

# 50 SECURITY

Most Dynamic Revenue Growth

## MultiVision Enjoys Jaw-Dropping 280 Percent Growth in Revenue

MultiVision enjoyed a jaw-dropping 280 percent growth in revenue in 2002.

According to Dennis Li, president and CEO, the secrets of the company's success are wider acceptance of surveillance and customized solutions.

>>Yahan Wu

Asia's own surveillance tiger managed what many regard as the impossible dream - MultiVision reported a jaw-dropping 280 percent growth in revenue in 2002 - the most dynamic on the Security 50 list.

Dennis Li, president and CEO of MultiVision Hong Kong, said: "Several things fueled growth, but I think what makes us stand out from our competitors is that we are able to provide customized solutions."

### Servicing the Big Boys

MultiVision has been servicing the big boys - airports, railways, casinos and banks - since it was established in 1986 by a group of CCTV engineers. Li explained that addressing markets such as these was another factor contributing to the company's success. Take colossal projects such as Chek Lap Kok International Airport in Hong Kong and the State Rail Authority of New South Wales in Australia. These helped attract well-established partners that enabled MultiVision to promote its products and solutions around the world.



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This year, however, proved to be the most fruitful yet - thanks to a heavy focus on distribution strategy. The company entered into partnerships with 26 distributors from 17 countries.

As a result, MultiVision was able to nail-down five high profile projects: China Light and Power in Hong Kong, Industrial and Commercial Banking Corp. in China, Bangkok Transit System in Thailand, St Louis School Board in the United States and Pharaoh's Palace Casino in Macau. Three projects in China alone accounted for 66 percent of MultiVision's total revenue in 2003.

36<sup>th</sup>

MultiVision Intelligent  
Surveillance Ltd.

Established: 1986

Revenue (2002): USD 12.3 million

Revenue Growth: 279.6 percent

Brand awareness also contributed to Mutivision's success. Li noted that the company focused a lot on branding in 2002. "We've been around longer so people know and trust us. We have a reputation for being reliable."

A marketing campaign to raise the company's global profile, which cost 3 percent of MultiVision's revenue, was "well-targeted" and contributed immensely to the company's success.

## Wider Acceptance of Surveillance

Greater demand for surveillance products and solutions was not all that fueled growth.

"Market acceptance of surveillance products in general contributed as well." Li explained, "People used to think that surveillance cameras were an invasion of privacy, but people actual welcome them since the Sept. 11 terrorist attacks. People are more receptive to the idea of security. Public opinion has changed."

On top of that, Li said the company's products are not

## Top 10 Revenue Growth Companies in Security 50

Rank	Company	Country	Revenue Growth
36	MultiVision	Hong Kong	279.6%
45	TeleEye	Hong Kong	147.6%
34	ExtremeCCTV	Canada	111.8%
46	Precise Biometrics	Sweden	59.4%
41	TagMaster	Sweden	55.5%
28	Everfocus	Taiwan	48.2%
48	Imogis Technologies	USA	46.6%
1	Tyco Fire&Security	USA	41.8%
24	SilentWitness	Canada	40.5%
16	Samsung Electronics	Korea	40.0%

just about "capturing and recording", but analyzing as well. "What else can we do?" He cited a banking application where instead of searching date and time from ATM cameras, users can find desired file images simply by using account numbers.

Although MultiVision experienced incredible success in 2002, Li does not expect the company to achieve the same feat this year. "We started with a low base. We are not expecting as much this year - 30 to 40 percent."