

VIDEO

Are They Ready for Prime Time?

By Bill Bozeman

ANALYTICS

The question of whether or not video analytics are ready for primetime can be answered in several different ways.

Considering we are in the election season and everyone seems to be talking in circles,

I will join the party and answer in a politically correct manner. My answer: Maybe, or possibly. The answer depends on whom you are asking, as well as a host of variables that can make the average physical security player dazed and confused. (By the way, the logical security players are just as dazed and confused. Anyone who professes to know all the answers or have the all the solutions you need in one tidy package should run for office.)

The future for intelligent video is huge, off the charts, bigger than most of us dream it of becoming. Applications are endless and go far beyond the physical security world.

The big question is: When? Is the technology ready for prime time now? Should you unleash your sales team to sell the applications currently offered?

Ask yourself these questions before committing to your end-user:

Can intelligent video feature sets be deployed by your existing technical team, or will you need an army of NASA engineers on call to satisfy the claims made by your aggressive sales force?



Can you make money now on existing intelligent video offerings?

Who has the best solution for your specific application?

Will you need multiple analytics suppliers?

Should the analytics be at the edge? Should they be imbedded in the cameras? Should they be server-based?

How much should you charge your customer for intelligent video features and solutions?

As you might imagine, the list goes on and on. Hundreds if not thousands of scenarios exist.

PSA Security Network hosted a roundtable with some of the best minds in the intelligent video field to ask these professionals questions we received from our security integrators in the United States, Latin America and Canada. Their answers will be published in the July issue of SDM Magazine.

The PSA Video Analytics Roundtable brings you to ground level and is the perfect starting point for your analytics education. The sooner you understand the intelligent video offerings available today and the projected new offerings being developed for the immediate future, the better positioned your company will be to survive in our increasingly competitive industry.

About the Author:

Bill Bozeman is president and CEO of PSA Security Network, the world's largest electronic security cooperative. Bozeman has 29 years experience in the security systems integration business. In 2005, he was inducted into the Security Integration Hall of Fame and was recognized as one of the 25 Most Influential Security Executives in 2006. Visit www.psasecurity.com for more information on the PSA Security Network.

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