secutech
THAILAND
International Trade Fair for Security, Fire and Safety

High Definition IP & SDI Camera Demo

3 – 5 July 2012 | Bangkok, Thailand

Organizer: messe frankfurt

Event Concept

Myriads of cameras are on the offer today with various specifications and sometimes it is unclear or confusing to choose suitable solutions

Therefore, the purposes of this event are:

- To show the superior quality and unique features of your camera through live demonstration
- To educate the users and channel players in Thailand about specifications and criteria to choose the suitable solutions that meet their needs.

Event Overview

Date

3 – 5 July, 2012 (concurrent to Secutech Thailand)

Venue

Bangkok International Trade and Exhibition Centre (BITEC)

Entry Requirement

Network camera: over 1.3 Megapixel
HD-SDI camera: 650/700 TVL HDcctv (HDMI/SDI) camera

Event Design

- Cameras will be installed at the show ground in a given scenario setting.
- Each participant will be given a 5 minute time slot in each presentation sessions everyday to briefly present the camera to the crowd.

Presentation Station

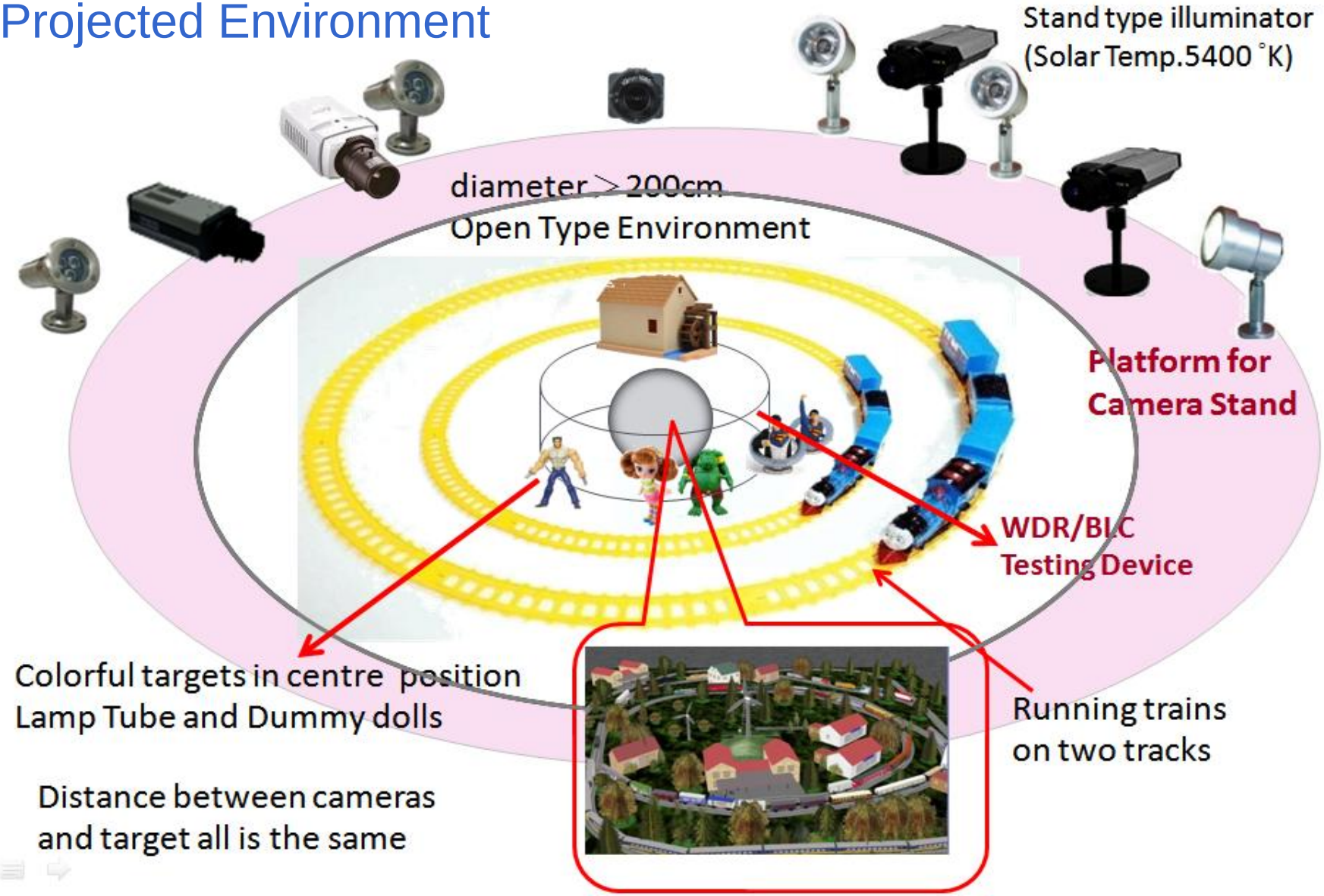
Participant Billboard	Participant Billboard	Participant Billboard	Participant Billboard	Participant Billboard
Monitor Display	Monitor Display	Monitor Display	Monitor Display	Monitor Display

camera operation base operated on IE

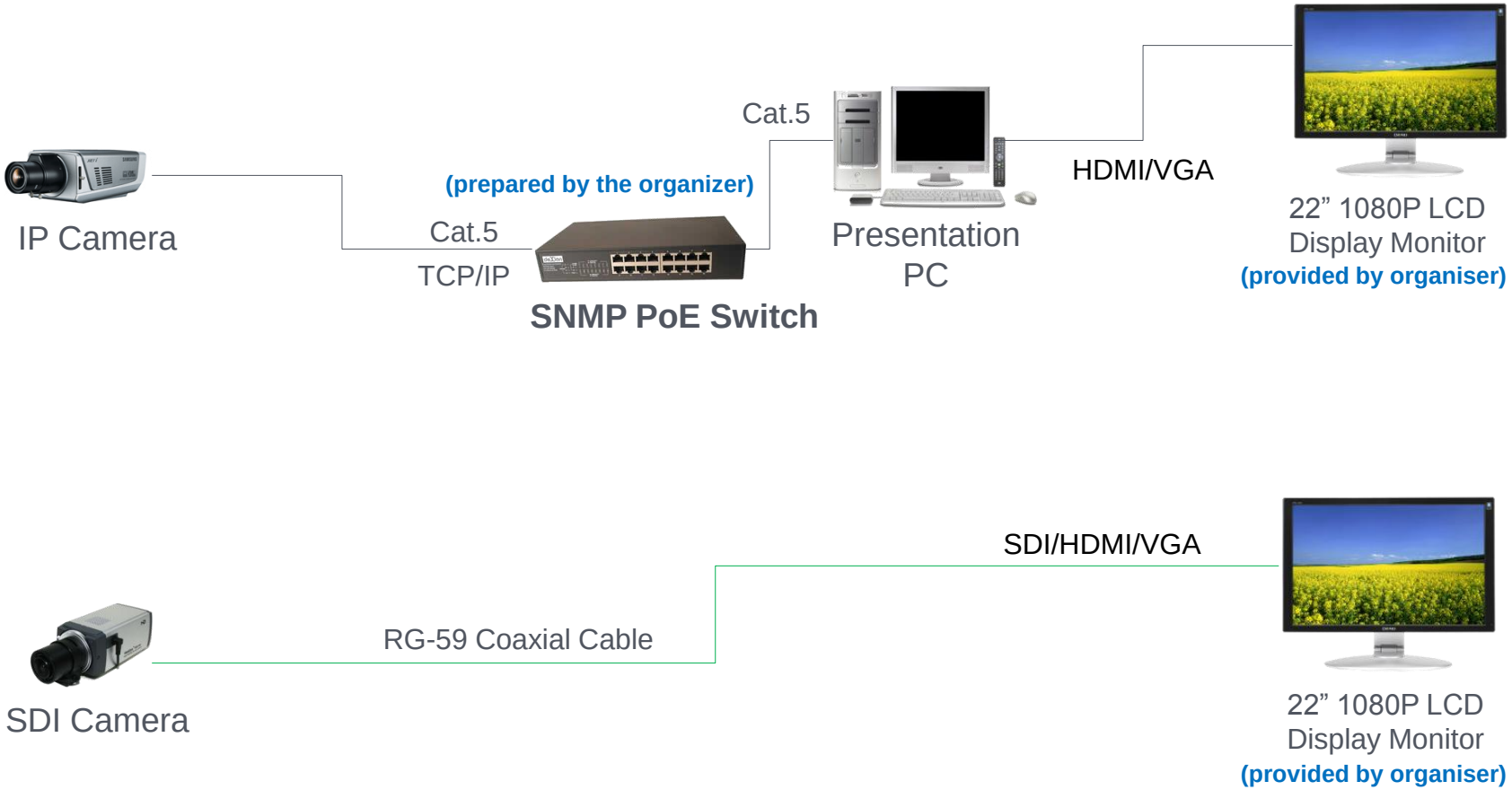
= Camera

Projected Distance:
Minimum Object Distance(MOD)

Projected Environment



Connection Set-up



Set-up Brief

- **Projected Environment**
  - ✓ Two trains are set to run on two tracks at different speed and in opposite directions
  - ✓ Other objects include colorful figurines, model trees, houses and cars
  - ✓ Adjustable spotlights will test WDR/BLC effects

- **Projected Distance & Location**
  - ✓ 80-100 cm from the lens to projected objects; 30 cm to the minimum object distance (2-12 mm varifocal auto iris lens are recommended).
  - ✓ Camera location is by random drawing.
  - ✓ Fixed camera mounts will be prepared by the organizer to ensure fair comparison between all entries.

- **Colour Temperature & lighting conditions**
  - ✓ Open environment with colour temperature of 5400 to 6400∘K (Different light levels: between 20-400 lux).
  - ✓ No 0 Lux tests will be conducted, so IR functions are not required.
  - ✓ A timer will periodically turn on the light in the model house, to create ambient backlighting.
  - ✓ Participants can adjust lighting during the demonstration to showcase camera functions.

Set-up Brief

- **Connection**
  - ✓ All IP Cameras will be connected by a 24-port PoE SNMP Giga Switch to a 10/100/1000M Base-T Layer3 network.
  - ✓ The network ensures that each IP port will have 10 Mbps of bandwidth. (If your IP camera is 8~29 megapixels, please consider the bandwidth and image frame rate, to prevent possible misunderstandings from visitors about image quality).

- **Input Interface:**
  IP/SDI: Support VGA/HDMI(SDI)/BNC(RCA) input and 16:9/4:3 Screen ratio select switch

- **Monitor**
  supports 720P/1080P or WXGA/ UXGA format

- **IP camera participants are required bring:**
  - ✓ laptops (please check if the processor can support the camera resolution.)
  - ✓ megapixel lenses
  - ✓ all necessary software or utilities for camera setup

- **SDI camera participants need to prepare SDI/HDMI converters for connection to the LCD screens.**

Participants To-Do List

1. Prepare *the* camera catering to the given scenario (organiser has no liability to do the pre-check)
2. Prepare a Camera EIA chart printed by A3 Size (or Screen Snapshot jpg) from Camera Maker. (All cameras will not have pre-testing from the organiser)
3. Submit a picture of your camera for billboard production
4. For **IP camera** participants: prepare laptop, megapixel lens, necessary software

   For **SDI camera** participants: prepare SDI/HDMI converters
5. Prepare any promotional materials such as DMs or Flyers

Organiser will prepare:
- Cable
- PoE SNMP switch
- Camera mount bracket
- LCD monitor
- Billboard setup
- On-site management and control

Marketing Campaign

- Pre-show & post-show report in *a&s* magazines, international & local publications
- Press release to international and Thai media
- Send out 20,000 invitation, show preview, and show news update
- E-marketing: event introduction on websites and e-newsletter
- Telemarketing & winfax

Grasp this opportunity to stand out and draw visitors' attention to your camera! Join now by contacting:

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Sponsorship:
USD 1,500 / Camera
* Special offers available for exhibitors