



Tradeshow Vibes: April 11, 2008

See Calysto At:
NAB Show
4/11/08 – 4/17/08
Las Vegas, NV

Upcoming Industry
Events:

NAB Show
4/11/08 – 4/17/08
Las Vegas, NV

Embedded Systems
Conference
4/14/08 – 4/18/08
San Jose, CA

Telecom2008
4/15/08-4/16/08
Las Vegas, NV

IPTV World Forum
4/18/08
Las Vegas, NV

International
Telecommunications
Professional Exchange
4/20/08-4/23/08
Nashville, TN

Wireless
Communications
Association Internation-
al (WCA) Spring
Conference
4/21/08-4/23/08
Washington, DC

Wireless Telecom
Symposium
4/24/08-4/27/08
Pomona, California

Public Relations for the Telecommunications, Wireless and Networking Industries

ISC West
Sands Expo & Convention Center
Las Vegas, NV
April 2-4, 2008

Attendees: 26,000
Exhibitors: 1,200
Media: 100

Calysto Overview:

As the largest national show of its kind, ISC West has been long regarded as an imperative gathering for the physical security industry. It attracts a wide range of dealers, installers, integrators, and distributors who come to see the many new products and technologies that are routinely introduced at the show. This event, not to be correlated with the ISC East show that caters to a different audience and focuses on the New York market, also tends to attract a notable number of attendees from outside the United States.

Accounting for much of the chatter among attendees was the convergence of information technology (IT) security and physical security, a reality that has been gaining enough ground in the last few years that conference organizers expect to increasingly tie together the two elements in future marketing efforts. In line with that theme, other top-of-mind topics were the emergence of open architecture and the h.264 standard for video compression.

Eleven tracks on the educational side of the conference covered Access Control, Fire & Central Station, Surveillance, Network/IP, Business, Homeland, Communication/Wireless, Signature Series, Smart Home, IT and ISC Education.

The convergence topic was highlighted at several sessions that outlined the use of the Internet to monitor physical security systems, and the importance of integrating basic physical measures with video analytic systems and biometric-based access card validation. How to integrate these analytical

Interop 2008
4/27/08-5/2/08
Las Vegas, NV

Billing & OSS World
2008
4/29/08-5/1/08t
Chicago, IL

capabilities is part of the fundamental transformation underway in security, as is their use in schools, small-to-medium firms, and to an extent residential users – all of which is an extension beyond the traditional base of government and high-security installations.

Underscoring the high profile that security has achieved in our lives, the keynote address from the FBI's Chief of Counterintelligence described the bureau's more preventative and predictive approach to security. Also topical was a panel of students from MIT whose card-counting and Vegas-winning experiences were portrayed in the movie "21."

According to one media attendee, one of the issues with a meeting of this size is the opportunity cost of going to one session instead of another because there were nearly 100 from which to choose: "For the few times I was able to sit down, I wanted to be sure I was hearing a great presentation."

Across 315,000 square feet of floor space, the displays were quite eye-catching. From systems that can see through brick walls to others that combine identity and access control such as use of a synchronized cellphone as an access card, there were many products that are pushing the boundaries of security further and further away. The sheer size of the show requires two floors, and conference organizers went to great lengths to make sure traffic was evenly distributed with strategic placement of events and the registration area.

The awards program, also known as the New Product Showcase, had a record 104 entries this year. Other features were a special section for urban security, residential and international security innovations, and an awards program showcased excellence in sales and marketing for security dealers and integrators.

As for the exhibitors themselves, the big names were on hand as expected: Honeywell Fire & Security, GE, Interlogix, Bosch Security Systems, DSC, Pelco, Panasonic, HID, Hirsch, ADT, Johnson Controls, NAPCO, Linear.

With such a large contingent of press, ISC West was well prepared with a spacious media room with wireless and online access, and a separate area for press conferences. Because many smaller exhibitors can be dwarfed by the larger displays, show organizers try to help by facilitating meetings with members of the press corps, and in some cases even do actual pitching. ISC West also has its attendee numbers audited by a third party, so its claims as the biggest show of its kind – often reported by the press – can be considered legitimate.

This was a good all-around show for the security industry—exhibiting, networking, meeting with the press and attending the large buffet of panel sessions.

Articles of Interest:

ISC West, Day 1

Security Director News

By Rhianna Daniels

April 2, 2008

<http://securitydirectornews.com/blogs/labels/ISC%20West.html>

Live from ISC West, Day 2: A Security Dealer Trends Report

SecurityInfoWatch.com

By Greg McConnell

April 2, 2008

<http://www.securityinfowatch.com/article/article.jsp?id=10878&siteSection=506>

ISC West Podcast: DSC

Security Products magazine

By Ralph Jensen

April 3, 2008

<http://www.secprodonline.com/articles/60466/>

Criticom to Offer GSM-based Signal and Voice Connectivity

SecurityInfoWatch.com

By SIW Editorial Staff

April 3, 2008

<http://www.securityinfowatch.com/article/article.jsp?id=14885&siteSection=302>

ISC West Lives Up to the Hype

Security Products magazine

By Ralph Jensen

April 3, 2008

<http://www.secprodonline.com/articles/60462/>

Best of New Products from ISC West

Security magazine

By Bill Zalud

April 3, 2008

http://www.securitymagazine.com/CDA/Articles/Breaking_News/BNP_GUID_9-5-2006_A_1000000000000300037

ObjectVideo Showcases Interoperability and New Product Features

SecurityInfoWatch.com

April 3, 2008

<http://www.securityinfowatch.com/article/article.jsp?id=14978&siteSection=307>

Mitsubishi Presents Range of Integrated Digital Solutions at ISC West

SecurityInfoWatch.com

April 3, 2008

<http://www.securityinfowatch.com/article/article.jsp?id=14970&siteSection=307>

Hot products: Day 2 of ISC West 2008

SecurityInfoWatch.com

By Geoff Kohl

April 7, 2008

<http://www.securityinfowatch.com/article/article.jsp?id=15017>

Pre-packaging Network Video Surveillance

SecurityInfoWatch.com

By Geoff Kohl

April 7, 2008

<http://www.securityinfowatch.com/article/article.jsp?id=14948&siteSection=303>

If you have questions about this newsletter – or feedback, please feel free to contact me at lborgstede@calysto.com.

About Calysto

Founded in 1999, Calysto Communications is a full service public relations firm focused solely on the specialized needs of the telecommunications, networking security, and wireless industries. Unlike general technology PR firms, Calysto leverages its deep industry knowledge and intimate relationships with market influencers to deliver Calysto clients unmatched industry mindshare, analyst coverage and media publicity. Calysto has extensive experience preparing companies for a liquidity event. Calysto works with start-ups as well as public companies, helping them deploy new technologies, gain leadership positions and influence editorial opinion to positively affect their bottom line. Some of our current clients and past experience includes Broadwing Communications, Level 3 Communications, TELLABS, Telica (sold to Alcatel-Lucent), VocalData (sold to Tekelec), SPIRENT, Metasolv (sold to Oracle), Cbeyond, ADTRAN, Qpass (sold to Amdocs), Eastern Research (sold to Sycamore Networks), BroadSoft, Bridgewater, Systems Radisys, and many more. For more information about Calysto Communications, a minority-owned business and a registered member of the Small Business Administration (SBA), please call 404-266-2060 or visit our web site at www.calysto.com.

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