

# The Future of Video Surveillance

## Key Trends for 2025

1

### Beyond Seeing to Understanding

Generative AI will transform security cameras into **intelligent AI agents** capable of understanding, assessing, and responding to situations in real-time.

3

### The Rise of Collaborative AI Ecosystems

Open and collaborative AI ecosystems are driving market competitiveness, **enabling rapid innovation and limitless scalability.**

2

### Harnessing the Power of Cloud and Data

The demand for cloud migration will surge **within data-intensive industries** such as smart cities, retail, logistics, and manufacturing.

4

### From Siloed Systems to Unified Vision

Rapid technological advancements are **driving the security market towards simpler, more efficient solutions** such as end-to-end solutions and SPOG.

5

### Transparency : The New Imperative

Rising cyber threats, data privacy concerns, and complex software supply chains are **increasing the demand for security system transparency.**

