

The background features a dark grey, textured surface composed of hexagonal shapes. A central cluster of red, 3D hexagonal blocks is arranged in a circular pattern. Each block contains a white icon representing a different security feature: a door, a person, a car, a play button, a calendar, a checkmark, a graph, and a pulse line. A large, stylized red 'H' logo is positioned in the center of this cluster. Below the logo, a red circle with a white dot inside is visible. The overall design is modern and tech-oriented.

# HikCentral Professional 2.2

**Versatile security** in one platform

## CONTENTS

- 1 **Position of HikCentral Professional**
- 2 **Value of HikCentral Professional**
- 3 **Marketing Strategy & Promotion**



# Business Tendency

## 3 Common Challenges



### High Cost for System Integration

- Poor cross-system compatibility
- Difficult to ensure overall functionality



### No Accountable Owner

- Complicated integration and troubleshooting
- Back and forth communication among vendors



### Difficult to Learn

- Complicated configuration, operation and troubleshooting
- Heavy investment for end user training

## 3 Core Demands



### Safety

- Protect life and asset safety
- Prevent unauthorized access



### Efficiency

- Smooth peak hour egress
- Easy daily operation and management

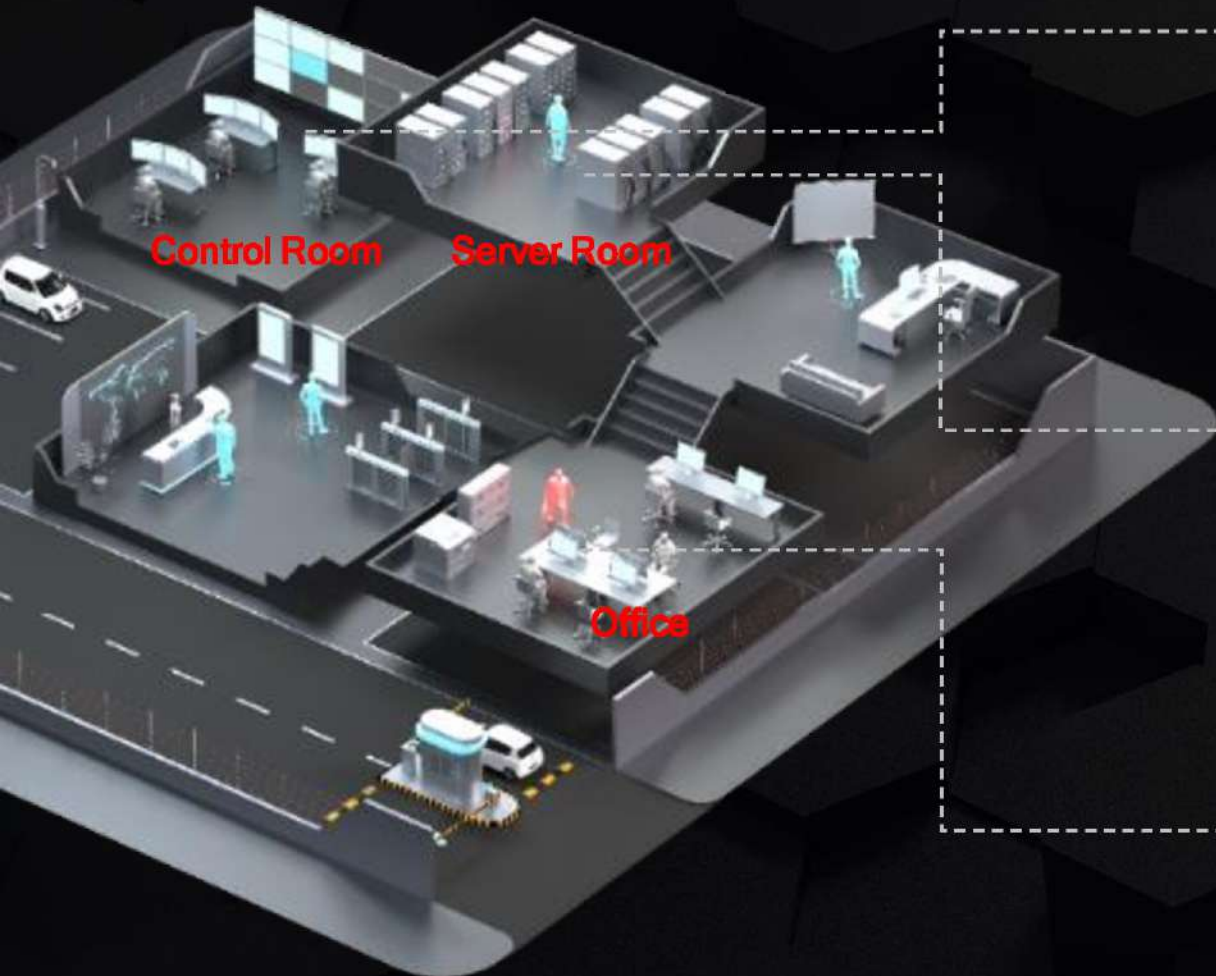


### Experience

- Automated, effortless daily activities
- High value property services

# Value Proposition

## Typical Application Scenarios



### Security

➤ Improve **safety protection** efficiency



Alarm Management  
Video Management

**We offer**  
**Perimeter protection system with AI video**  
analysis provides high accuracy  
performance. **Linking with alarm system**  
helps to increase security efficiency.

### IT Service

➤ Improve **system operation and maintenance** efficiency



Health Monitoring

**We offer**  
The user can easily supervise  
system/device status via **health**  
**monitoring module** and take action in  
case of exception.

### Administration

➤ Improved traffic efficiency of **personnel and vehicles**



E&E Management  
Access Control

**We offer**  
**E&E management and access control**  
provides fluent experience for  
vehicle/person. Along with video  
validation to create a safe and  
convenient experience.



# HikCentral Professional - Unified security platform

Market

Software Products



## HikCentral-Master

Public safety smart big data platform software



## HikCentral-Enterprise

Business Intelligence Industry Platform Software



## HikCentral-Professional

Unified security platform software

### What is HikCentral Professional

HikCentral Professional, an integrated security software, is designed to meet versatile security challenges in one intuitive platform.

While protecting people and property, it makes daily operations more efficient, and helps various kinds of users make smarter decisions.

### The Key Features

#### Easy and simple

- Low requirement for hardware
- Friendly wizards
- Visualized maintenance

#### Flexible scenario adjustment

- High Scalability
- Flexible deployment solutions
- Various applications

#### Multi-application linkages

- Application linkages
- Visualized control
- 3rd party integration

### The Product Form



Software with license



Pre-installed server\workstation

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# Application View



HikCentral Professional



CCTV

Video

Intelligent  
monitoring

Intelligent  
analysis

Evidence  
management

Smart wall



Access Control

Access  
management

Video intercom

Visitor

Attendance

Elevator

Emergency  
mustering



Vehicle

Parking lot

Mobile  
monitoring



Alarm Security

Intrusion alarm

Emergency  
alarm

Speaker



Commercial  
display

Digital signage

Interactive flat  
panel

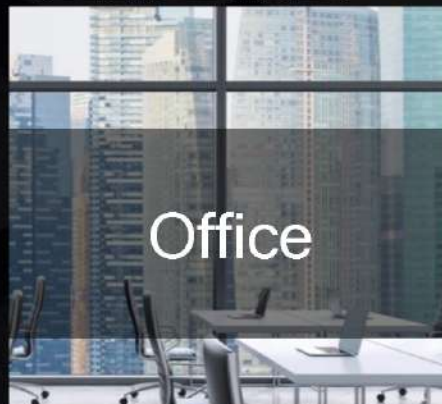


Maintenance

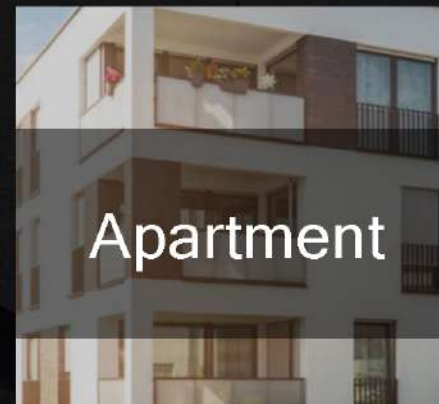
Health  
monitoring



Factory



Office



Apartment

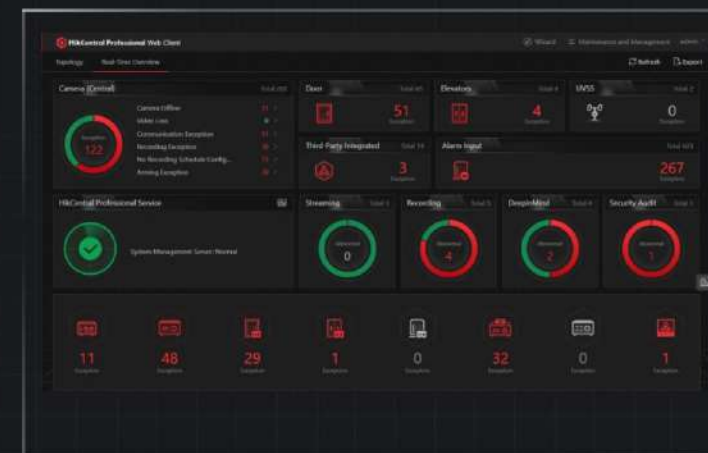


Store



# The Key Features---Easy and simple

**One** package  
in **Minutes**



## Easy installation

Low hardware requirement,  
minimum i3 CPU, 8G RAM

## Easy operation

Embedded wizard for video, access control, entrance & exit, alarm detection and signage applications, easy for users to learn and configure.

## Easy maintenance

Visual display system status in real time, to quickly notice and locate abnormal situations.  
All system history records are trackable.



# The Key Features--Scalability and Simplicity

## Project Scale

### Small size projects with single application

32-ch video, 8 door. (i3/8G) ,256-ch video,64 door.(i5/16G)

### Medium size projects with multiple applications

3,000-ch video, 1,024 door, 3,000-ch alarm. (E3 Server)

### Big size and complicated projects

10,000-ch video, 1,024 door, 1,000 pcs/s alarm. (E5 Server)

100,000-ch video (RSM deployment)

## Business Expansion



## Deployment:



**Local Deployment**  
Standard Server\PC(Dell\HP...etc.)



**Cloud Deployment**  
Cloud Service(AWS\Azure)

# The Key Features---Multi-application linkages

## Scenario Application



Intelligence Analysis



Mustering



Others

## Event & Action

### Access Control



Access Control

### Video



Video

### Alarm



### Commercial display



Digital Signage

### Parking



### Mobile



Digital Signage

## Basic Applications



Maintenance



Map



User & Role



Evidence Center



Event& Alarm



# System Integration with OpenAPI

HIKVISION



Live view, playback, two way audio,  
PTZ etc....

Video



Resource

Get encoder, access control, device  
information etc...



ANPR



Get ANPR picture, ANPR Log Search

Access Control



Door control, card-swipe record  
search, image management  
from MinMoe terminal cameras



3<sup>rd</sup> Party  
Systems

OpenAPI

Alarm



Alarm log search, get alarm, pictures  
etc...



Maintenance

HikCentral Professional service status,  
SMS, HiKCentral Professional server,  
DeepinMind server



# Scalability and Simplicity

Design your system like building blocks

## Project Scale

### Small size projects with single application

32-ch video, 8-ch door. (i3/8G)

### Medium size projects with multiple applications

3,000-ch video, 1,024-ch door, 3,000-ch alarm. (E3 Server)

### Big size and complicated projects

10,000-ch video, 1,024-ch door, 1,000 pcs/s alarm. (E5 Server)

100,000-ch video (RSM deployment)





# Preset Modes for Different Roles

Use preset modes for various roles to manage permissions and avoid incorrect operation.



System  
installer



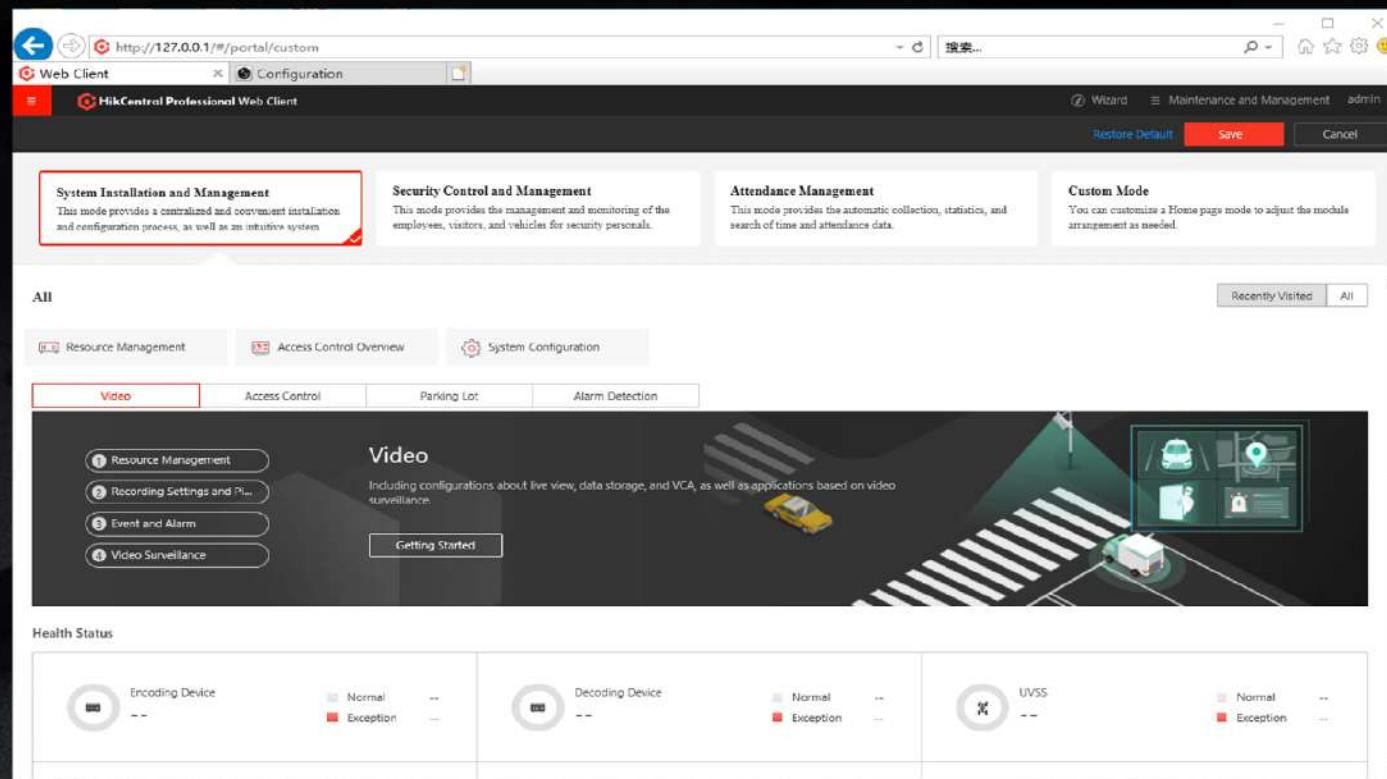
HR



Security  
control



Custom



\*HikCentral Professional provides 3 preset modes and 1 custom mode.

## Self-defined Control Panel

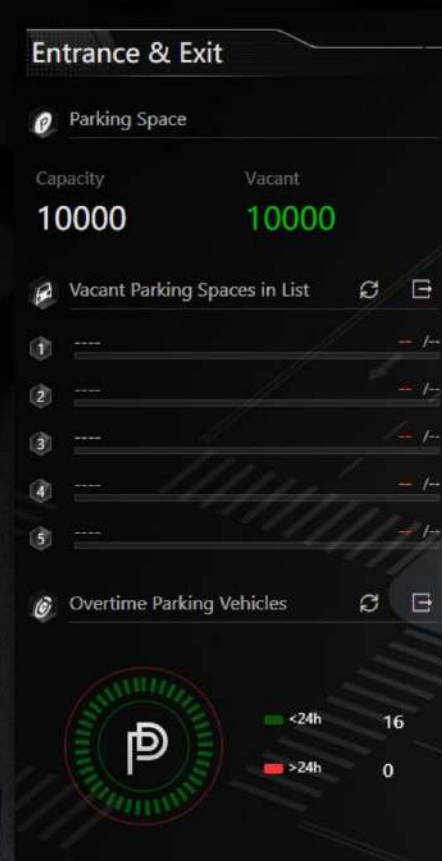
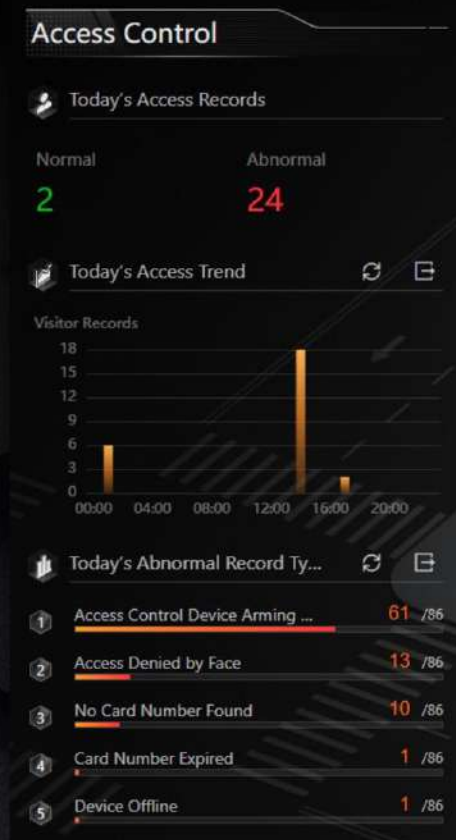
According to user's duty and habits, flexibly build a personnel panel.

**For health inspectors, they focus on skin-surface temperature trend , mask wearing status, people flow control and abnormal alarms.**



# Visualized Statistic Reports

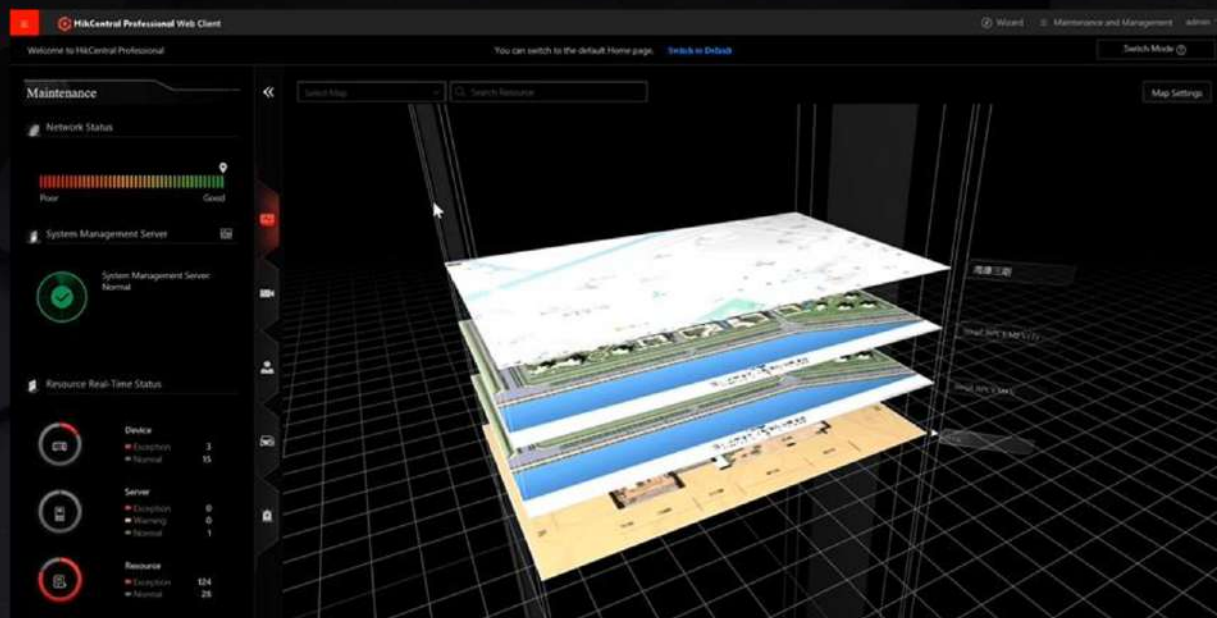
Various visualized statistic reports help users easily making decisions.



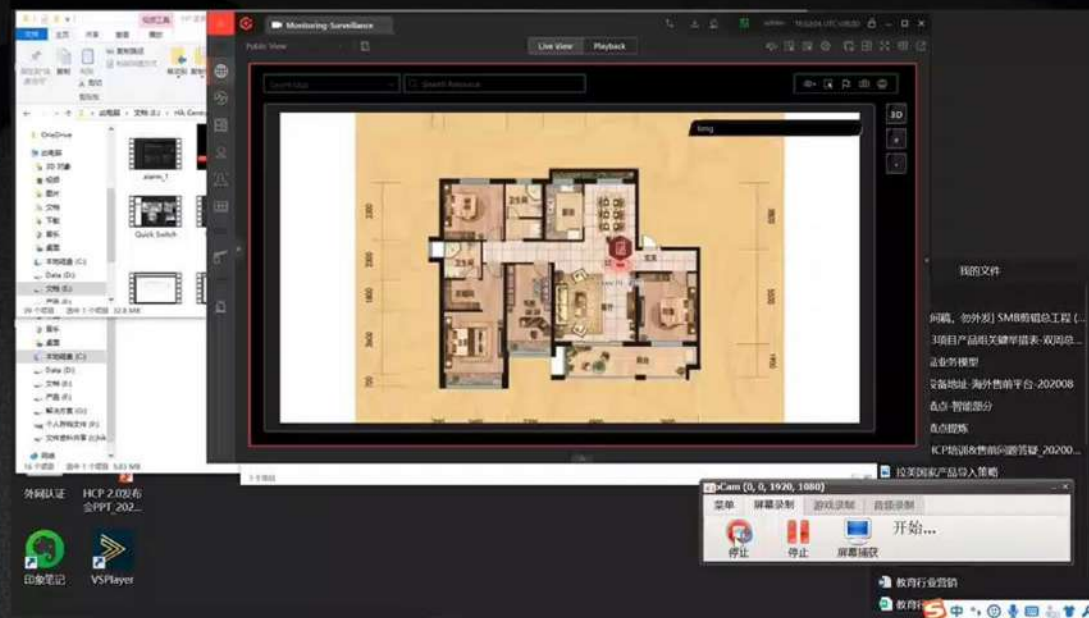
# Interactive E-map

Users can receive, locate and handle alarms directly while viewing multiple sites and resources on the E-map.

Check report data and switch to the location on E-map



Receive and handle alarm on E-map





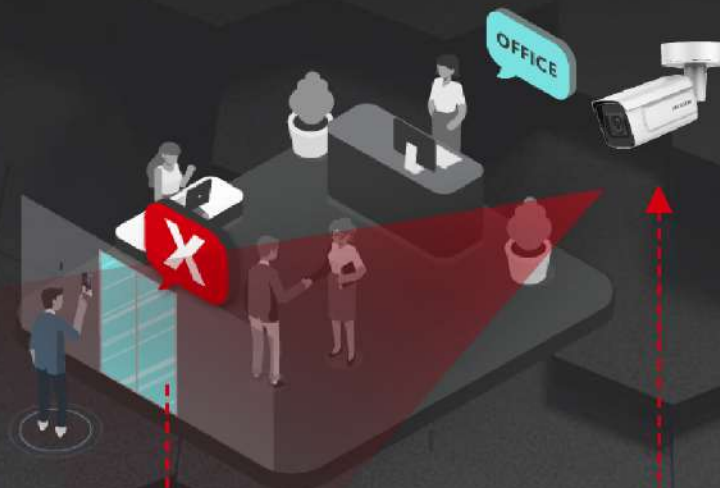
# Access-video Linkage

Help the operator quickly receive and check access control alarms.

The operator self define the linkage between access control and related camera.



When unauthorized person tries to break in. The cameras capture pictures as the part of alarm.



The operator can quickly check the alarm via live view/playback.



HikCentral Professional builds linkage between access events and video capture actions.

Abnormal access events are uploaded to HikCentral Professional.

The related camera is linked to capture or record events.



# Visitor-vehicle Linkage

Brings the visitors a much fluent experience.

Pre-register visitor information and assign access / vehicle permission.



The visitor information uploads to HikCentral Professional

The visitor comes, entrance & exit automatically opens for him.



Visitors enter the office via card/face/QR code.



Self check out at exit.



OR

Manual check out at reception.



HikCentral Professional assigns the permission to card readers and facial terminals

HikCentral Professional saves all visiting records including the visiting location.

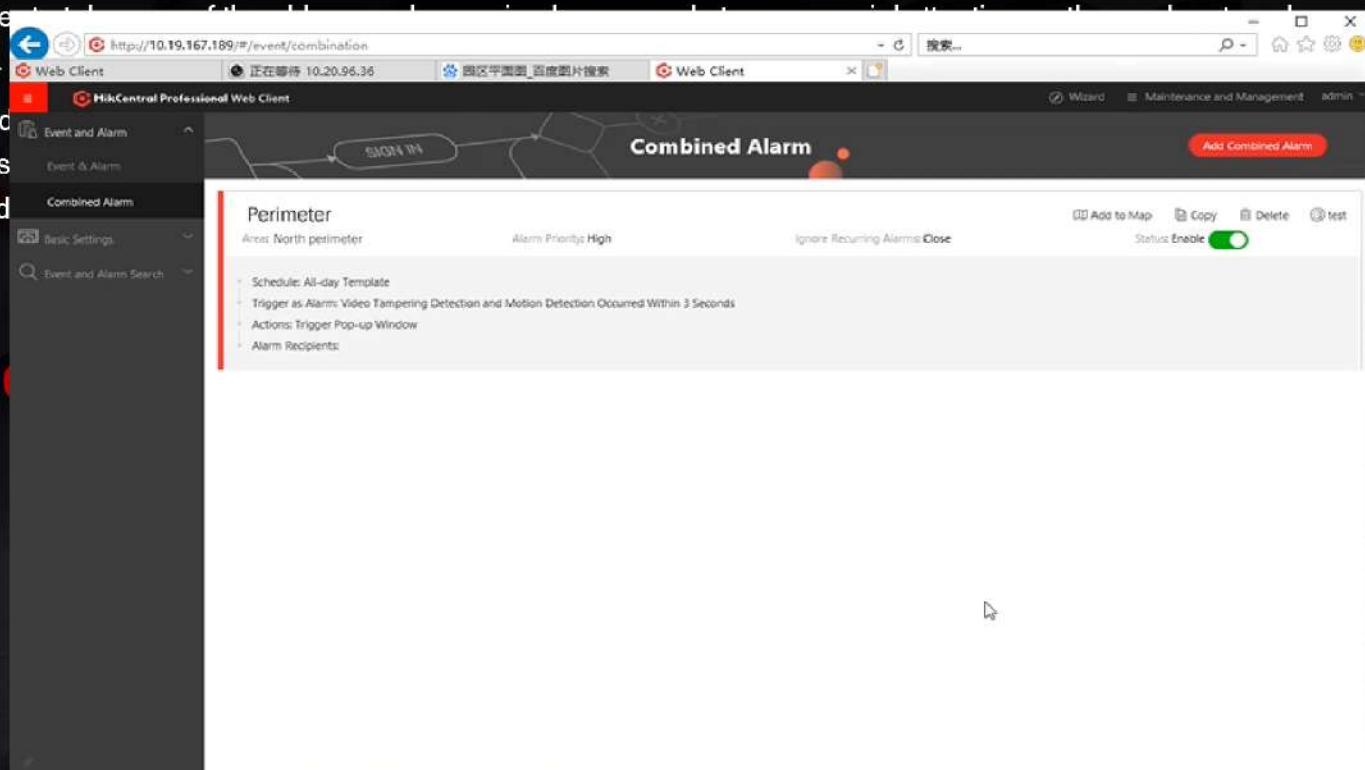


# Visualized configuration for combined alarm

Users can easily define any complicated alarm strategies like drawing a flow chart.

In order  
alone.

Accord  
nurses  
immed





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# Successful Cases

HIKVISION

## Briefly introduce the whole project scale

The group's customers are one of the most prominent developers in the UAE, with a focus on high-end real estate development. The group's core business is in the Middle East, with a strong presence in Qatar, Jordan, Lebanon and Saudi Arabia in addition to the UAE. At present, many of its real estate projects are undergoing digital transformation and need to provide more advanced and intelligent solutions. Through the active development and user development of the local team, we helped customers design 66 community projects (300+ANPR) under DAMAC, solved customers' pain points in property management and successfully implemented them as an opportunity to extend more business cooperation, and laid a solid foundation for in-depth cooperation in the later period.



**DAMAC PROPERTIES**  
ranks  
**No.1**



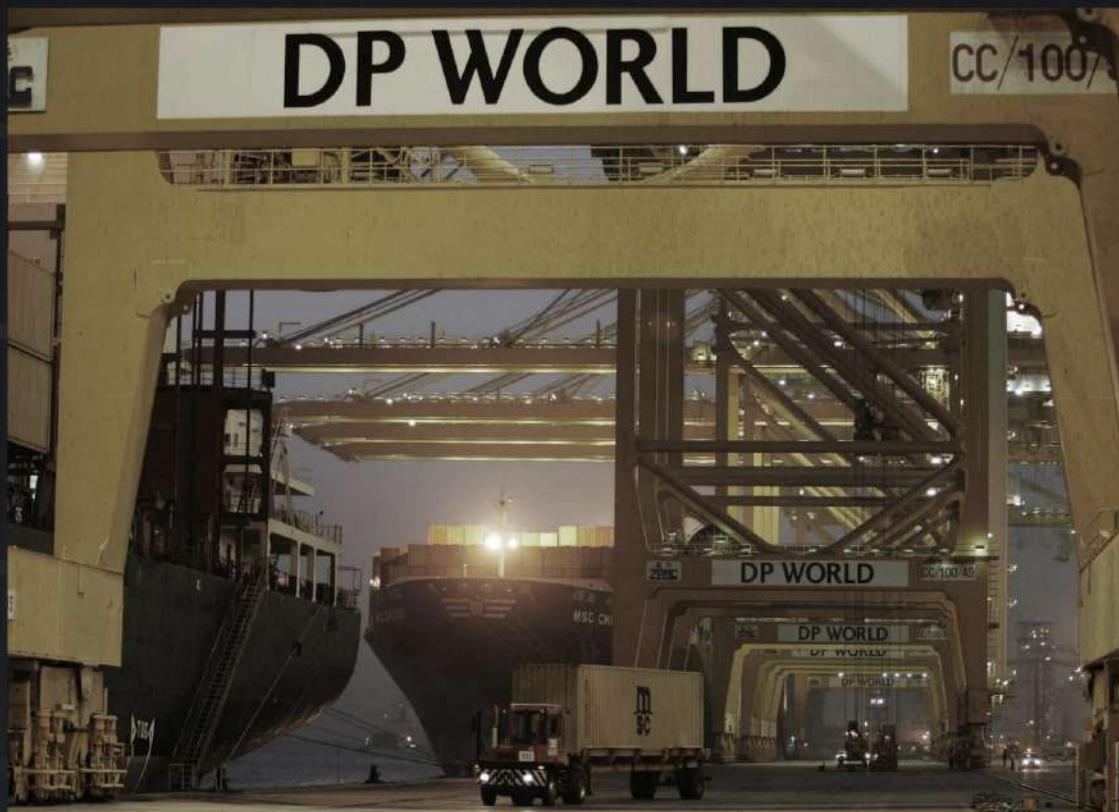


# Successful Cases

HIKVISION

## Briefly introduce the whole project scale

DPworld became the world's largest port company. Formed by the merger of Dubai Port Authority and Dubai International Ports Company, it is an asset of the Uae Government. Dp World has stakes in 15 container terminals in 13 regions around the world. This project is a building in Cairo, Egypt. The project has 500 CCTV and 100 access control. The customer is currently using the Milestone platform, which has very high requirements for thermal equipment. We need to provide a more reasonable solution to replace the Milestone solution.





# Thank you!!

## 270+ Five Stars Reviews



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