

NEWS

SSN News Poll: Security is increasingly interested in CES

More SSN readers appear to be attending the show

By Spencer Ives

YARMOUTH, Maine—Several companies in the security industry used CES 2018 as a platform to launch new products and offerings, including ADT, Vivint and Medical Guardian to name a few. *Security Systems News* asked its readers if they attended the show and what they thought about it.

“The lines between physical security and IT/technology are blurring and the end user of today is more and more tech savvy and tech hungry. A show that offers to float high-tech security offerings on the rising tide of technology in general is a boon,” Dan Gelinas, business development representative for Norris Inc., said in a response.

Fifty-three percent of poll respondents said they attended

the show. Thirty-seven percent said that they didn’t attend CES this year, but were following reports coming out of the show. Eleven percent said they are not interested in CES.

Attendance from the security industry could be going up. A few years ago, in early 2015, SSN asked its readers about CES, and 28 percent attended the show, while 69 percent chose to follow reports. Three percent didn’t show interest in the show.

A first-time attendee said they were impressed. “I’d heard how big that show is but you can’t truly appreciate that unless you see it first hand. We weren’t looking just for home gadgets, of which there were plenty; also we were interested in wearables (mPERS and other) and potential new sources for RMR in gen-

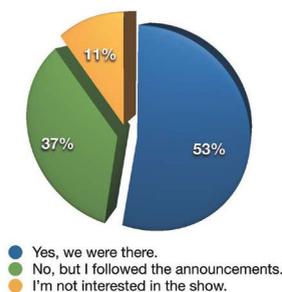
eral. We weren’t disappointed!”

When it comes to technologies at CES, 47 percent said that they were most interested by the home automation gadgets being displayed. Thirty-seven percent were focused on AI and machine learning. Drones and robotics caught the eye of 16 percent.

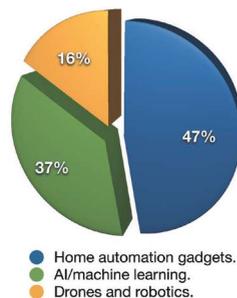
“Home automation and AI were both of major interest,” Thom Meyer, COO of Secure Global Solutions, said.

How does CES benefit the industry? Most respondents—53 percent—said that the show generates buzz around smart home products and offerings. Thirty-seven percent said that more security companies are using the show to launch new products. Eleven percent said the show doesn’t benefit the industry. **SSN**

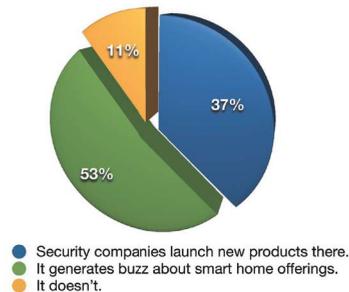
Did your company attend CES 2018?



What areas were most interesting?



How does CES benefit the industry?



News Poll based on answers provided by respondents in January and February.

Due to rounding, figures may not add up to 100 percent.

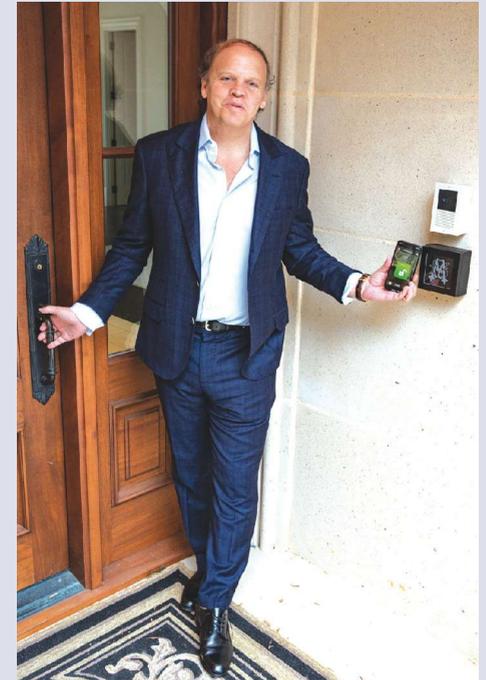
HOW I USE MY SYSTEM

Kastle's Mark Ein discusses home security

Mark Ein, chairman of Kastle Systems, recently told *Security Systems News* about the security system he has at his home.

What kind of security system do you have?

I have a Kastle System (of course!) that is comprised of KastlePresence, a hands-free mobile access control platform, and KastleVideo, an award-winning cloud-based, smart video platform.



Ein uses KastlePresence, KastleVideo at home.

Why this particular setup?

The combination of integrated access control and video surveillance provides unparalleled security coverage for my home and gives my family and I peace of mind.

What is one aspect of your security system that you wouldn't want to live without?

It's a tossup between being able to use my phone as my key with KastlePresence, and getting notifications from KastleVideo when there is a person or vehicle present—and NOT getting false notifications or “noise” from wind, shadows, or small animals.

Where do you see security going next? What are some big trends?

At Kastle, our pursuit is to make security even more effective and efficient while, at the same time, more convenient and less intrusive. To do this, we are leveraging trends including accelerated movement to mobile and the cloud, using security data for business intelligence and operational improvements, and integrating access with identity management, which enables a much more convenient visitor experience.

—Spencer Ives