

“IP technology is flourishing in the current video surveillance market”



**Nidhi Nair, Marketing Engineer—
Video Surveillance Solutions
Matrix Comsec, Vadodara**

Q. CCTV business is growing now a days, how do Matrix Sense the opportunity in this segment?

The current video surveillance market is undergoing a lot of change in terms of technology as well as applications. IP technology is flourishing in the current video surveillance market. There is growing awareness regarding the IP video surveillance. Matrix has launched a new series of Network Video Recorders (NVR), Hybrid Video Recorders (HVR) and Enterprise Video Management Software which inculcate all the new advances in technology. The video surveillance market is filled with players which provide boxed products while the customers demand an overall solution. We at Matrix strive to provide an overall solution pertaining to the customer requirement.

Q. Can you elaborate more about the CCTV range and its applications?

The Matrix video surveillance range of products includes Network Video Recorder, Hybrid Video Recorders, Digital Video Recorders, Analog and IP Cameras which are sold as an enterprise solution along with the centralized management software (CMS) and a mobile application for Android and iPhone (SATATYA SIGHT) for remote management. Our products are most suitable for enterprises who demand much more than just monitoring the area. This reliable solution provides multiple modes of remote and local

monitoring, real time notification in the form of email and SMS, flexibility in recording along with other functions like backup management, user management leading to more security and productivity for enterprises.

Q. Which are the some of your pioneering CCTV products you introduced in the market recently or is there any plan to launch new products?

In the near future, we are planning to launch the Enterprise Video Management Software which is license based software. This enterprise level solution is easy-to-use, scalable and provides an advanced solution for multi-site enterprises. This Recording Server, Enterprise Client, Media Client, Configuration Client which communicate with each other for recording, storage, playback, PTZ control etc. purposes.

The Enterprise Video Management Software will have various add-on modules which in addition to basic surveillance functions allow efficient monitoring. These modules will allow integration with Intelligent Video Analytics (IVA) like line crossing, point of sale, trip-line, missing object, foreign object and also with ACCESS control solutions.

Q. How do you foresee “India” as a potential market in terms of CCTV usage, what are the prospects?

The video surveillance market is exponentially growing due to the increasing awareness regarding the requirements of better security. Video Surveillance is a vast domain consisting of small and big players alike.

The majority of the Chinese players provide boxed products rather than overall solution which is not the need of the hour in the Indian market. Also, the current market in India is Analog driven, but awareness regarding the IP technology is also on the rise. Most of the players in the current market focus on IP products as the scope of IP is increasing. The Indian market is realizing a transition from Analog to IP which is addressed by Hybrid Video Recorders (HVRs). These

HVRs fulfill the need of the current Indian video surveillance market.

Q. What are the key technological trends that are driving the CCTV surveillance industry?

The main technological trend which is driving the present video surveillance industry is the IP solution. Also, the awareness regarding higher security with IVA technology like people counting, face recognition, missing object & other benefits like increased productivity and efficiency provided by video surveillance solution is increasing. The government has also taken steps to make sure that every public area is safe by introducing city surveillance.

Q. What is your vision for your company?

Our Vision is to build Matrix as a world-class security and telecom solutions and services company operating all over the world.

Q. What are the issues you need to address that are related to your industry?

The video surveillance market is growing leaps & bounds every year. But this market is dominated by Asian players who are focused on selling video surveillance as box product. The most important initiative taken by Matrix for this growing market is educating the customers on the benefits of the video surveillance solution. Matrix with its solution will prove that video surveillance is not only used for recording and playback of video, but also for enhancing the overall security, productivity and efficiency of any organization. Matrix will continue providing an enhanced solution to SME and LE where centralized management and a single security solution involving access control and fire safety is required.

To summarize, I would just say that Matrix is committed to providing a comprehensive video surveillance solution with latest features and functions that will help organizations get the maximum benefits out of their video surveillance solution. ■