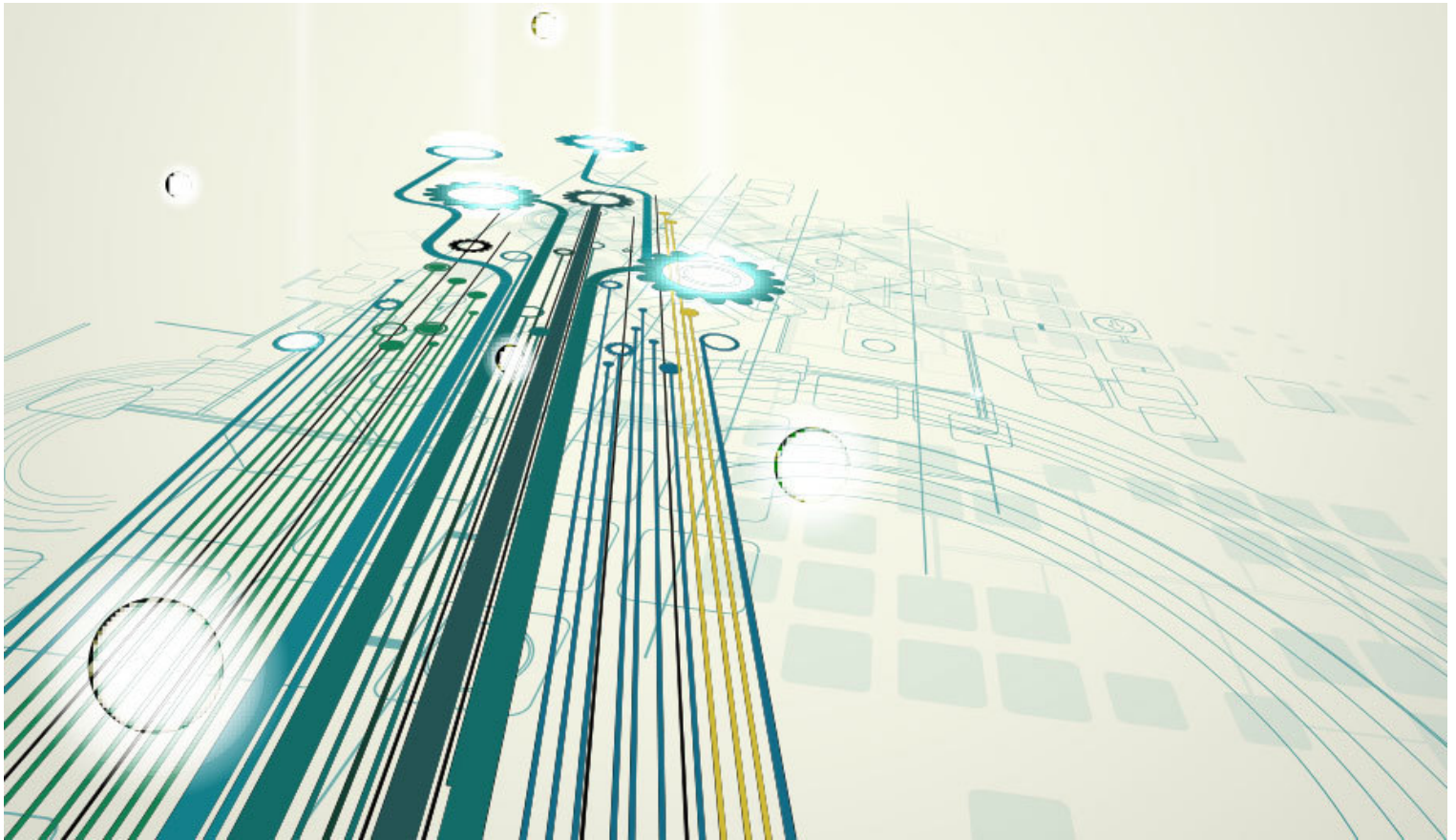


## Trends Of 2019 To Watch Out For: The Connected System And Commercial Security

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**Users of security systems have long been willing to sacrifice certain aspects of security in favour of convenience and ease of use. The tide seems to be turning, however, with the industry at large showing significant concerns over cyber security. End user sentiments also seem to be following that trend, becoming more cautious when it comes to having their security systems connected to the internet.**

While it has become the norm for security systems to be accessible online, still it presents security threats that unconnected systems would not face. In 2018, we saw a notable shift from the convenience of a connected system to the less convenient, but more secure, standalone system. Consumers are willingly making the choice to trade convenience for security, and companies are

responding.



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This in turn is driving an increase in more IoT-like deployments. Rather than the traditional client that is connected to a device to retrieve information, more often we are seeing more active devices, capable of reporting their presence and transmitting information on a scheduled basis, without the need for a client.

## Preventing Security Systems From Outside Threats

This changes the dynamic of the network and alleviates many threats associated with traditional systems because there is no opportunity for outside threats to access your system since the device is transmitting information out vs requiring a connection to the outside world. With IoT deployments, when the device is active and sending messages out of the network segment, it is not vulnerable in the same way that the traditional systems are.

While cyber security concerns will continue to be a big topic of discussion, connected platforms will probably be the trend of 2019. In 2018, we saw an increased acceptance in the residential market for smart home applications. While this has been an area of discussion for the past ten years, it is now gaining real traction. With artificial intelligent capabilities in tow, smart home deployments are more common than ever and the video analytics that accompany them are quite impressive.

## Cloud Security For The Commercial Sector



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In addition to the residential market, connected platforms will likely start to impact the commercial space as well. The border between consumer and commercial user will become a little more

blurred. Companies such as Google that cater primarily to home services have cloud capabilities beyond the means of many competitors, in turn giving them a favourable advantage to provide security for the cloud. If consumers are trusting their home security systems with this, it only makes sense that they will begin trusting Google to provide security for their offices as well.

As far as ONVIF is concerned, we are excited to see how the market will adopt the newly released Profile T for advanced video streaming in the coming year. We are also excited to explore our relationship with the International Electrotechnical Commission (IEC), by continuing our work on giving devices the ability to communicate upwards and proactively. It is clear that the market is open to adopting models in the quest for more efficiency without sacrificing security.

## Author Profile



### Per Björkdahl

Per Björkdahl is Chairman of the ONVIF Steering Committee and leads standardization activities. He also serves as Director of Business Development at Axis Communications AB. Mr. Björkdahl is responsible for the development of new areas of business based on the Axis product portfolio, including identifying new vertical markets and developing strategic plans for the sales organization.

Mr. Björkdahl joined Axis in 1999 as Global Sales Director with responsibility for sales development of the Axis new product group, Network Video.

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