



VIDEO CONTENT ANALYSIS CONFERENCE

HILTON LONDON PADDINGTON HOTEL

June 28th & 29th, 2010

www.IMSconferences.com

Hear Expert Speakers From:

Alcatel –Lucent,	Johnson Controls
American Public Transport Association	Milestone Systems
Bosch Security Systems B.V.	Niscayah UK
British Transport Police (BTP)	ObjectVideo
British Security Industry Association	Open Network Video Interface Forum
BT Global Services	Portsmouth City Council
Carrefour Group	Securipoint NV
ESP Group	Siemens Building Technologies
Finavia Helsinki-Vantaa Airport	Technical Standards Working Group
Hirsch Electronics	Transport for London
Home Office	Tyco ADT Integrated Solutions
IBM Global Technology Services	vts Police Netherlands
IMS Research	...and more!
Intel Corporation	

Keynotes, case studies, and panel debates:

- ▶ What's in store for VCA now and in the near future?
- ▶ What are the barriers to the adoption of VCA and how can they be overcome?
- ▶ Retail case studies - lessons learned and pitfalls to avoid.
- ▶ Enhancing airport security with advanced VCA solutions.
- ▶ VCA in business intelligence and its effect on the bottom line.
- ▶ Using VCA to monitor and react to customer behavior in the retail and gaming environments.
- ▶ VCA standards - do we need them or do they slow innovation?
- ▶ Integrating Video Analytics into Video Surveillance System - Problems Faced and Pitfalls to Avoid
- ▶ Accelerating growth through VCA technology – how to gain competitive advantage

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NEW DECADE, NEW HORIZONS FOR THE VCA TECHNOLOGY - CHANGING DYNAMICS OF THE VIDEO SURVEILLANCE INDUSTRY

- 09:45** Chair's Welcome and Opening Remarks
Ian Weightman, Vice President, IMS Research
- 10:00** Analyst Lecture: Mapping the Growth of VCA Market Worldwide – Industry Predictions and Forecasts
- Video analytics – Content analysis in security and surveillance applications
 - How will video analytics be priced for the mainstream?
 - Analyzing the infrastructure market of video analytics
 - What is needed to sustain the growth of the VCA?
 - How will the market evolve – Predictions and forecasts
- Simon Harris, Research Director, Security & ID, IMS Research*
- 10:30** Opening Keynote Address: Alerts from Subtle Signs on Boring Widescreens
- Automated detection models for persistent and repeatable video monitoring performance
 - Preliminary results from the Prometheus project
 - Angry mob or cheering crowd - what's the difference
 - Methodology and plan for the ADABTS project
 - To reveal or to conceal that's the question
 - The dynamic balance between the needs for security and for integrity
- Sören Svensson, Director of Engineering, FOI (Swedish Defence Research Agency) & Chairman of EU funded VCA projects: ADABTS and Prometheus*
- 11:00** Coffee Break
- 11:30** Panel Debate: Enhancing the Opportunities through VCA Technology in the Real World Deployments – Facts & Reality
- How can VCA be used in reality and what are its limitations?
 - What makes users choose VCA?
 - What about beyond security applications; what else is the technology being used for?
 - Real world examples of VCA adding value
- Moderator: Christian Schiller, Journalist, Member of Editorial Board, AR Media*
Neville Miles, Head of Security Systems & Products, Siemens Building Technologies
Neil Cohen, Lead for Video Evidence Analysis, Physical Security Sector, Development Branch, Home Office, tbc
Soren Svensson, Chair, ADABTS, (Automatic Detection of Abnormal Behaviour and Threats in crowded Spaces) EU funded Security Research Project
Alan Lefford, Vice Chairman, CCTV Section, BSIA, (British Security Industry Association)
Peter Duin, Program Manager, Department of Research & Innovation, vts Police Netherlands
Alan Perrott, Software Strategy Manager, Tyco ADT Integrated Solutions
- 12:30** Lunch & Networking Break
- 14:00** Panel Debate: Searching for ROI – How to Maximize Your ROI with Intelligent Video
- Review of costs associated with traditional security approach
 - How does the cost of VCA compare and what benefits does VCA add to the system and how does the type of application affect the costs and benefits?
 - What makes users choose VCA?
 - Real world examples of VCA adding value across different sectors
- Moderator: Christian Schiller, Journalist, Member of Editorial Board, AR Media*
Justin Schorn, VP of Product Management, Aimetis
Steve Russo, Director of Security and Privacy Technology, IBM Global Technology Services
Bob Beliles, Vice President, Enterprise Business Development, Hirsch Electronics
Steve Patzer, Director of Marketing, Video Analytics Operation, Intel Corporation
Gerard Otterspeer, Product Marketing Manager EMEA, Bosch Security Systems B.V.
Martin Brown, VP Sales Europe, Milestone Systems
Carolyn Ramsey, Director Program Management, Honeywell Security and Data Collection—ActiveEye

MOVING INTO THE MAINSTREAM – SCRUTINIZING THE IMPACT OF VCA IN THE PUBLIC & TRANSPORT SECTORS

- 14:45** Road from Closed Circuit to Open Circuit - How a Dutch Law Enforcement Roadmap Can Help You
- Discuss which applications of intelligent video and analytics lend themselves to VMC services
 - Technical and resource requirements to deliver intelligent video services remotely
 - Services and costs for intelligent video applications in an interactive video monitoring center
 - How can you deliver a full range of intelligent video offerings effectively – trying to be product agnostic and the use of a customer dashboard
- Peter Duin, Program Manager, Department of Research & Innovation, vts Police Netherlands*
- 15:00** Lecture: Video Analytics Standards for Transit Applications
- An overview of the need for a Video Analytics Standard in multi modal transit applications
 - Identifying the timescales and milestones that the standard will be adhering to
 - Describing the new 'grading system' to be used to categorise the various types of analytics applications
 - Presenting applications where detection at the 'edge' as well as at the 'centre' can be used in a system to best effect
- Dave Gorshkov, Chair of the American Public Transport Association (APTA) Technical Standards Working Group (TSWG1)*
- 15:15** Case Study: Enhancing Airport Security with Advanced VCA Solutions
- Jyri Vikström, Head of Corporate Security, Finavia Helsinki-Vantaa Airport*
- 15:30** Coffee Break
- 16:00** Case Study: Video Analytics for Rail & Subway Applications – Integrator's Perspective
- Identifying the challenges for rail and subway surveillance
 - Applying the real-time alerts
 - What are the implications of search to urban investigations
 - A framework for analytic & event integration
 - Scaling requirements for urban surveillance
- Bjorn Bekkevold, CEO, ESP Group*
- 16:15** Case Study: Improving Public Security with VCA – From Concept into Reality
- Mark Cracknell, Project Manager, Technology Delivery Group, Transport for London*
- 16:30** Panel Debate: Best Practices in Deploying Video Analytics in Airport and Transportation Applications
- How to choose the right video analytics architecture
 - Do's and Don't – managing challenges and expectations in transportations installations
 - Edge devices versus centralised solutions
 - What technological developments will drive the uptake of VCA in transportation?
 - What applications will be mainstream for Video Analytics in the transport sector in five years time?
- Moderator: Dave Gorshkov, Chair of the American Public Transport Association (APTA) Technical Standards Working Group (TSWG1)*
Mark Cracknell, Project Manager, Technology Delivery Group, Transport for London
Bjorn Bekkevold, CEO, ESP Group
Jyri Vikström, Head of Corporate Security, Finavia Helsinki-Vantaa Airport
Mark Leahy, Head of CCTV, British Transport Police, London
Ray Stead, Head of CCTV Operation, Portsmouth City Council
Robert Herritty, VP, Transportation- Highways, Enterprise and Vertical Markets, Alcatel-Lucent
Justin Schorn, VP of Product Management, Aimetis

COCKTAIL RECEPTION

- 17:30** An opportunity to network with speakers, delegates, and other industry leaders during our evening cocktail party

VCA INTEGRATION – OVERCOMING THE CHALLENGES TO IMPROVE OVERALL BUSINESS PROCESSES

- 08:45** Chair's Welcome and Opening Remarks
Ian Weightman, Vice President, IMS Research
- 09:00** Setting the Scene: Meeting Interoperability Challenges with Global Standardization
- How interoperability between vendors' products will simplify installation processes and offer wider industry benefits
 - Exploring the benefits for the end-user: Greater freedom when selecting equipment, more cost effective solutions, enhanced flexibility in system design
 - What does it take to achieve interoperability on a global, rapidly developing market
- Neville Miles, Representative of Steering Committee, ONVIF, (Open Network Video Interface Forum) & Head of Security Systems & Products, Siemens Building Technologies*
- 09:30** Panel Debate: Examining the Key Components for a Successful VCA Deployment - The Integrators' Perspective
- What are the challenges facing system integrators today?
 - How to overcome deployment hurdles: the cost, the complexity, the configuration and maintenance
 - Need for integration, open standards and cross platform compliance
 - Performance requirements for intelligence deployment
 - Evolution: architecture, process and performance
 - How to integrate video analytics into video surveillance information systems
 - Examples of integrated video analytics solutions
 - Looking ahead - Security and IT convergence
- Moderator: Niall Jenkins, Market Analyst, IMS Research*
Neville Miles, Head Business Segment Systems & Products, Siemens Building Technologies
Bjorn Bekkevold, CEO, ESP Group
Alan Perrott, Software Strategy Manager, Tyco ADT Integrated Solutions
Steve Russo, Director of Security and Privacy Technology, IBM Global Technology Services
Don Cameron, President, Niscayah UK
Robert Herritty, VP, Transportation- Highways, Enterprise and Vertical Markets, Alcatel-Lucent
Elsag Datamat, Speaker to be announced
- 10:30** Coffee Break
- 11:00** Case Study: A Guide to Video Content Analysis – Standards and Best Practices
Alan Lefford, Vice Chairman, CCTV Section, BSIA, (British Security Industry Association)

BEYOND SECURITY - UNLOCKING THE TRUE POTENTIAL OF VCA IN BUSINESS INTELLIGENCE APPLICATIONS

- 11:30** Case Study: Video Content Analysis and the Future of TV
- Why is video content analysis at the center of TV's future?
 - What consumers are really looking for from their future TV experiences?
 - How VCA provide a key component to the monetization and customization of TV's expanding reach?
 - Overview of TV3.0 usages, experiences and potential revenues streams
- Brian David Johnson, Consumer Experience Architect, Intel*
- 12:00** Case Study: Cross Functional Use of Intelligent Video Technology in Retail
- What data do retailers typically collect?
 - How has this information been traditionally collected?
 - What can video content analysis offer the retail industry?
 - Will VCA help improve store layout and/or product positioning?
 - Does VCA increase retail revenues?
- Carrefour Group, Speaker to be announced*
- 12:30** Lunch & Networking Break

ACCELERATING GROWTH THROUGH VCA TECHNOLOGY – HOW TO GAIN COMPETITIVE ADVANTAGE

- 14:00** Case Study: Video Analytics for Urban Environments – Applying Advanced Analytics to Enhance Security and Operations
- Video Analytics for Urban Surveillance
 - How can video analytics help?
 - The value of searchable video in investigation
 - Extracting & managing information from video – identifying the challenges
 - Case Studies
- Steve Russo, Director of Security and Privacy Technology, IBM Global Technology Services*
- 14:30** Case Study: How Open Platform VMS Unlocks the Potential of Video Analytics
- Why use a VCA framework
 - Reduce false positives through a VCA framework
 - The importance of an open platform VMS system
 - Why standards will help drive the market adoption
 - How a VCA framework secures the future for you
 - Beyond video analytics in security: bringing value in reality
- Martin Brown, VP Sales Europe, Milestone Systems*
- 15:00** Case Study: Perimeter protection made easy by adding Video Intelligence
- Guard Assistance
 - Intelligence at the edge / Smart cameras
 - What VCA technology will not do for you
 - The power of Forensic Search
- Gerard Otterspeer, Product Marketing Manager EMEA, Bosch Security Systems B.V.*
- 15:30** Coffee Break
- 16:00** Technology Panel Debate: Continuing Evolution of the VCA Technology – Broadening the Reach of VCA to Meet Customers' Needs
- Where will VCA Technology be in the next decade?
 - How much intelligence will cameras have?
 - What new functionality and features are likely?
 - What are the barriers to further development of VCA technology?
 - What new algorithms will be available?
 - What are the existing technical issues? How many of these will be solved in 10 years?
- Moderator: Niall Jenkins, Market Analyst, IMS Research*
Steve Russo, Director of Security and Privacy Technology, IBM Global Technology Services
Steve Patzer, Director of Marketing, Video Analytics Operation, Intel Corporation
Gerard Otterspeer, Product Marketing Manager EMEA, Bosch Security Systems B.V.
Hans Skovgaard, Head of Product Development, Milestone Systems
Brian Baker, Vice President, Sales and Services, ObjectVideo
Bob Koger, Director, Ground Source Video & Managing Partner, Promethes
- 17:00** Conference Close

ABOUT IMS CONFERENCES

IMS Conferences focuses on the organization of international summits and conferences that explore the evolution and real world implementations of leading edge technologies. Our events bring together international executives from technology companies, content & service providers, operators, policy & standard makers, distributors, analysts and retailers.

The conferences comprise a mix of keynote speeches, case studies, panel debates and networking sessions, and are renowned for their high caliber of content and speakers.

As a division of IMS Research, a leading global electronics market research company with over 80 analysts worldwide, IMS Conferences is able to draw on a wealth of analyst experience and industry contacts to ensure that our summits and conferences address the key issues facing each industry. IMS' client base includes most leading global electronics companies active in markets such as Consumer Electronics, Displays, Lighting & LEDs, Communications & Wireless, Semiconductors, Automotive & Transportation, Factory Automation, Medical Electronics, Power & Energy and Security.

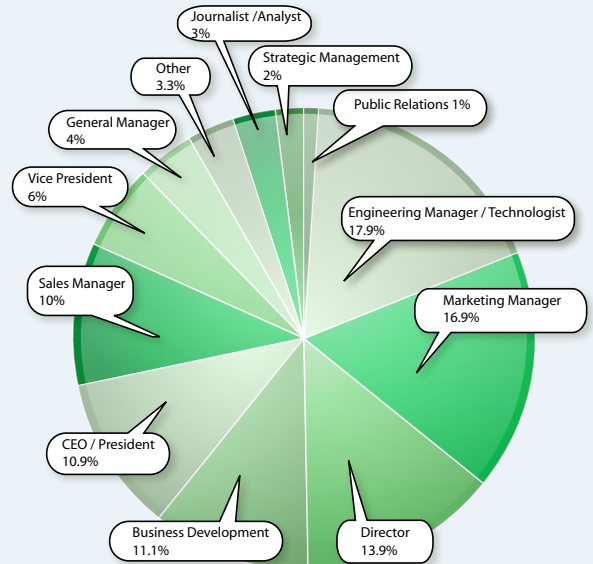
VIDEO CONTENT ANALYSIS CONFERENCE - DETAILED DEMOGRAPHICS

The inaugural Video Content Analysis Conference was held in June, 2007 in London. It was very well received, with fifteen sponsoring exhibitors and over 200 attendees. In 2008 & 2009, VCA Conferences were held in Florida as well as Europe. The demographics of attendees are given below. The 2010 events are expected to build on these successes including a stronger focus on inviting end-users and more real world case studies.

PREVIOUS ATTENDEES AT VCA CONFERENCES

2020 Imaging Ltd	Great Lakes Electronic	Pyramid Vision
3VR Security, Inc.	Group 4 Securicor	Qinetiq
4D Security Solutions	Guide Security Services	Quadnetics Group Plc
Abeo Corporation	Harris Corporation	RemoteReality Corporation
Action Non Food BV	HIK Vision	Rokonet
ADL-Gardiner	Home Office	Rosslare
ADT	Homeland Security	Rotterdam Police
Advanced Transport Systems Limited	Honeywell Security	Saab AB
Agent Video Intelligence	HRS	SAC
Aimetis Corporation	HSBC Holdings Plc	Samsung Electronics
Alarm Automatika doo	Human Recognition Systems	Scati Labs
AMG Systems	i³ DVR International Inc.	Schiphol Group
Amideon	i4 Analysis Ltd	Schlage Electronic Security,
Anixter International	IBBT - EGent - MMLab	Ingersoll Rand
APS	IBM	Scyron Ltd
ArMedia	ICx Vision Systems	Secure Options Group
Arteco Vision Systems	IMS Research	Securipoint
Arup	Independent VCA Registrant	Security Distributing and
Ascom (SEDOR)	IndigoVision	Marketing
Atlas Venture	Ingersoll Rand	Security Sales & Integration
Atosorigin	Intel	Security Systems News
ATS Automatik-Tur-Systeme	Intelligent Security Systems	Europe
AXIS Communications	Intellio Ltd	Senstar Stellar Ltd
Austrian Research Centers GmbH - ARC	Intellistream	SET Corporation
Axis Communications	Intelliview Technologies Inc.	Siemens Fire & Security
Basler Vision AG	ioIMAGE	Smart CCTV Ltd
Belgacom	IP Security Events & Media	So Privé
BFi OPTILAS	IPS CCTV	Socio Fundador
BII	IPVS	Sony Corporation
Brijot Imaging Systems	iQinVision	Spyke Security
British Transport Police	Irisys Ltd	Steelbox Networks
BSI	ITI Techmedia	STESA
BSIA	iVerify	StopLift Vision Systems
BT	i-Witness Surveillance B.V.	SYAC
BVA	JDS Digital Security Systems	TAC
Cable & Wireless USA	Johnson Controls	TAMRON Europe GmbH
Canon	Keeneo	Technest 3D-ID
CCTV Image	KiwiSecurity	TEDAS
Checkpoint Systems Inc	Klein Beveiliging Services	Tein Telecom
Cieffe Ltd.	Kraus, Klemens	Tein Telecom
CISCO Security Pte Ltd.	L3 Communications	Teleste
CNL Commercial Real Estate	LG Electronics	Telindus Surveillance
COE Limited	LightHaus Logic	Solutions
Cognitec	Longwatch	Texas Instruments
Compass Technologies	LPPL "Rustaveli Foundation"	The Diamond Trading
Computer Network Ltd.	Lumenera	Company
Comtrak	Lund University	Traficon
Cornet Technology Inc.	Mactwin Security	Transport for London
Cossyls 21	Mango DSP	Tyco Fire and Security
CoVi Technologies	Mate Intelligent Video	UDP Technology
CRH Fencing & Security	Mate Medea	Ultra Electronics
Davantis	Matsushita Electric	United Technologies
Dedicated Micros	Industrial Co. Ltd	Research Center
Detector Technologies Ltd.	Matussek, Florian	University of Manchester
Detektor	Microchip Technology Inc.	University of Salford
Deutsche Telekom	Micron Technology	USK-Consult
Ditech	Milestone Systems	VAS GmbH
Dowshu	Mirasys Ltd	VCA Technology
Dutchworld	National Bank of Belgium	VDG Security BV
DVTel, Inc.	National Policing	Verex Technology
DynaPel Systems Inc	Improvement Agency	Verint Systems
e-Convergence Solutions	NETAVIS Software GmbH	Videalert Ltd
EEC Systems	Netherlands Police	VideoIQ
EMC	NICE Systems Ltd.	Videotec
Essex Police	Niscayah	Vidient, Inc.
Euresys Inc.	Nokia Siemens Networks	Vigilant Technology
Fastcom Technology SA	Object Video	Virage Security &
Finavia Helsinki-Vantaa	Opax as	Surveillance
Airport	Optelecom NKF	Visimetrics (UK) Ltd.
FIRSTCo	Panasonic	Vision Fire & Security
Flir Systems	Pelco	Vision ip Systems
G4S Security Services (UK) Limited	Pelco Europe BV	Vision Semantics Ltd
GE Global Research	Pheonix IVS	VisualGate Systems, .
GE Security	Proalarm	VTS Police Netherlands
General Dynamics	Probe Network CCTV	Wavelet Technology
Geutebrück GmbH	Professional	XCD Communication
	Professional Security JCT Associates	Xilinx Inc.-subs 3
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		Zuiz

ATTENDEE JOB FUNCTIONS

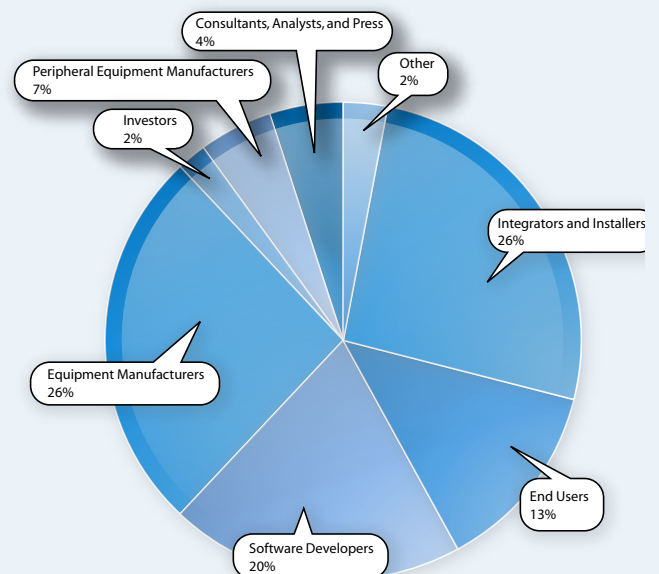


Delegate Job Functions - as reported at IMS Registrations 2007 - 2009



VCA Conference Europe

INDUSTRY SECTOR



Profile of companies attending the VCA Conferences in 2007-2009

VIDEO CONTENT ANALYSIS CONFERENCE EUROPE

REGISTRATION FORM

Please submit a separate form for each Delegate

Please register me for the Video Content Analysis Conference & Expo in London:

- Conference BOTH DAYS**
 Entry to all conference sessions
 Networking breakfasts & lunches
 Business matching
 Refreshments during breaks
 Cocktail Reception
 Copies of all presentations
- Registration Price: £950 (plus VAT*)

Name _____
 Job Title _____
 Company _____
 Address _____

- Conference Day 1 ONLY**
 Entry to all Day 1 conference sessions
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 Cocktail Reception
 Copies of Day 1 presentations
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- Conference Day 2 ONLY**
 Entry to all Day 2 conference sessions
 Networking breakfast and lunch
 Business matching
 Refreshments during breaks
 Copies of Day 2 presentations
- Registration Price: £625 (plus VAT*)

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*United Kingdom VAT of 17.5 % is payable on all conference fees, regardless of the delegate's home country. Certain EU regulations permit VAT paid in member countries to be reclaimed. For further information, please contact your local tax authorities.

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