ISC West 2019: FLIR Systems To Emphasize The Value Of Thermal Imaging

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**FLIR Systems** is a provider of advanced thermal, video and sensor technologies designed to meet complex border, critical infrastructure, safe city and commercial enterprise needs. FLIR’s signature products include thermal cameras, visible light cameras, radars, video management systems, and physical security information management solutions.

"Saros DH-390 enables integrators to offer remote video monitoring services and increase their recurring monthly revenue"

At ISC West 2019, FLIR will showcase its FLIR TruWITNESS solution for true situational awareness.
for city-level security and public safety operations. Worn on an individual’s body or mounted inside vehicles, TruWITNESS combines video, audio, location data and IoT capabilities. Together, these sensors send alerts and stream data back to a central command center running FLIR United VMS for improved incident analysis and intervention.

FLIR will also display its FLIR Saros DH-390 Dome camera for perimeter and wide area protection for commercial businesses and alarm monitoring companies. With its ability to integrate with central station platforms, Saros DH-390 enables integrators to offer remote video monitoring services and increase their recurring monthly revenue. For more about their presence at ISC West, we contacted Fredrik Wallberg, Director of Marketing, Security, at FLIR Systems.

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**Q: What Was The First Year Your Company Exhibited At ISC West? Please Share Your Remembrances Of That Experience.**

FLIR has been exhibiting at ISC West for over a decade. When we first exhibited at the show, there was very little knowledge about thermal imaging technology. Attendees primarily viewed thermal as a technology for specialty applications for night operations. Through the years, FLIR has used ISC West to introduce the security market to the value of and many uses for thermal cameras, from 24-hour surveillance to intrusion detection to condition monitoring. Now, security personnel not only know what thermal cameras are, but they are also actively requesting FLIR thermal cameras for a broader range of applications spanning the government, transportation, energy, industrial, commercial and safe city sectors.

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**Q: What Strategies Do You Use To Get The Most Out Of Exhibiting At ISC West?**

As meeting with integrators and end users is our top priority while at ISC West, the majority of our efforts is centred around driving attendees to the FLIR booth. We will leverage print, digital and social campaigns to increase brand exposure and to secure booth appointments prior to the show.
We’ve also hosted in-booth contests and giveaways during the show to encourage attendees to interact with the FLIR team.

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**Q: How Do You Quantify Your Success At ISC West? What ROI Do You Receive From The Show?**

For FLIR, success is measured by the quality and quantity of meetings we have with customers because getting face time with them is invaluable. During these meetings with integrators and end users, we can truly listen to and assess their needs. With this understanding, we can discuss solutions that can both address their pain points and provide added value. These conversations are often the beginnings of collaborating on projects together.

Additionally, by having our technology partners, such as Genetec, Milestone Systems and Embedded Logix in the booth, we can showcase our technology integrations that attendees may not have been aware of. This can also spark product requests and ideas for future applications.

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**Q: What Company Activities (Outside The Show Floor) Does Your Company Organize Each Year?**

ISC West is also a time of training for FLIR personnel. Each year, we have meetings with our global business development team to discuss annual goals, progress and strategies.

Outside of business, FLIR has also hosted VIP dinners and events for key influencers and
Q: What Sets ISC West Apart From Other Trade Shows On The Calendar?

ISC West is the premier show for security dealers, integrators and installers, welcoming over 30,000 attendees and 1,000 exhibitors. No other event attracts FLIR’s target customers and technology partners on such a large scale.

It is a prime opportunity to meet with current customers, answer questions from prospective customers, and discuss projects in the pipeline.
FLIR Systems' Christiaan Maras highlights the benefits between cooled and uncooled thermal imaging systems. The demand for thermal ima...

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Thermal cameras provide images that reliably show the presence of people in any lighting situation FLIR Systems broke a h...