

CASINOS NOW USING MORE POWERFUL VIDEO SURVEILLANCE STRATEGIES, REPORTS IDIS

Demand for advanced video leads to opportunities for suppliers as a new generation of European ‘resort casinos’ emerges

ANKARA, TÜRKİYE, 29 AUGUST 2024 – Casino operators have long been among the keenest users of video surveillance technology, but there is strong demand today for even more advanced solutions, reports IDIS, South Korea’s largest in-country video tech manufacturer.

In a [new report on surveillance in the casino sector](#), the company explains how a generation of major resort casinos is emerging—new developments comprising luxury hotels, state-of-the-art gaming, high-end retail, wellness, and leisure facilities—have a strong appetite for advanced camera systems.

For systems integrators with the right tech offering, this is a potentially valuable growth market, says IDIS.

Consumer demand is not the only factor driving growth in the casinos sector. Governments know that successful casino resorts can bring major economic benefits to local communities, generating employment opportunities, contributing to tax revenues, and stimulating related industries, including hospitality and tourism, which support a broader ecosystem of suppliers.

According to analysts, the European casino gambling market generated revenue of USD 115.39 billion last year and is expected to register a CAGR of over 5% by 2029. The prospect of wider economic benefits may also lead to opportunities in some traditionally conservative Middle Eastern markets.

[IDIS’s overview report](#), based on its experience working with partners and systems integrators to deliver end-to-end video solutions in the sector, explores how new solutions, thanks to the growing use of AI-powered video analytics, improve security and safety and provide new insights and business intelligence.

The free report explains how video surveillance reduces losses and deters criminal activity and how casino operators are taking advantage of the latest technological improvements, including more advanced cameras, more efficient video data handling, more feature-rich operating systems, and an expanding toolkit of more powerful video analytics.

In an increasingly competitive market, systems integrators can offer casino operators an advantage with affordable camera solutions that will drive efficiency and reduce losses, IDIS says. Integrators can also help reduce risks when it comes to using AI-powered analytics.

“When it comes to AI, like any business, casinos can be averse to the potential risks inherent in new tech adoption and concerned about investing in technology dead-ends,” says Koray Ozyildirim, IDIS Türkiye Country Manager. “This hesitancy can be addressed by offering cost-effective add-on AI solutions with easy upgrade routes. There is added reassurance where technology vendors have a proven record of compliance with the latest international standards and a commitment to continual R&D in innovative video.”

Ozyildirim adds that this reassurance can help casino resorts stay ahead in an increasingly competitive global market.

The report, *Video Surveillance Strategies for Casino Resorts*, can be downloaded with a single click [here](#).

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About IDIS

[IDIS](#) is a global security company that designs, develops, manufactures, and delivers surveillance solutions for various commercial and public sector markets. As the largest video surveillance manufacturer in South Korea, headquartered just outside of Seoul and operating across 50 countries and 100+ [strategic partners](#), IDIS is a world-leading total solution provider with more than two million recorders installed worldwide and over 17 million cameras utilizing IDIS technology.

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