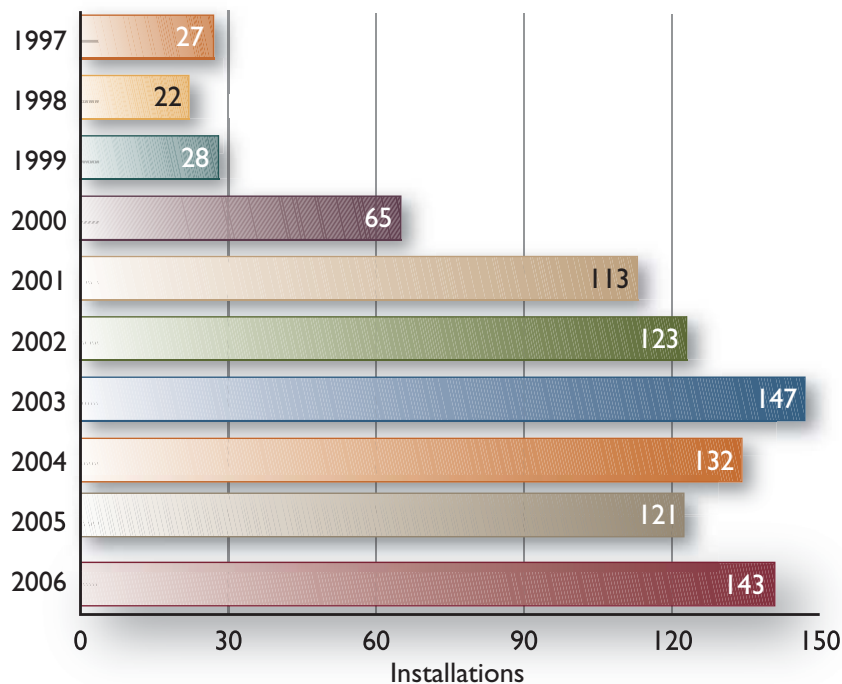


cctv statistics

INSTALLATIONS, PRICES & MARKET TRENDS

Average Number of Annual CCTV Installations Per Dealer



The average number of CCTV installations per dealer/integrator reversed a three-year downward trend by rebounding to its second-highest level ever recorded in this study. The findings indicate an 18-percent rise compared to 2005. Nearly one in five large companies (annual revenues in excess of \$10 million) are averaging more than 100 CCTV projects per month. By contrast, 90 percent of small dealers (less than \$1 million annually) are handling nine or fewer CCTV jobs each month.

Source: 2006 Security Sales & Integration Annual Installation Business Report

CCTV Installation Profile

Average Number of

CAMERAS:

10

Average

SYSTEM PRICE:

\$11,250

While the average number of installations is up substantially, the average price charged for those systems is down (\$4,430), as is the money charged per camera. Dealers/integrators are putting in two fewer cameras per job, and earning \$162 less per camera than they did in 2005. Nearly six in 10 small companies (less than \$1 million in annual revenues) average just three to five cameras per project.

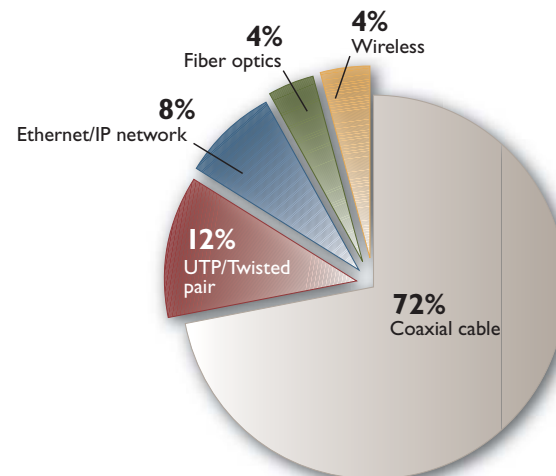
Source: 2006 Security Sales & Integration Annual Installation Business Report

CCTV FAST FACTS

- Companies report average gross profit margins of **39 percent** on CCTV installations.
- Installing contractors took in **26 percent** of their revenues from CCTV systems during 2006, up **1 percentage point** from 2005.
- The average price companies charge for a basic four-camera CCTV system with recording device is **\$4,500**.
- **51 percent** of installing security firms' CCTV projects include outdoor applications.

Source: 2006 Security Sales & Integration Annual Installation Business Report

Most Popular CCTV Transmission Methods



Although newer technologies such as IP-based and wireless systems have been grabbing the headlines, good old coax is still deployed in almost three of every four CCTV projects. Meanwhile, more than 42 percent of respondents indicated negligible growth during 2006 in networked, IP-addressable cameras.

Source: 2006 Security Sales & Integration Annual Installation Business Report