

Indian Market is Extremely Important to VIVOTEK : Sharon Lee

VIVOTEK is focusing on Indian market with newly formed alliance with AUTOCOP. a&s India spoke to Sharon Lee, Sales Director, VIVOTEK to share her expertise in the security industry within the Asia-Pacific regions.

● BY THE EDITORIAL TEAM



▲ Sharon Lee, Sales Director, VIVOTEK

What is the global market share of VIVOTEK ?

Since established in 2000, VIVOTEK has quickly taken its place as a leading brand in the security industry. As a result, VIVOTEK has come to hold a great deal of market share on the global, international level. Up to today, VIVOTEK has relationships with authorized distributors in over 80 countries worldwide. Some of the countries and regions where VIVOTEK holds strong market shares – just to name a few – include but are not limited to the Middle East, China and Americas.

What are VIVOTEK’s major focus areas in the global security market?

The majority of the revenues of VIVOTEK come from Europe and Middle East, next comes Americas (North America, Central American and South America), then Asia and Oceania. VIVOTEK specializes in designing, manufacturing and marketing IP surveillance technology products, particularly network cameras, catering to all kind of needs from the market and the industry.

Which are the potential products from VIVOTEK’s portfolio, suitable for Indian market?

With VIVOTEK’s complete, comprehensive product line, each product carries strong potential for the Indian market. Let’s start with VIVOTEK’s SUPREME series first. It is the high-end, premium line of VIVOTEK that comes with innovative features and cutting-edge technolo-

gies. SUPREME is extremely suitable for projects, where high-level of technical requirements and demands need to be met. Here are some of the features that come with our SUPREME products, Supreme Night Visibility, Real-time H.264, MPEG-4 and MJPEG Compression (Triple Codec), High Megapixel or full HD, Extreme weather proof, Smart focus system with P-iris or remote focus design. In addition to SUPREME, VIVOTEK offers products that are for segments other than projects. They may be suitable for commercial use. They may be more for economical purposes and thus on the cost-effective side. Because of that, we are able to cater our products to all kinds of different vertical markets: Some models are ideal for mobile surveillance (i.e. railway, metro trains/ carriages, Some models make a great fit for city surveillance (i.e. traffic monitoring, street monitoring, government facilities), Some are designed for outdoor surveillance, capable of withholding against challenging weather conditions (i.e. port, outdoor environments in places where average temperatures are significantly low), Some are capable of capturing wide angle views, panoramic views or even surrounding views with zero blind spots, such as fisheye cameras, which are ideal for airport, lobby, retail, parking and many more.

What is the USP of VIVOTEK’s product and what makes it different from your competitors?

We have our own chips (VATICS), which enable more powerful performances for the cameras. We also have our own brand. VIVOTEK’s core competence lies in its strong R&D capability. Many R&D engineers hold graduate degrees (Master and above). Throughout the years, VIVOTEK’s R&D strength has been demonstrated by the development of video codec technology, networking protocol, and multimedia System-on-Chip (SoC), building up solid knowledge and experiences in developing reliable products in a challenging network environment.

How you perceive Indian market and its fu-

ture prospects?

Indian market is extremely important to VIVOTEK and we will continue to invest in it. For now, VIVOTEK is still the best known for its IP cameras. As mentioned previously, the Indian market is important to us and we are collaborating closely with AUTOCOP in order to increase the brand awareness and exposure locally. As our presence strengthens and sales revenue grows, more marketing budget assigned for the India market will increase.

How do you foresee competition react to your aggressive go to market strategy in India?

Every player in the security industry has its own agenda, its own niche and its own specialty. For example, since the early stage of the business, VIVOTEK decided to focus on IP-based surveillance technology. We have come to specialize in system integration and application. Over the years we have developed its own brand. We are focusing on projects or cases on such scale in India. We wouldn’t be surprised if there are other manufacturers that are setting the same targets and goals. However, it is to be said with confidence that VIVOTEK will continue to be the leader in delivering world-class IP surveillance solutions.

What made you choose AUTOCOP among other distributors?

AUTOCOP is a pioneer in Indian automotive security and product distribution business. In the last one year they have also emerged as a leading name in the electronic security Industry. With expert product knowledge, strong product portfolio, dedicated sales & marketing team, training & technology team support, and a central helpdesk coupled with proactive attitude AUTOCOP also carries certifications that command respect. AUTOCOP group has a strong distribution network that spans across 55 branch offices and 105 service centers in India. AUTOCOP is in the process of developing after sales service for VIVOTEK.