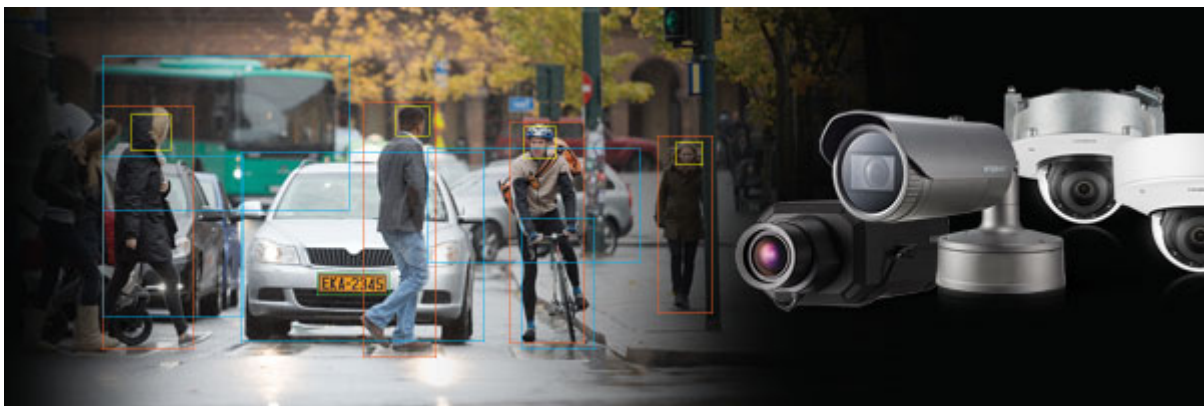




MEDIA ALERT

Hanwha's Top 5 Video Surveillance Trends for 2020

Teaneck, NJ, December 17, 2019 - [Hanwha Techwin](#), a global supplier of IP and analog video surveillance solutions, today announced its top five key trend predictions for the security industry in 2020. They include: AI End-to-End Security Solutions, Cybersecurity, Cloud-based Data Insights, Privacy Protection and Vertical Specialized Solutions.



AI End-to-End Security Solutions

As AI becomes broadly adopted across industries, it will likely be widely incorporated in video surveillance in the upcoming year. Edge-based AI (which filters and processes data locally on a camera) will be more universal, enabling end-to-end AI technology. Currently, many security cameras send the data they collect to servers to be analyzed. However, with edge-based AI, the data is analyzed by the camera first, and subsequently sent to the server. This reduces the burden of transferring and storing large amounts of data to a server, thereby increasing efficiency, saving time and reducing server costs typically required to analyze data. In 2020, Hanwha Techwin will introduce edge-based AI cameras, as well as AI-powered NVRs and VMSs to introduce end-to-end (camera to storage server and VMS) AI security solutions.



Cybersecurity

With IoT devices becoming abundant, the importance of cybersecurity has never been more important. Today's cyber-attacks are more intelligent and advanced than ever, so building cyber-resilient security systems is no longer an option, but an imperative.

Smart cities, factories, financial institutions and retailers today require scalable video surveillance solutions that are closely interconnected with other devices and networks, making the importance of cybersecurity paramount.

Strong cybersecurity has always been Hanwha Techwin's priority and the company has been refining the technology since the beginning. The soon-to-be released Wisenet 7, the newest version of Hanwha Techwin's own SoC (System on Chip), has been designed and manufactured in-house with the strongest cybersecurity features including a secure booting function and signed firmware for both software and hardware. Validated by the UL Cybersecurity Assurance Program (CAP) certification, Wisenet 7 ensures that users have access to the industry's most advanced cybersecurity features.



Cloud-based Data Insight

According to IDC, a provider of information technology market intelligence, there will be about 175 zettabytes of data in the world by the year 2025 with much of it stored in the cloud and data centers around the world. At the same time, video surveillance solutions will go far beyond functioning as a simple monitoring tool to become an indispensable aid

to organizations by providing useful insights that improve business operations. The importance of accessible cloud-based servers that can easily store and analyze the accumulated data will also increase. Going beyond being an efficient storage repository, sophisticated analytics will use cloud processing to analyze the stored data and provide useful insights.

In 2020, Hanwha Techwin will introduce cloud-based solutions beginning with the Device Health Monitoring Cloud which will monitor and manage video surveillance devices in real time. The company will also introduce Retail Insight Cloud designed to facilitate store management.



Privacy Protection

Together with cybersecurity, Hanwha Techwin believes that the protection of personal data should be integral to the business ethics of a video surveillance company. By its very nature, the video data that is collected for security purposes almost always contains private information. Therefore, protecting surveillance data is imperative. Around the world, privacy protection laws are being introduced such as the General Data Protection Regulation (GDPR) in Europe, and the Federal Information Security Management Act (FISMA) in the US. The California Consumer Privacy Act (CCPA) is also set to come into effect in January 2020. These laws will force the video surveillance industry to follow “privacy by design” best practices and renew their efforts to protect personal data from misuse and abuse. Organizations are increasingly aware of the dangers of private data breaches and they are becoming more discerning when choosing security products and solutions.



Vertical Specialized Solutions

Vertical markets in the security industry are increasingly requiring more specialized devices and solutions to meet their unique requirements. With the emergence of the fourth industrial revolution and 5G, the presence of smart verticals will be more prominent, and video surveillance companies must be ready to provide solutions for smart cities, factories, transportation and retail organizations. Hanwha Techwin already provides products for these verticals and plans to expand its lineup of specialized solutions in the near future to include asset management solutions with IoT technology.

“Advancement in technologies such as AI, IoT and cloud will support new use cases in conjunction with existing devices and solutions to meet customers’ needs in various verticals, expanding the horizon of our industry. However, we must also be mindful of the social and ethical responsibility related to areas such as cybersecurity and private data protection. Sustained interest and investment in these areas must be regarded as an obligation to make sure our industry continues to thrive in the midst of rapid technological advancements,” said Hanwha Techwin’s President and CEO Soonhong Ahn.

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About Hanwha Techwin America

Hanwha Techwin America is a subsidiary of Hanwha Corporation, a South Korean based company. Hanwha Techwin is a leading global supplier of solutions for IP and analog video surveillance. Building on the company's history of innovation, Hanwha Techwin America is dedicated to providing solutions with the highest levels of performance, reliability and cost-efficiency for professional security applications. Visit www.HanwhaSecurity.com

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