

## ISC West 2019: Hikvision USA emphasises new products and branding

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**Booth number: 18037**

**Hikvision** will showcase a wide-range of its video surveillance solutions and security products such as its DarkFighterX dual-sensor with patented bi-spectral fusion technology for low light color imaging; thermal technology for critical perimeter applications, as well as preventive maintenance through temperature alarming and fire detection; specialty solutions for vertical markets including retail, education, gaming and commercial real estate with tailored products and valuable business intelligence analytics; TurboHD (HD over coax) for high resolution video using existing cabling; PanoVu and multi-sensor cameras. We will also feature Hikvision's central management system, HikCentral, which provides a highly-scalable, reliable, and efficient centralised system

management.



We bring the latest and greatest in technology and a knowledgeable workforce to meet our customers and partners

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## Q: What was the first year your company exhibited at ISC West? Please share your remembrances of that experience?

Hikvision has exhibited at ISC West since 2006. Our presence has grown considerably since then. Each year we showcase Hikvision's latest technologies and the evolution of the brand through ad campaigns: "Heartbeat of Security" (2016), "Art of Video Surveillance" (2017), and "Achieve Extraordinary" (2018). At ISC West, Hikvision enjoys re-connecting with existing customers and developing new partnerships. Over the years, Hikvision has demonstrated growth and strength within the industry and will continue to support its partners through the dedicated workforce that makes up Hikvision North America.

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## Q: What strategies do you use to get the most out of exhibiting at ISC West?

The strategy is simple. We bring the latest and greatest in technology and a knowledgeable workforce to meet our customers and partners. With our latest products displayed at our booth and our team of product managers, vertical-market leaders, and other technical gurus readily available in one place, it's a great opportunity to connect with our current and future partners. Of course, we also have one-on-one client meetings in our meeting rooms throughout the show. And, we also host interactive experiences including trivia games, product demonstrations, and other technical presentations at the Thought Theater in our booth.

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## Q: How do you quantify your success at ISC West? What ROI do you

## receive from the show?

Hikvision quantifies its success with a variety of metrics including traffic throughout the booth, attendance at educational sessions we host, the number of meetings we conduct with customers, and responses from our sales team on the engagement with integrators and end users after the show. We also measure the feedback we receive from our advertising campaigns whether it's through our signage at the show or coverage in publications.

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## Q: What company activities (outside the show floor) does your company organise each year?



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We host a Hikvision Partner Celebration @ ISC West, an invitation-only event to celebrate Hikvision Dealer Partners, distribution, technology and design partners, and end users. We consider it a fun way for us to say thank you to our valued partners in a casual setting. We're also an enthusiastic sponsor of the Mission 500 Security 5/2K. Hikvision is fielding a running team, and we've begun our fundraising in earnest. Corporate social responsibility is part of our DNA at Hikvision, and the Security 5/2K is a wonderful way to join with our security industry colleagues to make a difference in kids' lives and give back.

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## Q: What sets ISC West apart from other trade shows on the calendar?

Hikvision attends a variety of important conferences and trade shows throughout the year, but ISC West is the big show that attracts international attendees that everyone looks forward to. We wouldn't miss it.

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