouraging response from the market for our biometric security products we are motivated to develop enhanced technological products in surveillance segment. Looking into the technological shift and requirements, we are also coming up with our video surveillance range of products for our esteemed customers. We are trying to develop unique products that can fulfill the demand of

each vertical. Looking into the demand we have started with DVR and are developing NVR & other similar solutions for our customers. Simultaneously, surveillance being new industry in India we will also focus on educating our partners for this new technology, pre and post-sales support will always be offered to them.

Q) The government is already promoting concepts on 'smart city' within different states. Where does surveillance systems and solutions place themselves in this scenario?

City surveillance solutions can be utilized for traffic monitoring and providing traffic updates to commuters. Specialized video analytics such as automatic number plate recognition, congestion monitoring, parking management, etc. will have large contribution towards achieving this "smart city" concept. In industries like bank, retail and entertainment complexes technologies like ATM integration, POS integration, crowd monitoring can be implemented beyond regular surveillance. Further, IP based surveillance can be applied for residential surveillance.

Q) How important is surveillance segment for your organization? What kind of revenue are you having from this segment today and what are your expectations here?

Our product portfolio will be enhanced once we launch our surveillance product in the market. It will be too early for us to comment on revenues but we are confident that our combined access control and surveillance solution will make a marked difference in our market share.