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FOR IMMEDIATE RELEASE

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## **Video Content Analysis Software Market to Exceed \$800 million by 2009**

Wellingborough, UK, September 9<sup>th</sup> 2005 – A new market study from IMS Research forecasts that the world market for software to analyse video content will explode over the next five years, growing from \$67.7 million in 2004 to \$839.2 million in 2009, at a CAGR of 65.5%.

Video content analysis software analyses live or recorded video streams to detect suspicious activities, events or behaviour patterns. According to IMS Research senior analyst Simon Harris, the case for video content analysis is extremely compelling. “CCTV operators are being overloaded with video content that they are not able to effectively monitor. Experiments have shown that after 22 minutes, operators miss up to 95% of all scene activity. We need intelligent video to improve the effectiveness of surveillance systems and ease the burden on the operators.”

As well as improving the effectiveness of a security system, video content analysis also enables additional information to be gathered pertaining to loss prevention, public liability issues and consumer behaviour in retail environments. The IMS report states that the provision of this additional information to the security function makes it easier for end users to justify the expense of adding analysis capability to their video surveillance systems.

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IMS Research predicts that content analysis algorithms will increasingly be embedded in front-end surveillance equipment, such as cameras, video servers and recorders. This greatly improves the use of network bandwidth, as the intelligent field devices can determine when something of interest occurs and only then transmit video, thus preserving bandwidth when nothing is happening. Moreover, manufacturers of IT infrastructure are expected to embed software for video analysis in their products so as to further improve the performance of video networks. By 2009, embedded applications are forecast to account for around 60% of the video analysis software market.

The report found that ObjectVideo has emerged as the clear market leader for video content analysis software with currently three times the market share of its nearest competitor.

### **About IMS Research**

IMS Research is a specialist supplier of market research and consultancy services on global electronics markets. Information from IMS Research is used by major companies worldwide to assess market trends, solve marketing problems, and improve the efficiency of their businesses. IMS Research is an international company, selling in more than 35 countries around the world and supported by offices in Wellingborough, UK; Austin, Texas and Shanghai, China.

**\*IMS Research is always willing to work with journalists to provide market information for articles.**

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