

Media Alert

Genetec shares its top physical security trends predictions for 2020

Key trends include: AI, facial recognition, physical identity management, blockchain and cybersecurity

MONTREAL, January 7, 2020—[Genetec Inc.](#) (“Genetec”), a leading technology provider of unified security, public safety, operations, and business intelligence, today shared its top 5 predictions for the physical security industry in 2020.

AI: separating facts from fiction

While artificial intelligence (AI) is becoming a household term, it’s far from being a household reality. While machines are making huge steps forward, they are not capable of thinking or acting like humans. What they are really good at, however, is combing through a huge amount of data to provide deeper insights to help humans make informed decisions more quickly and efficiently. In 2020, we can expect machine learning to continue to make huge strides in the security sector, helping cities and law enforcement deploy their physical resources more efficiently based on predicted trends in crime. Machine learning will also be instrumental in helping Automated License Plate Recognition systems become better than ever at reading characters, rejecting bad reads, recognizing a license plate’s state of origin and more.

Facial recognition and privacy

While some people see the deployment of facial recognition or other analytics that can identify individuals and track their movements as a powerful way to enhance efficiency and security, others see it as invasive. As we move into 2020, developers will need to work hand in hand with regulating bodies, while continuing to improve the technology to eliminate biases. Developing solutions using a privacy-by-design approach will help reduce concerns and increase protection.

Physical identity management

Organizations of all sizes need to control access to their spaces and facilities. However, companies that do not have the budget to invest in costly customized applications have to rely on untraceable processes that involve a lot of human interactions to grant and then revoke access to their secured spaces and facilities. Keeping track of access on an individual basis requires a great deal of time and energy from security operators, personnel, and visitors.

Fortunately, in 2020, the proliferation of out-of-the-box solutions will result in more small and mid-sized organizations moving to cloud-based identity management systems that they can implement easily. These more affordable Physical Identity and Access Management (PIAM) solutions will help organizations secure their systems and facilities by effectively managing access requests based on an individual's identity and an organization's security policies. They can also ensure that only those individuals who have the right to access a secured area can do so by managing and automating the process.

Improving data protection with blockchain

While blockchain is typically associated with cryptocurrency, it's increasingly being used in other sectors. Essentially, it's a non-destructive way to track data changes over time. When used in security technology, blockchain can prevent tampering with video and access control evidence as well as identity management systems. Because of its capacity to track interactions with digital files, blockchain can determine if a file has been tampered with, and then provide information about where and when the tampering occurred. This is incredibly powerful when it comes to maintaining the chain of custody and ensuring that security data has not been manipulated.

We're already seeing it being used by enterprise-level, global organizations that are looking for a technology to underpin their security systems. As the benefits of blockchain become more widely recognized, others will also start using it to protect the integrity of both their operational and security data.

Continued focus on cybersecurity

Cybersecurity will continue to be a huge issue for the physical security industry in 2020. As companies collect more data, they're going to have more data to protect. Today, governing bodies and responsible manufacturers are already working in partnership with academic researchers, technology experts, civil rights advocates and industry leaders to regulate the use of potentially invasive technology, and the procedures required to safeguard against data breaches. These partnerships will only strengthen in 2020.

In addition to helping guide regulations, manufacturers will need to invest heavily in cybersecurity by building protections into their products by default. For all involved, the goal will be to promote security while protecting individual privacy and civil liberties. Only if done correctly, we will be able to have both at the same time.

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About Genetec

Genetec Inc. is an innovative technology company with a broad solutions portfolio that encompasses security, intelligence, and operations. The company's flagship product, Security Center, is an open-architecture platform that unifies IP-based video surveillance, access control, automatic license plate recognition (ANPR), communications, and analytics. Genetec also develops cloud-based solutions and services designed to improve security, and contribute new levels of operational intelligence for governments, enterprises, transport, and the communities in which we live. Founded in 1997, and headquartered in Montreal, Canada, Genetec serves its global customers via an extensive network of resellers, integrators, certified channel partners, and consultants in over 80 countries.

For more information about Genetec, visit: www.genetec.com

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