

ISC West 2019: VIVOTEK to highlight 180°/360° product line and embedded cybersecurity application

Published on 20 Mar 2019



Booth number: 12089

At this year's ISC West, **VIVOTEK USA, Inc.** will be showcasing their 180°/360° product line plus other general form factors with new features and benefits, including a cybersecurity application embedded onto the cameras, crowd detection, smart motion detection, tailgating, and many more. In addition to IP cameras, VIVOTEK will display a comprehensive product line that also includes NVRs, video receivers, video servers, PoE switches, and video management software.

Q: What was the first year your company exhibited at ISC West?

Please share your remembrances of that experience.



We have come a long way from a little-known surveillance manufacturer with a small booth size

VIVOTEK has been an exhibitor at ISC West for many years now. Looking back, we have come a long way from a little-known surveillance manufacturer with a small booth size to one of the global providers in the security industry with a recognisable and trusted brand. Now, we are well-known in the industry and are proud of our accomplishments, but we feel greater things are still in front of us.

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

Each year, we want our booth to tell our stories – who we are, what we do and what we are capable of, and where we are heading. We do not want to just be another camera manufacturer who only promotes and displays products; we want to be the solution provider that customers are looking for. In addition, we have very knowledgeable sale managers who can assist visitors at our booth who are looking for surveillance, whether it's an upgrade or a totally new solution.

Q: How do you quantify your success at ISC West? What ROI do you receive from the show?



Gain industry knowledge and perspective as to where surveillance security industry is heading

Like any trade show, it is difficult to quantify success. We attend ISC West to promote the VIVOTEK brand, meet and discuss with customers and gain industry knowledge and perspective as to where surveillance security industry is heading. If we achieve these, then ISC West is a success for us.

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

Our main focus each year at ISC West has always been the interaction with customers and potential customers on the show floor. We pride ourselves in the products and technology we offer, and there aren't any other trade shows in North America to showcase our capabilities than ISC West.

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

ISC West is the industry standard of security trade shows in North America. Since we are a security surveillance manufacturer, ISC West is the one show that all manufacturers in this industry must attend.

You may also be interested in...



ISC West 2019: VIVOTEK to highlight 180°/360° product line and embedde...

Booth number: 12089 At this year's ISC West, VIVOTEK USA, Inc. will be showcasing their 180°/360° product line plus other general form fact...



VIVOTEK enhances protection in its Cybersecurity Management Solution b...

VIVOTEK, globally renowned IP surveillance solutions provider, has announced the end-to-end comprehensive protection in its Cybersecurity Ma...