



GLOBAL APPROACH
WITH LOCAL TOUCH



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HIKVISION

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www.hikvision.com

First Choice for Security Professionals

A WORLDWIDE LEADER

Focused on Excellence in Security Systems

Hikvision is the world's leading supplier of video surveillance products and solutions. Featuring the industry's strongest R&D workforce, Hikvision uses its state-of-the-art manufacturing facilities to design and develop innovative CCTV and video surveillance products. Hikvision's complete product suite includes Smart IP cameras, HD analog cameras, speed domes, NVRs, hybrid and standalone DVRs, video management software, access control and alarm systems, encoders, decoders, digital video servers, and other elements of sophisticated security systems and CCTV technology for any security need.

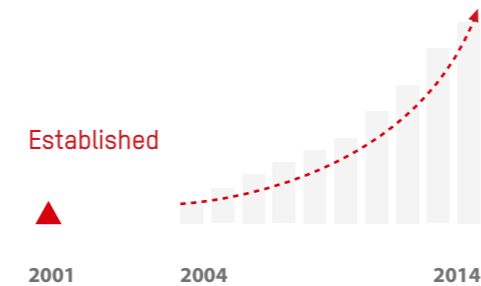


Rapid Growth

The Hikvision brand is renowned across the globe. IHS Inc.'s 2015 report affirmed that Hikvision is the largest worldwide supplier of CCTV and video surveillance equipment — the fourth consecutive year that Hikvision has topped the list, with 16.3% of the global market share and more than 5% growth over the previous year. Even more significantly, Hikvision has claimed the No. 1 position in every individual equipment category, making up 18.9% of the global network security camera market. The report also indicates that the company has made significant strides in overseas markets over the past several years: Hikvision is No. 2 in the CCTV & Video Surveillance Equipment category in the EMEA market, achieving a 9.2% market share; and No. 4 in North America — rocketing up from No. 15 last year.

Hikvision at a glance

53% compound average growth rate



Products sold in over **100** countries



14,500 employees, including **5,400** engineers

US\$2.82 billion total sales revenue in 2014, with year-on-year growth of **60%**

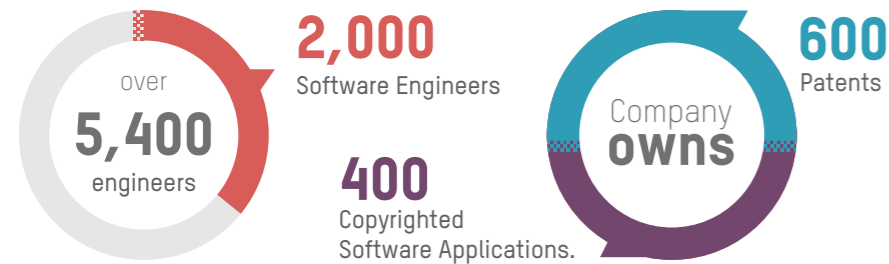
8% of annual revenue invested in research & development (R&D)

Market capitalization of **US\$18 billion** as of January 31, 2015 (Shenzhen Stock Exchange)

ROBUST R&D CAPABILITY

A firm commitment to research and development has always been a key element of Hikvision's success. Its thorough understanding of the industry and significant R&D investment has made the company a technology leader in the global security market.

Hikvision has over 5,400 engineers, among which there are more than 2,000 software engineers. The company owns nearly 600 patents and more than 400 copyrighted software applications.



Innovative R&D Management

- The Hikvision Research Institute was established to focus on innovative product research and development and maintain the company's status as a technology leader.
- Hikvision employs internationally recognized process control standards for product development. Since 2009, the company has utilized Capability Maturity Model Integration (CMMI) to enhance R&D process management.
- A unique, multidisciplinary task force is formed each time Hikvision sets out to create a new product. Contributions come from experts on image processing, video/audio codecs, software, hardware, and product innovation, among others.
- The Hikvision Security Response Center (HSRC) has been established to educate customers on security best practices and alert them to security concerns, with a goal of keeping customers a step ahead of potential vulnerabilities.

MANUFACTURING AND QUALITY CONTROL

Unlike many brands in the security industry, Hikvision manufactures its own products. This enables the utmost control over product quality, and the company is certified to meet ISO 9001:2000 and ISO 14001:2004 quality standards. From Design Quality Assurance (DQA), to Manufacturing Quality Assurance (MQA), to the service and support provided for customers, Hikvision's quality control is all-encompassing.

A Devotion to DQA

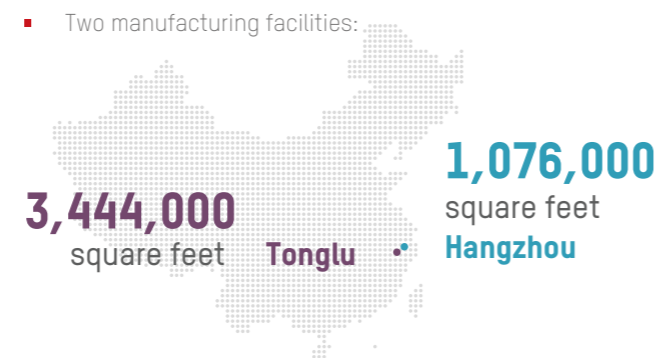
Hikvision believes that product quality begins with design. More than 500 Hikvision engineers are devoted to meticulous product testing, including software, hardware, and reliability tests, which play a crucial role in development.

MQA with World-Leading Manufacturing Capability

Hikvision's state-of-the-art production facilities, manufacturing equipment, and resources are the foundation of Hikvision's superior MQA, which is divided into four categories: raw materials quality control, production process monitoring, testing, and outgoing quality control.

Elements include:

- Over 8,000 square feet of dual cleanroom facility space for precise component assembly of lenses.
- Fully automatic SMT equipment on production lines, ensuring world-class technical capabilities.
- Compliance engineering to meet required standards for sustainability and safety set forth by UL, cUL, FCC, and other agencies.
- More than 110,000 cameras and 25,000 back-end products produced daily.



**Network Cameras****NVRs/DVRs****PTZ Dome Cameras****Video Decoders****Analog Cameras****VMS****Access Control/
Alarm Host**

COMPLETE SOLUTION PROVIDER

By offering a complete end-to-end solution, Hikvision provides a seamless integration of system components, resulting in an exceptional user experience. From video capture to video processing, storage, and management, Hikvision designs and manufactures a full line of innovative products and solutions — a true “one-stop shop” for the security needs of a broad spectrum of industries. Hikvision products serve a diverse set of vertical markets that includes retail, banking and finance, transportation, education, commercial, government, and residential applications.

- Complete HD solutions tailored for specific applications (Smart IP Solution 2.0, Easy IP Solution, Turbo HD Analog Solution)
- End-to-End solutions for vertical markets
- Access control and alarm systems
- EZVIZ brand for consumer markets

A TRUSTED PARTNER

Over the past 14 years, Hikvision has not only built close partnerships with local distributors and system integrators, but it has also strategically collaborated with the world's leading companies in specialized sectors. Hikvision and Texas Instruments work together in a joint product development laboratory, for example, and in the video storage field, Western Digital and Seagate count Hikvision as one of their most important strategic partners. Intel and Sony also join forces with Hikvision to develop key product components.

Hikvision's collaborative spirit is also evident through its partnerships with video management software companies such as Milestone and Genetec. Hikvision has also worked with international security product standards organizations such as ONVIF and PSIA to provide seamless integration with widely accepted industry standards.



A GLOBAL BRAND WITH A LOCAL PRESENCE

The customer comes first at Hikvision. Long-lasting partnerships are fostered as Hikvision works with its customers to identify their needs and provide solutions that support their success. Hikvision continues to expand into new areas and markets and currently has 18 overseas regional offices in countries around the world: the United States, Canada, the Netherlands, United Arab Emirates, Australia, Singapore, Italy, Spain, France, Poland, United Kingdom, South Africa, Brazil, Russia, and Korea. Joint ventures in India and a global service center in Hong Kong round out this international reach. Hikvision's support team of regional sales managers, sales engineers, and technical service personnel all share the same goal of helping customers with their individual needs.

Support

- Logistics
- Warehouse
- Customer Service



CORPORATE COMMITMENT

Securing the World

Hikvision is committed to both protecting and creating business value for its customers. Comprehensive products, solutions, and services customized for the end-user are essential in providing preeminent video surveillance for a particular industry.



- **Safe Cities**

Urban cities offer a wealth of opportunity and challenge. Hikvision helps keep this balance in check by enhancing the overall quality of security.

- **Transportation**

This constantly changing environment is known for its real-time needs. Hikvision's solutions keep travelers safe and transit running on time.

- **Entertainment Venues**

Sports and entertainment enhance quality of life but can also draw exceptionally large crowds. Hikvision keeps an eye on large groups of fans to provide a safe public setting that doesn't interfere with enjoyment of the event.

- **Education**

An educational environment should be a safe haven for students, faculty, and staff. Hikvision protects learners and educators as well as the schools and academic facilities they use.

- **Commercial**

Commercial assets are vulnerable to theft and vandalism. Hikvision offers a wide range of effective and reliable solutions for the private sector so that the focus can remain on the business, not security.

- **Retail**

Hikvision helps business owners understand customer behavior, assess conversion rates, and improve management efficiency through smart camera features and other tools.

- **Banking/Financial**

Those who deal in finance and securities are under a constant threat of loss and crime. Hikvision understands the unique needs of this industry and offers reliable solutions one can bank on.

- **Health Care**

Hikvision helps safeguard patients, healthcare providers, and visitors and provides a secure environment for hospitals and other medical facilities so that the patients' health remains the top priority.

- **Residential**

Hikvision defends against burglary and break-ins to secure what you value the most.