

Press Release

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## Sharp as a tack – security software detects friend, foe and accident

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**That the retail trade protects goods with RFID chips and video surveillance is nothing new. What is new is the highly innovative progress being made behind the camera lens – with object recognition, gender identification and customer-traffic counting.**

In addition to the sensor resolution of CCTV lenses, the accuracy of surveillance programmes has been increasing for many years. Powerful computer systems run data-intensive applications for registering friend and foe, customer and thief. But current systems are not the last word in accuracy, as clearly demonstrated by providers of state-of-the-art surveillance software at the recent [Secutech Taipei](#) and [Intersec Jeddah](#) trade fairs. Intelligent computer programmes identify, inter alia, customer numbers, the length of their visit, gender and type of behaviour. The prerequisite for this is smart software and an ability to use deep-learning algorithms. Systems of this kind analyse data, e.g., images, videos, texts and signals, in real time. And, with time, the programme analyses types of behaviour and becomes increasingly accurate. The possibilities range from theft prevention, via an analysis of consumer interest, to accident recognition. Naturally, this is not only of interest to the retail trade but also to security-sensitive businesses, factories, the health-care system, smart cities and the transport sector, not to mention the own home.

### Smart tagging

Another benefit of using intelligent surveillance systems: to date, security experts have been forced to review hours of surveillance videos after an incident. However, reconstructing the past on film is much more efficient if the material has been smart tagged, i.e., linked with a digital keyword. To this end, the intelligent software behind the CCTV lens must be able to identify and classify objects automatically. The system then attaches specific properties as tags in real time. The user is responsible for determining what elements are to be tagged. Subsequently, the system shows all relevant results with a time stamp on the display.

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Exhibitors of the Secutech Taipei security fair show software that analyses videos and affixes smart tags to relevant elements.

Thus, passive security and market research become a single entity if necessary – a milestone from the user's point of view because security now has the potential to change from being a pure cost centre to a profit centre. By, for example, processing all the data collected.

### **Security worldwide**

In many cases, security is a regional or even national topic. On the one hand, this is due to regulatory differences and, on the other hand, the very different weighting given around the globe to security needs in relation to personal transparency. With [ten strategically located trade fairs and forums](#) around the world, Messe Frankfurt offers security platforms for greatly divergent needs. There, established manufacturers and innovative newcomers present their latest products and, increasingly, networked systems, which benefits a variety of companies, especially those wanting to fill the synergistic gaps between security technology and customer analysis.

Thus, [Secutech Taipei](#) in Taiwan (25 to 27 April 2018) recently closed its doors after a highly successful run that attracted 19,907 visitors. The trade fair met the growing demand for intelligent and customer-specific security solutions with products in the fields of ICT, IoT, artificial intelligence, big data, edge computing, intelligent video analysis and deep learning.

For the second time, 150 exhibitors from 20 countries had the chance to generate innovative security impulses at [Intersec Jeddah](#) in Saudi Arabia (14 to 16 April 2018). Due to the geo-political situation and the announcement of numerous state-aided infrastructure projects, the Saudi market is characterised by great growth potential for security products.

The coming [Guangzhou Public Security Technology](#) trade fair (9 to 12 June 2018) is being organised jointly for the first time by the GPST Association and Messe Frankfurt. Around 200 exhibitors have grasped the opportunity and will be making presentations about themselves and their innovations at the China Import & Export Fair Complex in Guangzhou. Focusing on 'public security', the fair is the leading event for the sector in South China.

Safety Security Fire

Frankfurt am Main, May 2018

In Germany, the 4<sup>th</sup> [Intersec Forum](#) in March 2019 will offer value added for visitors interested in security. Held concurrently with the ISH trade fair in Frankfurt am Main, Intersec Forum is a great source of specialist knowledge and represents an outstanding opportunity to exchange ideas and information.

Against the background of a nine-percent rate of growth in the Russian security market, Messe Frankfurt is launching the first [Intersec Forum Russia](#) from 6 to 9 November 2018. Held parallel to Interlight Moscow, the networking and information platform will cover both regional and global security issues.

→ Further details of all events for the security sector can be found at [www.safety-security.messefrankfurt.com](http://www.safety-security.messefrankfurt.com)

### **Safety, Security & Fire**

With ten events at present, Messe Frankfurt is one of the world's leading organisers of fairs and congresses for the growing international civil security market. The events for the security sector are held in Asia, Europe, the Near and Middle East and South America and offer optimum access to these dynamically expanding markets.

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary figures for 2017

For more information, please visit our website at:

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