# Secutech 2019 opens with cross-sector AI and IoT solutions for security and beyond

Alexander Holdsworth
Tel.  +852 2230 9279
alexander.holdsworth
@hongkong.messefrankfurt.com
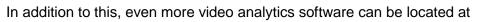www.messefrankfurt.com.hk
www.secutech.com
STTW19_OR

**A busy three days of business gets underway for Asia's security industry this week, as the regional business hub for security solutions, Secutech, opens its doors. Taiwan's reputation for high quality solutions backed by strong R&D capabilities regularly attracts security industry players from around the world to the fair, giving local brands the opportunity to promote their innovations to a large international audience. Now in its 22nd edition, the fair runs from 8 – 10 May 2019 at the Taipei Nangang Exhibition Center with over 335 exhibitors from 15 countries and regions in attendance. On top of traditional security solutions, this year's fair once again widens its scope to accommodate AI and IoT ecosystems for the smart building and mobility sectors.**
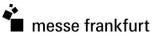
High visitor footfall is expected during the fair, which attracted 19,907 visitors from verticals such as safe city, building, transportation, retail and manufacturing at the previous edition. This year, visitors have 20,215 sqm of exhibition space to explore, including six smart pavilions and four concurrent events.

The biggest attraction remains the commercial security portion of the show, which is the destination for visitors to source the latest surveillance cameras, video analysis software, access control systems, biometrics, intrusion alarms and more from international suppliers as well as leading Taiwanese brands Hi Sharp, iCATCH, Merit LILIN and more.

One of many promising growth areas within the commercial security sector is video analytics. Demand in this field has risen thanks to the declining price of video surveillance equipment and rising investments in smart cities. Trade visitors eager to find the latest advancements in the field are able to do so at the 'AI + Software Innovation Pavilion', which has been added to this year's show floor as a sourcing hub for state-of-the-art facial, license plate, behaviour, gesture, and speech recognition systems. Taiwanese brands are well represented at the pavilion, which also houses big data analytics software and peripherals from leading AI specialists such as ACTi, AiUnion, LIPS, MCUT and TDV. Notable international brands participating at the pavilion include Axis and Bosch.

In addition to this, even more video analytics software can be located at

the 'Powered by Nx' pavilion which houses Network Optix (Nx) management platforms for access control, facial recognition and IP cameras.

**Concurrent events widen networking, education and sourcing opportunities**
In addition to conventional security products, the fair is also a hub for fire safety, smart building, intelligent mobility and info security solutions, thanks to four concurrent events: 'Fire & Safety', 'SMABIoT', 'Mobility' and 'Info Security'. The events not only drum up more business opportunities, but they also offer unique educational forums.

Speaking about the product diversity that the concurrent 'Mobility' and 'SMABIoT' events add to the show, Ms Regina Tsai, the Deputy General Manager of Messe Frankfurt New Era Business Media Ltd said: "Secutech continues to widen its product umbrella to encompass AI and IoT ecosystems in the sectors of intelligent transportation and smart building. The concurrent SMABIoT event, for example, is now the first event of its kind in Asia for the growing smart building IoT sector. The event will help the likes of property developers, system integrators, and distributors identify security, maintenance and management solutions for residential property and commercial buildings, whilst also helping Taiwanese brands such as Ardomus, Brinno, SONAS and ThroughTek promote their solutions to an international audience."

As part of SMABIoT, the 'Smart Living Pavilion' and the 'Smart Lock Pavilion' will connect visitors with voice controlled smart home devices as well as IoT and biometrics based access control systems. What's more, the 'Asia Pacific Smart Building with IoT Solutions Forum' is one of two forums taking place during the event, bringing together leading property developers and engineering companies from Myanmar and Taiwan to discuss Asia focused smart building trends.

At the concurrent 'Mobility' event, the 'Intelligent Transportation' and Smart Parking' Pavilions are hubs for visitors to locate IoT technology such as parking apps, parking guidance systems, GPS, license plate recognition, and fleet management systems. The successful 'Future Mobility Forum', which made its debut at last year's Mobility event will also return to update the industry on key ITS technologies and market trends, including video solutions and IoT applications in rail transportation. The forum's speakers comprise of representatives from ACCOMP, 3S Pocketnet Technology, GNSS Asia and STMicroelectronics.

Another highlight of the concurrent events is 'Fire & Safety', which is returning for its 18th year with a variety of firefighting products including extinguishers, protection gear and emergency escape equipment.

The 'Asia Pacific Disaster Management Summit' will take place during the event to allow industry players to catch up with methods of large scale disaster prevention, earthquake early warning systems, structural safety monitoring systems and more. Industry experts and government officials have travelled from Indonesia, Myanmar, the Philippines and Vietnam to speak at the summit and share insights and unique case studies from their

respective countries.

Another returning concurrent event, 'Info security', takes place for its 18th year as a touch point for the latest innovations in cyber security, including a full spectrum of IoT, cloud, network and endpoint security solutions.

Elsewhere, The 'Security + AI Forum' deals with the new security applications of artificial intelligence. With the intention of helping channel players identify new business opportunities, the forum features presentations by project managers, engineers and industry experts from eRay, Intel, Twoway and VIVOTEK. The forum will also give attendees market insights in verticals such as smart manufacturing.

Secutech is organised by Messe Frankfurt New Era Business Media Ltd and is part of a global network of Safety Security and Fire trade fairs. For more details, please visit www.secutech.com. Alternatively, please call Ms Kirstin Wu at +886 2 8729 1017, or send an email to kirstin.wu@newera.messefrankfurt.com.

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With thirteen trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and supply worldwide with progressive, connected products, applications and services focusing on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire business cluster offers access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America.

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* 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).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

Secutech
Taipei Nangang Exhibition Centre, Taipei
8 – 10 May 2019