

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

CCTV Equipment World™ 2007

CCTV Equipment World™ 2007 will be published in March 2008
-20% Front-End Discounted Prices Available Thru November 2007

Survey Description

General Overview:

CCTV Equipment World™ 2007 is the first GLOBAL survey of CCTV and security equipment genres in use among worldwide professional end-user and residential installations and, intended to become the most comprehensive syndicated market research survey ever conducted of these products. In all, three (3) separate sub-markets of professional and residential end-users will be surveyed, census style in this first-ever, and global “bottoms-up” effort. The product focus is digital and focuses mainly on the increasing role of digital apparatuses and materials used professionally.

The Global Survey Covers 7 Genres of CCTV Products, including:

- CCTV Camera Housings
- CCTV Camera Mounts
- CCTV Cameras
- CCTV Monitors/Displays
- CCTV Switchers / Routers / Splitters
- Tape & Disk Recording Media
- Time Lapse Recorders / Playersⁱ

End-User Markets Include:

Four sub-markets of professional CCTV equipment end-users will be surveyed, globally, including:

- Government (Police, Correctional, Fire Stations, and other Government Facilities)
- Retail and Commercial Locations
- Residential (via dealer-installers)
- Corporate and Institutional Facilities

As far as product and market coverage, the survey and general reporting is centered on the number of units owned and/or installed, 2007 purchases, and any plans to purchase additional medical video equipment in 2008. From this information we create a 5-year forecast of all sales for your added convenience. In December 2007, we will publish a comprehensive report, showing all results in Total (all sub-markets) and one report for each of the four major geographic regions. A new data collection method, via a website, augmented by traditional direct mail hard copy questionnaire distribution is used.

ⁱ Note: additional product genres may be added at the clients' request

Deliverables:

Sponsors receive a CD-ROM copy of the survey results for those regions they have purchased and/or for the global totals if they have sponsored the survey globally. Our new reporting style features additional analysis, more section summaries and less pages of unwanted detail. We also provide a “leaders’ summary” that is quick and easy to read especially intended for senior executives.

Sampling Plan

The Market, Universe Size and Response Levels Sought (600)

This benchmark survey will cover four global regions:

- USA
- EMEA (Europe, Middle East, and Africa)
- Asia-Pacific and the
- Americas

The sampling plan closely follows manufacturer sales territories as regional divisions—for activity among five (5) professional photographic equipment user categories including journalism, labs, portrait and wedding studios, commercial studios and institutional markets. The sampling plan is shown below with an estimated total universe size in terms of number of sites and responses to the trends and products questions of the study from which projections are made.

SAMPLING PLAN

Vertical Markets	USA	EMEA	Americas	Asia-Pacific	Total # of Global CCTVP 2007 Survey Response Anticipated*
Government (Police, Correctional, Fire Stations, and other Government Facilities)	50	50	20	30	150
Retail and Commercial Locations	50	50	20	30	150
Residential via Dealer-Installers	50	50	20	30	150
Corporate and Institutional Facilities	50	50	20	30	150
Total User Markets	200	200	80	120	600

(# s = the number of anticipated responses sought) * estimated

Market Segment Definitions

GOVERNMENT: Jails, post offices, government agencies, military installations, schools, prisons, law enforcement organizations, mass transit, and embassies.

RETAIL/COMMERCIAL LOCATIONS: Medium-sized retail industries, commercial shops, small businesses, and malls.

RESIDENTIAL: Private homes and apartments.

CORPORATE & INSTITUTIONAL FACILITIES: Hospitals, museums, supermarkets, banks, insurance companies, large industry, airlines, airport firms, car parks, and gas stations.

DIS Multi-client Studies

Overall Design:

The design of *CCTV Equipment World™ 2007* is based on other benchmark surveys, and 37 years of experience that Douglas I. Sheer, DIS Consulting Corporation's CEO, has had in a variety of marketing, publishing, advertising, consulting and research positions and, on the 25-year record his firm DIS Consulting Corporation has had in conducting custom, large-scale multi-client and proprietary end-user and dealer market research in professional imaging and communications in the United States and Europe since 1982. In all, Sheer and his firm have served more than 1,100 industry clients.

Other recent multi-client studies include: *Broadcast Servers World™ 2007*, *Video Editing World™ 2007*, *Video Graphics World™ 2007*, and *Video Switchers World™ 2007*. Another study, *Professional Camcorders World™ 2006* was published earlier this year. DIS Consulting Corporation also conducts numerous custom projects each year and publishes 18 global reports annually.

Staff Experience:

DIS Consulting Corporation maintains five regular staff and utilizes a project staff of five others on its syndicated projects. This core research group is augmented by use of other freelancers, as appropriate, for the individual projects undertaken.

Method Used

Our Mixed-method:

The syndicated multi-client research methodology used by DIS Consulting Corporation features a combination of a classical direct mail self-completion interviewing technique, where respondents fill out a pre-coded booklet-questionnaire, with a C. A. T. I. Telephone interviewing technique, as well as data collection via an on-line website.

The installed base is taken, census style, and 12 months past purchases and plans to purchase over the next 12 months are also gathered. Other sections have questions on media and shows, equipment budgets, purchase authority, brand image, staffing and technological trends.

Incentives:

Survey respondents receive a *CCTV Equipment World™ 2007* end-user report for their help, which we estimate to be worth at least \$650 USD to them.

Clients Provide Inputs to Questionnaire and Report Format and Design:

The questionnaire is designed to inventory installed brands and models, and stations, by product category. Data entry and computer tabulation is then done using a network of personal computers running the proprietary tabulation program. Microsoft Excel™ is used for the spreadsheets (tabs) and analysis is written in MS Word. A variety of color charts and graphs are provided, taken directly from the Excel spreadsheets. At the end of the project, clients receive a CD-ROM of all the data.

List Sources

Sample Frame and Lists Sourced:

The *CCTV Equipment World tm 2007* project will use an assortment of lists of CCTV and security professionals, derived from the leading trade show (ISC) and professional associations – S.I.A.(Security Industry Association) and I.S.C (International Security Conference) for Government, Retail and Corporate markets, as well as the Yellow Pages in the USA. In Europe, EMEA, Asia and the Americas, we target professional security systems installers in residential markets.

Avoiding Duplication:

Every effort has been made to avoid overlap and duplication in the lists utilized. A merge/purge program gets run to sort and be sure that only one questionnaire per targeted name is mailed.

Top Ranked Firms Targeted:

We target major facilities and sites, individual shops, malls and/or similar relevant locations, worldwide. An attempt will be made to be sure to include large operations for each category.

Lists by Region and Marketplace

Markets	USA	EMEA	Asia	Americas
Government (Police, Correctional, Fire, etc.)	I.S.C/S.I.A.	I.S.C/S.I.A.	I.S.C/S.I.A.	I.S.C/S.I.A.
Retail /Commercial	I.S.C/S.I.A.	I.S.C/S.I.A.	I.S.C/S.I.A.	I.S.C/S.I.A.
Residential (via Dealer-Installers)	Yellow Pages	Yellow Pages	Yellow Pages	Yellow Pages
Corporate & Institutional	I.S.C/S.I.A.	I.S.C/S.I.A.	I.S.C/S.I.A.	I.S.C/S.I.A.

Report Table of Contents:

<p>FRONT MATTER Cover & Spines Introduction & Methodology Staff Roles & Biographies Executive Summary Industry Forecasts Global Market Sizing and Value Leaders Summary</p> <p>GENERAL REPORT Type and size of operation Leading applications as such: surveillance, alarm activation, institutional, etc. Size of budget Budget increasing, decreasing or remaining (2006/2007) Size of revenues Revenues increasing, decreasing, remaining (2006/2007) Number of employees Type of security applications Number of staff having access to systems Extent of purchase authority Type of operation or facility</p> <p>TECHNOLOGY TRENDS Features most desired in new CCTV products Analog vs. digital percent Color vs. black and white Type of recording and storage utilized Maximum imaging, recording and storage capacity Departments responsible for equipment Workflow patterns Compression use and HD Computer platforms used (disk vs. hard drives) Year of first system purchase Year of latest system purchase Use of Fiber Channel, Ethernet or SCSI Troublesome problems such as crashes, burns, lag and firewalls Summary of key features of gear genres Software used Other systems that photo systems integrate with</p> <p>MAGAZINE, WEB SITES AND TRADE SHOWS Trade magazines read and preferred Single most valued Trade shows attended and planned Single most valued Web Sites visited most and</p>	<p>PRODUCT REPORT(s) – 7 CCTV Equipment Genres, including:</p> <ul style="list-style-type: none"> • CCTV Camera Housings • CCTV Camera Mounts • CCTV Cameras • CCTV Monitors/Displays • CCTV Switchers/Routers/ Splitters • Tape & Disk Recording Media • Time Lapse Recorders / Players <p><i>** some additional product genre may be added by launch time</i></p> <p>By vertical market and region Number of units owned (installed) Number of units by brand, model, type or series Value in dollars Number of units purchased in 2007 Value in dollars Number of units planned for 2008 Value in dollars Longer term sales prospects—Five-year Forecast</p> <p>BRAND IMAGE REPORT – By Genres General criteria for Brand Image Rankings Image rankings of major brands of servers including: For: a) Price, b) Quality, c) Reliability and d) After-sales-service</p> <p>Brands to be included (but not be limited to): ADT, ATV, Ademco, AEGIS, Bosch, BTS, Canon, Capture, Cohu, Chroma, DAEWOO, Elmo, Fujinon, Falcon, Ganz, GE, Honeywell, Hochki, Hirsch,, IVC, Ikegami, JVC, Javelin, Koyo, , Konica, Nikon, Kidde, LG, Mobi, Minolta, Nuvico, National, Olympus, Polaroid,Panasonic, Pelco, Pentax,Philips, Rainbow, Starlight, SecoLarm, Sanyo, Samsung, Sony, Sharp, Tamron, Tatung, Topica, ToteVision, Toshiba, , Viking, Velbon, VITEK</p> <p>(See the questionnaire in Brand Image and in product genre sections to locate brands by name)</p>
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Single most valued web sites

Format of Reporting Data:

Summary tables, color Excel charts, graphs and a written summary sections show the quantitative results in each section or product category and are prepared using Microsoft Word™ 6.0, and Excel™ 7.0. The tables showing full corporate results and regional detail for all questions asked are also provided. Clients receive a copy of the report in CD-ROM format. There are three types of reports available:

1. Product Report

- Seven product genre categories surveyed:
 1. CCTV Cameras
 2. CCTV Camera Mounts
 3. CCTV Camera Housings
 4. CCTV Monitors/Displays
 5. CCTV Switchers/Routers/ Splitters
 6. Time Lapse Recorders / Players
 7. Tape & Disk Recording Media
- Unit and market value data in each
- Brand and leading model market shares
- Installed base (owned)
- Purchases in the past 12 months and value (2007)
- Plans to buy in the next 12 months and value (2008)
- Prospects for out years (5-year forecasts)
- Custom reports available (special cross-tabulations)

2. General Marketing & Media Report

- Trends relating to the overall state-of-the industry
- Equipment budgets and buying habits
- Demographics
- New Technologies, applications and trends, such as IP, HD, tape-less & wireless
- Applications planned/used for, archiving, MPEG, etc.
- Trade magazine readership and trade show attendance and preference

3. Brand Image Report

- Brand image ratings for pre-field, front-end sponsors only (all leading brands)
- Designed to assist companies identify and leverage market positioning, and brand share
- Key marketing performance attributes including: product reliability, after-sales service, pricing, quality
- Ratings compared by brand, and in each factor, as well as by overall composite brand image. All charts also show the industry average.

Pricing & Terms:

Pricing is based on the number of regions or product genres required. Each purchased region includes the General Report sections. The General and Brand Image Reports are included with a purchase of three or more regions or five or more products. Pre-Publication Sponsor prices (pre-publication by November, 2007) are lower than post publication prices (March and beyond). Consult us for Package and Custom Cross Tabulation Pricing.

CCTV Equipment World tm 2007 The first Global survey	Pre- Publication Prices	Post- Publicati on Prices
Report Type*	Orders By September 2007 (-20% Discount)	Orders After Publication by December, 2007
Regional Reports		
• 1 region or global product genre	\$5,950	\$7,140
• 2 regions or global product genres	\$6,961	\$8,353
• 3 regions or global product genres	\$8,144	\$9,772
• ALL 4 regions – all product genres (Global FULL Sponsorship)	\$9,950 <u>FULL</u> <u>GLOBAL</u>	\$12,050 <u>FULL</u> <u>GLOBAL</u>
<i>The following sections are FREE with the above packages OR available a la carte at the rates illustrated below</i>		
Global Brand Image Report	\$3,495	\$4,194
Single Region Brand Image Report	\$2,495	\$2,994
Global Trade Media & Shows Sections	\$3,495	\$4,194
Regional Trade Media & Shows Sections	\$2,495	\$2,994

* General Report is FREE with orders of one or more regions

** Brand Image Report is FREE to sponsors of one or more regions

Terms are that the down payment of fifty-percent (50%) of the fee is due on subscription (sponsorship) with our invoice and the remaining fifty-percent (50%) payment on our delivery of the report(s) to you. All payments must be made in USD and when made from foreign countries are to be made by bank wire transfer. In the U. S. a USD funds check is acceptable.

DIS Consulting Corporation

FAXFORM

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CCTV Equipment World™ 2007

TO: Douglas I. Sheer	DIS Consulting Corporation	FAX: 212-213-6876
FROM: _____	COMPANY: _____	TITLE: _____
TEL: _____ _____	FAX: _____ _____	EMAIL: _____ _____

I want to order <i>CCTV Equipment World™ 2007</i> -- with the following Regions, Product Genre or Sections:		
USA Report	<input type="checkbox"/>	<input type="checkbox"/>
Europe/ME/A Report	<input type="checkbox"/>	<input type="checkbox"/>
Americas Report	<input type="checkbox"/>	<input type="checkbox"/>
Asia Report	<input type="checkbox"/>	<input type="checkbox"/>
Full GLOBAL Report	<input type="checkbox"/>	<input type="checkbox"/>
<i>Product Genre & Special Sections</i>		
CCTV Cameras	<input type="checkbox"/>	<input type="checkbox"/>
CCTV Camera Mounts	<input type="checkbox"/>	<input type="checkbox"/>
CCTV Camera Housings	<input type="checkbox"/>	<input type="checkbox"/>
CCTV Monitors/Displays	<input type="checkbox"/>	<input type="checkbox"/>
CCTV Switchers/Routers/ Splitters	<input type="checkbox"/>	<input type="checkbox"/>
Time Lapse Recorders / Players	<input type="checkbox"/>	<input type="checkbox"/>
Tape & Disk Recording Media	<input type="checkbox"/>	<input type="checkbox"/>
Full Global Brand Image Section	<input type="checkbox"/>	<input type="checkbox"/>
Full Global Trade Magazines, Shows & Sites	<input type="checkbox"/>	<input type="checkbox"/>

⇒ Invoice me and ship the above	<input type="checkbox"/>	Signature: _____
⇒ Contact me	<input type="checkbox"/>	Date: _____
⇒ Send me more information	<input type="checkbox"/>	Specify: _____

Fax this completed form to (212) 213-6876

Thank you!