



**HIKVISION**

**Network Camera  
2013**

**International Marketing Department  
Adler WU**

First choice for security professionals

- 2013 -

## 2012 Excellent Growth In IP

# HIKVISION

First Choice for Security Professionals

### Market Shares for Security Cameras

World in 2012 - \$ Revenues

	Company Name	2012 Market Share
1.	Axis Communications	8.9%
2.	Panasonic Systems Communications Company	8.0%
3.	Hikvision	7.8%
4.	Samsung Techwin	5.9%
5.	Bosch Security Systems	4.5%

### Market Shares for Network Security Cameras

World in 2012 - \$ Revenues

	Company Name	2012 Market Share
1.	Axis Communications	19.8%
2.	Panasonic Systems Communications Company	10.8%
3.	Hikvision	9.7%
4.	Sony Electronics	6.3%
5.	Pelco by Schneider Electric	4.0%

# 2013 IP Camera Form and Classification

**HIKVISION**

First Choice for Security Professionals

2 - Line Economic

20XX fixed lens bullet



21XX fixed lens dome



22XX EXIR bullet



23XX EXIR Turret



24XX cube



25XX mini dome



26XX vari-focal bullet



27XX vari-focal dome



4 - Line Professional

40XX box camera



41XX indoor dome



42XX bullet



43XX outdoor dome



6 - Line Special

6412FWD



6362F-I



# 2013 New Direction & Product Development

# HIKVISION

First Choice for Security Professionals

## 2-Line Economical Network Cameras

- The Best Choice for SMB market
- Rich offering to meet different applications
- Mega-pixel focused (1.3MP HD720p + 3MP Full HD1080p)
- Industrial-leading IR feature
- Image enhancements
- Optimized bandwidth consuming capability



## 2-Line Economical Network Cameras

### High-efficient Codec Compression

- Up to 30% ~ 50% compression ratio
- make a max. bandwidth saving possible



## 2-Line Economical Network Cameras

### Advanced Image Enhancements

- Get always the right images in anytime, anywhere.
- Digital WDR, BLC – fight against contrast light
- 3D DNR – crystal-clear image at night



## 2-Line Economical Network Cameras

### EXIR Infrared Technology

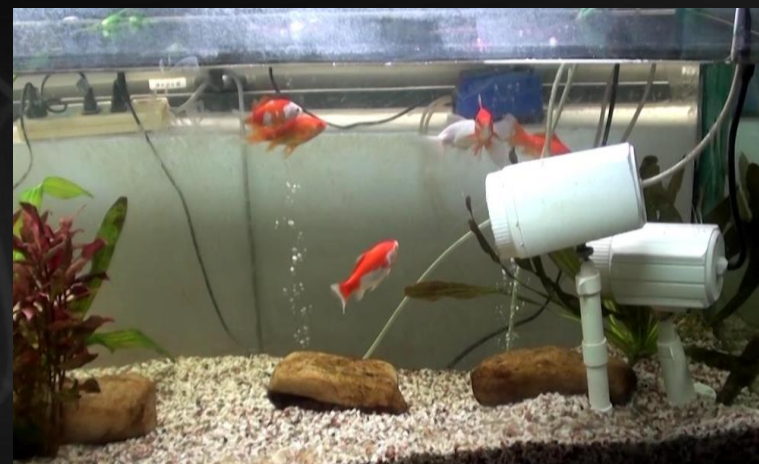
- Enhanced LED light
- Longer LED lifespan
- Rectangular-shaped lens
- Excellent heat dissipation
- Energy saving



## 2-Line Economical Network Cameras

### Industrial-class Weather-proof design

- The “true” IP66 rating ensures the long-term solidity and reliability.
- Hikvision outdoor cameras are all carried through the most strict water-resistant test.





## Technological Advantages

# HIKVISION

First Choice for Security Professionals

### *2-Line Economical Network Cameras*

HD720p  
or  
Full HD1080p

- The best HD product-line for ROI.
- Top-notch image quality for around-a-clock surveillance.



***2-Line Economical Network Cameras***



**IR Mini Bullet  
Network Camera**

DS-2CD2012-I 1.3MP  
DS-2CD2032-I 3.0MP

*30m IR • IP66 • Compact Design*



**2-Line Economical Network Cameras**



**IR Fix Dome  
Network Camera**

DS-2CD2112-I 1.3MP  
DS-2CD2132-I 3.0MP

*30m IR • IP66 • Vandal-proof*



**2-Line Economical Network Cameras**



**EXIR Bullet  
Network Camera**

DS-2CD2212-I5 1.3MP  
DS-2CD2232-I5 3.0MP

*50m EXIR • IP66*



***2-Line Economical Network Cameras***



**EXIR Turret  
Network Camera**

DS-2CD2312-I 1.3MP  
DS-2CD2332-I 3.0MP

*30m EXIR • IP66*



## 2-Line Economical Network Cameras



### IR Cube Network Camera

DS-2CD2412F-I(S) 1.3MP  
DS-2CD2432F-I(S) 3.0MP

*10m IR • PIR • Audio • Alarm • Wi-Fi • SD*



**2-Line Economical Network Cameras**



**IR Mini Dome  
Network Camera**

DS-2CD2512F-(I)(S) 1.3MP  
DS-2CD2532F-(I)(S) 3.0MP

*10m IR • Audio • Alarm • Wi-Fi • SD  
IP66 • Vandal-proof*



**2-Line Economical Network Cameras**



**VF IR Bullet  
Network Camera**

DS-2CD2612F-I(S) 1.3MP  
DS-2CD2632F-I(S) 3.0MP

*30m IR • Audio I/O • Alarm I/O • SD  
IP66 • 2.8~12mm Vari-focal Lens*





**2-Line Economical Network Cameras**



**VF IR Dome  
Network Camera**

DS-2CD2712F-I(S) 1.3MP  
DS-2CD2732F-I(S) 3.0MP

*30m IR • Audio I/O • Alarm I/O • SD  
IP66 • Vandal-proof • 2.8~12mm Vari-focal Lens*



**2-Line**

**Cost-Efficiency**

## 2-Line Economical Network Cameras

2013-02



DS-2CD2032-I  
DS-2CD2012-I

2013-03



DS-2CD2112-I  
DS-2CD2132-I

2013-04



DS-2CD2212-I5  
DS-2CD2232-I5

2013-05



DS-2CD2312-I  
DS-2CD2332-I

2013-06



DS-2CD2612F-I  
DS-2CD2632F-I

2013-07



DS-2CD2412F-I  
DS-2CD2432F-I

2013-08

2013-09

2013-10



DS-2CD2512F-I  
DS-2CD2532F-I

**A total IP Solution**

**HIKVISION**

First Choice for Security Professionals

## ***2-Line Economical Network Cameras***

**PoE NVR + HD/Full HD IPCam = a Plug-n-Play IP System**



- **Easy-to-use**
- **High-quality Image**
- **All-in-One Package**
- **High Affordability**

# **2013 New Direction & Product Development**

# **HIKVISION**

First Choice for Security Professionals

## **4-Line Smart & Professional Network Cameras**

- Exclusively dedicated to professional use
- Best combination with performance, reliability and easy-to-use
- Advanced Smart Feature-set to revolutionize the CCTV system.



## Technological Advantages

# HIKVISION

First Choice for Security Professionals

### *4-Line Smart Pro Network Cameras*



High Performance

Open Platform

Easy & Convenience

Codec Efficiency



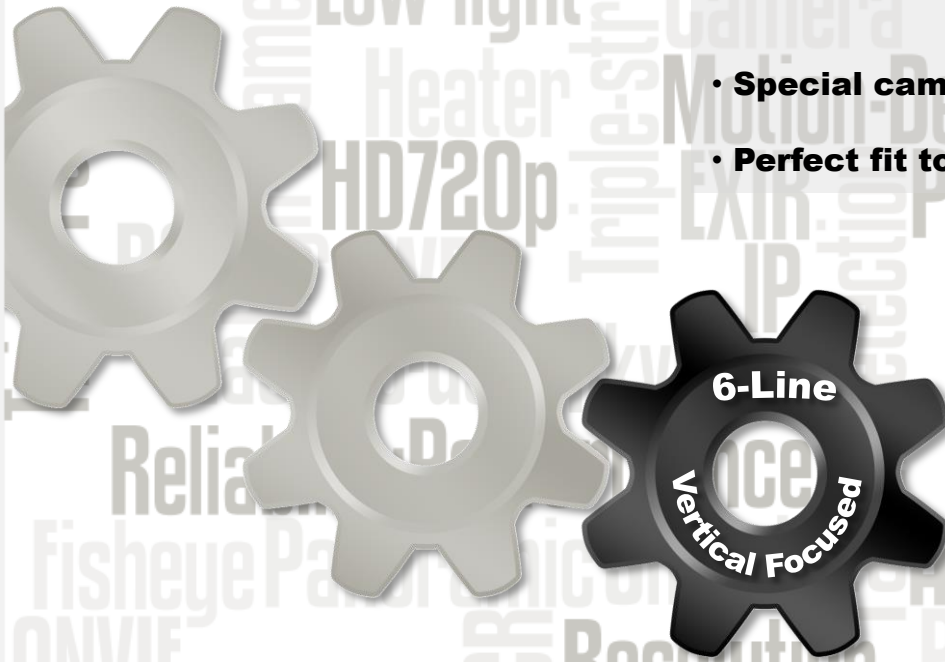
# 2013 New Direction & Product Development

# HIKVISION

First Choice for Security Professionals

## 6-Line Vertical exclusive Network Cameras

- Special camera focused on unique vertical market
- Perfect fit to the vertical market's special needs.



# HIKVISION

First Choice for Security Professionals



***Thank You!***