

Network Video Surveillance Market Surges Ahead

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A new market study from IMS Research has found that the trend from analogue CCTV to network video surveillance is in full swing. The world market for network video surveillance products increased by an impressive 41.9% in 2006 and is forecast to continue growing strongly for many years to come. By 2010, the combined market for network cameras, video servers and NVRs is forecast to exceed \$2.6 billion.

Research Director at IMS Research, Simon Harris commented: "the market has the potential to grow even faster than this. Even at this impressive growth rate, network cameras will still account for only one-third of the security cameras shipped in 2010. The security industry is notoriously resistant to change and new technologies generally take a while to gain acceptance. The main challenge for suppliers is to educate the market about the many benefits of network video surveillance over traditional analogue CCTV".

The report also highlights the growing demand for hybrid analogue-digital solutions. DVR manufacturers are releasing products that can record both analogue and network cameras, often referred to as hybrid DVRs. These recorders bridge the gap between analogue CCTV and network video surveillance and enable customers to mix and match technologies. They also enable customers to utilise their existing analogue cameras alongside network cameras. Furthermore, they represent a more "future proof" investment for those companies currently installing analogue cameras who are considering upgrading to network cameras in the future.

About IMS Research

IMS Research is a supplier of market research and consultancy services on a wide range of global electronics markets. The company is supported by headquarters in Wellingborough, UK and offices in Austin, Texas and Shanghai, China. IMS Research regularly publishes detailed research on electronic security markets, such as video surveillance, access control, intruder alarms and fire detection and suppression. www.imsresearch.com

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