



## The Road to Exclusivity - A Security Player Story



The journey for Bricomp started in 1993 as an underdog security equipment distributor. 12 years later, Bricomp was appointed as exclusive distributor for SAMSUNG. The road was nothing short of a success story for a company that now contributes to SAMSUNG's global US\$5b annual turnover. That makes SAMSUNG sitting comfortably in the top 3 global security giants.



The merger between SAMSUNG Electronics and Techwin to become SAMSUNG Techwin eventually proved to be one of the best moves made in the security industry. The move also removed market confusion and synergizes the resources that propelled SAMSUNG to be a significant force. Needless to say with US\$150m further investment to develop a R&D centre and production plant in homeground Korea, SAMSUNG Techwin's next aim is to become Number One in the Security Business by 2013.

The secret to success other than sheer hard work and smart strategies lies in anticipating the security trend, thereby staying ahead with clients' needs. One such anticipation in trend watching is the swift migration from single solution CCTV to system integration that brings together surveillance with intelligent access control and alarm.

With the intention of making more strategic market inroads, Bricomp has joined other major and notable distributors to participate in SAE 2010. Their latest signature range of products hitting the booth space includes HD IP camera, HD Display and a true Day/Night IR camera. But instead of just showcasing, Bricomp plans to invite key customers and prospects from the region to be part of the exhibition. Currently, Bricomp's client base comprised of 40% each from the banking and commercial sectors, and remaining 20% from government. Given the drive, it is no surprise that Bricomp today, is classified as one of Southeast Asia largest revenue contributor to SAMSUNG security after China and Japan.

From the market impact perspective, Bricomp and SAMSUNG presence will definitely create a balance showdown of brands coming the west and east.

K S Yong  
Marketing Director  
Bricomp Technologies Sdn Bhd

## Conference



## Keynote Speakers



**Mr. Jason Brown** is the National Security Director for Thales in Australia.

Qualified in psychology, Jason has a number of areas of expertise, including Security Intelligence, Counter Terrorism,

Foreign Liaison and has strong capabilities and interest in the areas of Leadership, Training and Development and Strategy Development. He has served on a number of senior boards and committees in both the Public Sector and Private Institutions. Including:

- Chair of the Australasian Council of Security Professionals.
- Chair of the Overseas Security Advisory Council – Australian Capital Territory
- Senior Regional Vice President ASIS International group 20, Member of ASIS International Standards and Guidelines Commission and Chair of the ASIS Asia Pacific Advisory Committee.
- Member of the National Centre for Security Standards.
- Research Associate - Australian Security Research Centre.
- Honorary Fellow, Policing, Intelligence and Counter-Terrorist Centre Macquarie University.
- Chair of Australian Defence Security Committee 1999 – 2002

## New Products Highlights



SCO-2120R, Samsung's new 12x optical zoom day/night camera, has built-in 'Adaptive Illumination' IR LEDs which will illuminate an area of up to 70 metres ensuring that clear images of far away objects can be captured regardless of the lighting conditions. Samsung's W-V DSP chip set ensures that the SCO-2120R can deliver very high quality colour images at 600 TV lines and superb quality 700 TV lines monochrome images in low light

conditions.

## FREE Laptop Anti-Theft Software



Proudly sponsored by BAK2U, first 1,000 pre-registered visitors to SAE 2010 shall receive Phoenix Laptop Anti-Theft Software.

Phoenix Laptop Anti-Theft Software is a stealth program that can pinpoint the location of the thief and collect vital details to assist in the recovery of a stolen laptop, including:



Enter/Exit Detection



Crossing Line Detection

Equipped with Samsung Techwin's proprietary network chipset WiseNetI, the SNB-5000 and SND-5080/5080F deliver vivid, sharp images at maximum resolution 1.3 megapixel (1280x1024) 16:9D.

Samsung Techwin's HD megapixel camera series features intelligent video analytics with WiseNetI that take video monitoring to the next level. The Disappearing/Appearing option activates an alarm if an existing object disappears from the monitoring area, Oscreen activates an alarm if an object crosses the boundary, while Enter/Exit activates an alarm if an object comes in or goes out of the monitoring area.

1. Total Privacy (no 3rd party monitoring)
2. Alert Message
3. Twitter Service
3. IP Addresses
4. MAC Hardware Address
5. Machine Serial Number

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The SCB-3000/3001 is equipped with Samsung Techwin's latest SV-V DSP chipset, and the SCB-3001 is especially notable for its outstanding graphic capacity at 650 TVL resolution.

The SCB-3000/3001 achieves ultra-low light levels of 0.1/0.3 Lux with the ICR Day & Night technology and 512x Sens-Up options, capturing clear images in low light conditions. In addition, the VPS (Virtual Progressive Scan) feature captures clear outlines of moving objects, which makes it useful to capture the monitoring screen.



Equipped with Samsung Techwin's A1 chipset, the SNB-2000/3000 and SND-3080 transfer high quality video in real time, up to 4CIF (704x480) resolution at 30fps.

The A1 H.264 network camera series delivers noise-free, sharp images with progressive scans and enhanced H.264 video compression to facilitate smooth video transfer over even low-bandwidth networks.

It comes with the Net-I Viewer centralized management software that controls all Samsung Techwin network products from a single location. The software enables monitoring up to 3 channels in real time with a single



<Live>

computer.

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