MOBOTIX



Is the Security Industry Losing Its Edge?

My Thoughts from ISC West 2025

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By Christian Cabirol, CTO

Entering ISC West 2025, the buzz across the exhibit hall was clear—excited security professionals from around the world coming together to see what innovations will be showcased.

The event continues to stand as a beacon for security technology enthusiasts, I couldn't help but notice a recurring theme this year: derivative stagnation.

ISC West 2025 — Still Stuck in 2024?

ISC West has long been recognized as the premier event for driving advancements and sparking conversations within the security industry. While this year's event showcased impressive achievements and innovations, there seemed to be a stronger emphasis on the *evolution* of existing ideas rather than a *revolution* of groundbreaking new solutions.

There was still some optimism this year, however. The most eye-catching innovations didn't come from broad, generalized solutions; they came from companies that homed in on specific challenges.

These standout solutions had a clear sense of purpose woven into their design, focusing not only on solving a particular problem but doing so with precision and scalability. It reminded me why we at MOBOTIX place so much emphasis on intentionality in both hardware and software development.



Inspired Innovation Coming from Outside the Industry

One significant departure this year is the heavy influence of technologies born outside traditional security industries. Artificial Intelligence (AI), particularly generative AI, stands at the heart of this transformation.

We're seeing a shift from AI simply detecting "objects" or "events" to AI enabling much more intuitive, actionable insights. Generative AI, presented as a groundbreaking addition by several companies, is driving conversations beyond just reacting to data. Instead, it's actively reshaping operations, from automated decision-making to forecasting security risks in real time.

But this also comes with a challenge for our industry. Not all applications of AI have substance. Many promised "AI-driven breakthroughs" lack a deep understanding of what real-world security professionals *actually* need. It's easy to get caught up in the technology's potential and harder to apply it with care and purpose.

Hardware Designed with Purpose; Software Designed with Intention.

The path forward lies in the details, and it starts with asking fundamental questions when creating every solution. At MOBOTIX, this ethos plays a central role — not just in how we design our cameras but in how we approach building systems that integrate seamlessly with a wide variety of tools and platforms.

We believe hardware should be purposeful. Every feature, every specification is designed with a clear function in mind. However, great hardware is just the beginning. The real innovation lies in software that is thoughtfully tailored to solve the most specific challenges.

And cameras? These are no longer just endpoints; they're part of a much larger, smarter system. They serve as enablers for actionable data, allowing users to conduct advanced analytics in ways that weren't possible just a few years ago. With the right software, the data collected from cameras can fuel predictive insights,

enhance operational efficiencies, and deliver unprecedented control to end-users.

What *Really* Drives Us Forward

As I walked away from ISC West this year, one thought echoed in my mind — we're at a critical crossroads in the security industry. Real innovation isn’t just flashy; it’s complex and layered, often working behind the scenes to deliver groundbreaking simplicity for the end-user.

Yet, behind this simplicity lies the ceaseless work of innovators, engineers, and visionaries. People who don’t just build for recognition but build with an unrelenting focus on solving problems for others.

At its core, our industry is about simplifying business, improving processes, and enhancing the lives of end users. To exceed those expectations, we must constantly strive to push boundaries and challenge ourselves to think outside of the box.

Moving forward, innovation in this industry will require vision, persistence, and a commitment to intentionality. We must avoid shortcuts and focus on the intersection of human need and technical possibility. Anything less leaves our industry at risk of falling into irrelevance.

True innovation requires intention. It is rarely easy, but always necessary. And as we collectively move forward, I am optimistic that purposeful design will not only shape the security industry but redefine its very potential.



Press Contact

MOBOTIX CORP

80 Broad Street, Suite 702 • New York City • NY 10004 • United States

Benjamin Preston
Regional Marketing Manager - Americas
benjamin.preston@mobotix.com
+1 (212) 385-6126

Contact MOBOTIX AG

About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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