

## See HDcctv Alliance, ONVIF and PSIA in Action at GDSF Asia 2010

Standardization is one of the hottest topics in video surveillance today. GDSF Asia 2010 unites the PSIA, ONVIF and HDcctv Alliance under one roof for unparalleled dialogue. Hear about the latest in video standards and interoperability on April 22.

The panel discussion — “Video Surveillance 2.0: HD Standards and Challenges” — will be moderated by John Shih, Editorial Director of A&S magazines. Panelists from the HDcctv Alliance, PSIA and ONVIF will debate on issues such as what the specifications mean to manufacturers, the pros and cons of megapixel versus HD, and how products are differentiated despite standardization.

Here are the brief biographies of the three panelists.



**HDcctv Alliance:** Having 30 years of experience in security products, digital imaging, computer architecture and semiconductors, Todd Rockoff, Executive Director and Chairman of the HDcctv Alliance, is responsible for the alliance’s operating plan and reporting to its board of directors. His security experience includes serving at EverFocus Electronics, Pixim and Foveon.



**ONVIF:** Responsible for branding and marketing strategies for both ONVIF and Hikvision, Tony Yang has been active in the industry for more than seven years. From trade press to sales and marketing, he has extensive knowledge of the industry’s evolution.



**PSIA:** The alliance will be represented by Bob Cutting, Chairman of the Video Analytics Working Group. Cutting is also the VP of Product Management for ObjectVideo. He believes the PSIA, with its membership representing the entire physical security ecosystem, provides an ideal channel to form a single standard, simplifying video analytic deployments by system integrators.

Don’t miss out on this panel discussion! The session will take place at 1:30 p.m. on April 22.

For more information, please visit [www.secutech.com](http://www.secutech.com) or contact:

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### \*\*About GDSF Asia\*\*

The 9th annual Global Digital Surveillance Forum (GDSF), held concurrently with SecuTech Expo 2010, will explore IP surveillance trends, benefits and applications. GDSF Asia 2010 has invited world-class solution providers to discuss security developments. The forum’s theme, Driving IP Convergence, focuses on integration’s role in ever-changing security needs. SecuTech Expo has been the most international and influential security show in Asia since 1998. The exhibition gathers worldwide security professionals to experience the power of Asian manufacturing. Tens of thousands find their OEM/ODM partners and local Asian representatives through SecuTech Expo every year. Whether you are looking to “buy from Asia” or “sell to Asia,” SecuTech Expo is the show not to miss!

### \*\*About the Organizer\*\*

Messe Frankfurt New Era Business Media is the leading integrated promoter of the world’s security industry. The company was formed in 2009 after global trade show organizer Messe Frankfurt acquired A&S Group, an integrated media service provider in the security sector since 1991. Messe Frankfurt New Era’s services include print publications, exhibitions, online portals and themed events.