



Security Camera Tracker™

Trends for the Security Camera Market in the Americas

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EXECUTIVE SUMMARY—Year-End 2007

The commercial video security camera business in the Americas registered sales of \$827 million in 2007. This sales figure includes analog and IP cameras sold in the United States, Canada, and Latin America. The analog segment showed modest growth and now represents 80% of the market. Of more significance is the IP security camera market, which recorded growth of 82% in 2007.

The security camera market is broken down into four segments: box cameras, fixed-dome cameras, PTZ-dome cameras and “other” (primarily bullet cameras). The fixed-dome was the largest segment with approximately 43% of the market. Box cameras represented the second largest segment with 39%, followed by PTZ-dome cameras with 11%, and other with 6%.

As mentioned above, the IP market is the most dynamic; it is supported by three sensor technologies: CCD, CMOS, and DPS. The CCD market is influenced by sensors manufactured by **Sony** and **Hitachi**. IP cameras using CCD sensors represented 67% of the market in 2007.

The CMOS market segment has been dominated by **Micron** with a 5 mega-pixel offering, but Sony’s component group has entered this market with a 1.3 mega-pixel product. **Axis** has an important influence on this segment of the market. IP cameras relying on CMOS sensors represented 33% of the market.

The third sensor segment of the market is the digital pixel sensor (DPS). This segment is supported almost exclusively by **Pixim** sensors and represents 1%.

Leaders in revenue in the total security camera industry in the Americas are **Pelco**—17.20%, **Panasonic**—9.45%, **Axis**—8.55%, **Sony**—7.75%, **Honeywell**—6.83%, **Speco**—6.66%, **American Dynamics**—6.25%, **GE Security**—5.53%, and **Bosch**—5.43%.

Trends are suggesting that the analog security camera business will record very modest growth in 2008. This relates to the economy and a gradual transition to IP cameras. The IP camera market will show reasonable growth, but will continue to face challenges because of resistance to technical change exhibited by many potential customers, infrastructure limitations, tight budgets as part of a slowing economy, and a lack of market education to convince customers that a change could provide benefits to their security applications.