

# **Intelligent Video Analytics (IVA) Market: By Hardware, Software, Technologies & Systems, Architectures, Area of Operation, & Vertical Applications – Worldwide Market Forecasts & Analysis (2012 – 2017)**

<https://marketpublishers.com/r/IEA46504868EN.html>

Date: October 2012

Pages: 230

Price: US\$ 5,650.00 (Single User License)

ID: IEA46504868EN

## **Abstracts**

IVA is an integral component of intelligent video management solution for security and business intelligence solutions. Intelligent Video Analytics is projected to be the fastest growing technology segments of the Surveillance (IT) sector in the next three to five years, with significant potential investments from companies to secure their computing environment.

Intelligent Video Analytics provides an advanced solution that performs intelligent video analysis and fully automates video monitoring. It automatically tracks and identifies objects, analyzes motion and extracts video intelligence from analog, digital, or IP video streams. These analytics can output real-time events and object data for video data mining or storage in a database. Today's Video Analytics software is easy to use and offers growing functionality. Furthermore, Video Analytics can be integrated with other security and information systems to create new possibilities for using and managing video data.

Intelligent Video Analytics software can probably be layered onto your existing surveillance system, so adding the capability is an incremental enhancement, not a new installation. Packaged applications are available for reporting, alerting, and other “dashboard” capabilities.

Intelligent Video Analytics (IVA) market in 2011 was worth \$180.0 million, and is expected to grow \$867.8 million by 2017. It is expected to have an increasing CAGR of 30.4% from 2012 to 2017. Latin America and Middle East & Africa regions are emerging

market, whereas in Europe, APAC, and North America regions considered a high growth in the markets. In 2011, Europe accounted for about 35.3% of the global revenue, and is expected to grow at a CAGR of 28.6% from 2012 to 2017. APAC and North America are estimated to contribute \$182.7 million and \$184.0 million, respectively, by 2017; at a CAGR of 33.6% and 29.1%, from 2012 to 2017.

This report deals with the market trends in Intelligent Video Analytics and the growth associated with it. It also analyzes various factors that will drive and restrain the market over the next five years.

### **Scope of the Report**

This report categorizes Intelligent Video Analytics Market on the basis of technologies & systems, IVA types, architectures, vertical applications, and geography.

### **On the basis of Technologies & Systems Type**

Base on technologies and systems IVA Market is categories into three types- Information, assistance, and alerting; and the emerging technologies include cloud video analytics, online video analytics, pulse video analytics, and wireless video analytics.

### **On the basis of IVA Type**

The market by service type is classified on the basis hardware and software. Hardware comprises of IP Cameras and Video Sensors. And software is the basic video analytics software embedded in the technology.

### **On the basis of by Architectures**

The market by technology & solutions is classified on the basis of three segments; Server based Architecture, edge based architecture, distributed architectures.

### **On the basis of Vertical Applications**

The market by verticals is classified on the basis of 15 segments; airports, ports & maritime security, critical infrastructure protection (plants & nuclear facilities), border control and perimeter security, commercial/office/govt. buildings, factories and industrial plants, urban security and public safety, banking and financial sector, entertainment and

casinos, retail stores, malls and shopping centers, transportation and logistics, healthcare, housing and residential, sports, others.

### **On the basis of Geography**

The report segments the market geographically into North America, Latin America, Europe, Middle East & Africa, and APAC (Asia-Pacific).

Each section provides market data, market dynamics (drivers, restraints, trends and opportunities), key players, and competitive outlook. This report provides 67 market tables covering all sub-segments and micro-markets. In addition, the report also provides 21 company profiles representing various sub-segments.

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FIGURE 21 PROCESS OF CUSTOMER COUNTING

FIGURE 22 COMPETITOR ECOSYSTEM

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