



**HIKVISION**<sup>®</sup>

**asmag**.com  
Security & IoT

2025 Reader Survey

# INTELLIGENCE ON A NEW SCALE

Large-scale AI models in video security



Reader Survey

# Methodology

Asmag.com surveyed its reader database of physical security professionals from August 13 to 28, 2025. Invitations to take the online survey were shared on social media and sent via email. After a review of the responses and data cleansing, a total of 166 respondents were included in the analysis.

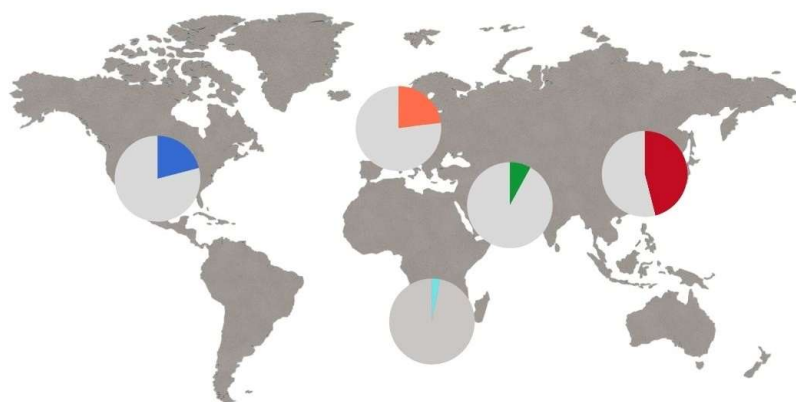
Note that reported percentages might not add to 100% because of rounding and multiple answer possibilities.

## Demographics

Business nature and profession in the industry



## Regions



46% APAC

23% Europe

21% Americas

8% Middle East

3% Africa

## Verticals

Retail	39.1%
Manufacturing/ industry	34.9%
Commercial buildings	33.7%
Logistics	30.7%
Residential	30.1%
Transportation	26.5%
Construction/ real estate	25.9%
Government/ public safety	25.3%
Smart/ safe city	24.6%
Education	21.6%
Healthcare	14.1%
Finance	10.8%
Oil and gas	10.8%



## INTELLIGENCE ON A NEW SCALE

What impact does large-scale AI already have  
and what adoption trends will gain traction?



Read the full analysis:

[www.asmag.com/project/Hikvision\\_large-scale\\_AI\\_survey](http://www.asmag.com/project/Hikvision_large-scale_AI_survey)



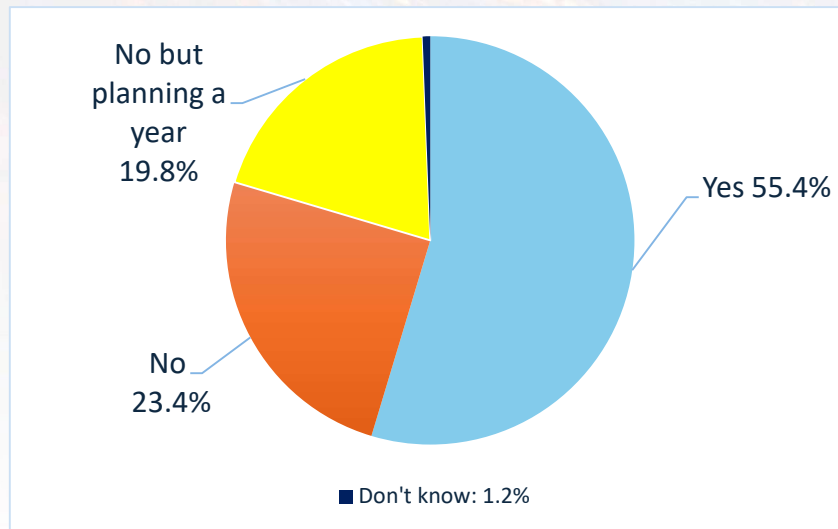
# Results

## Executive summary

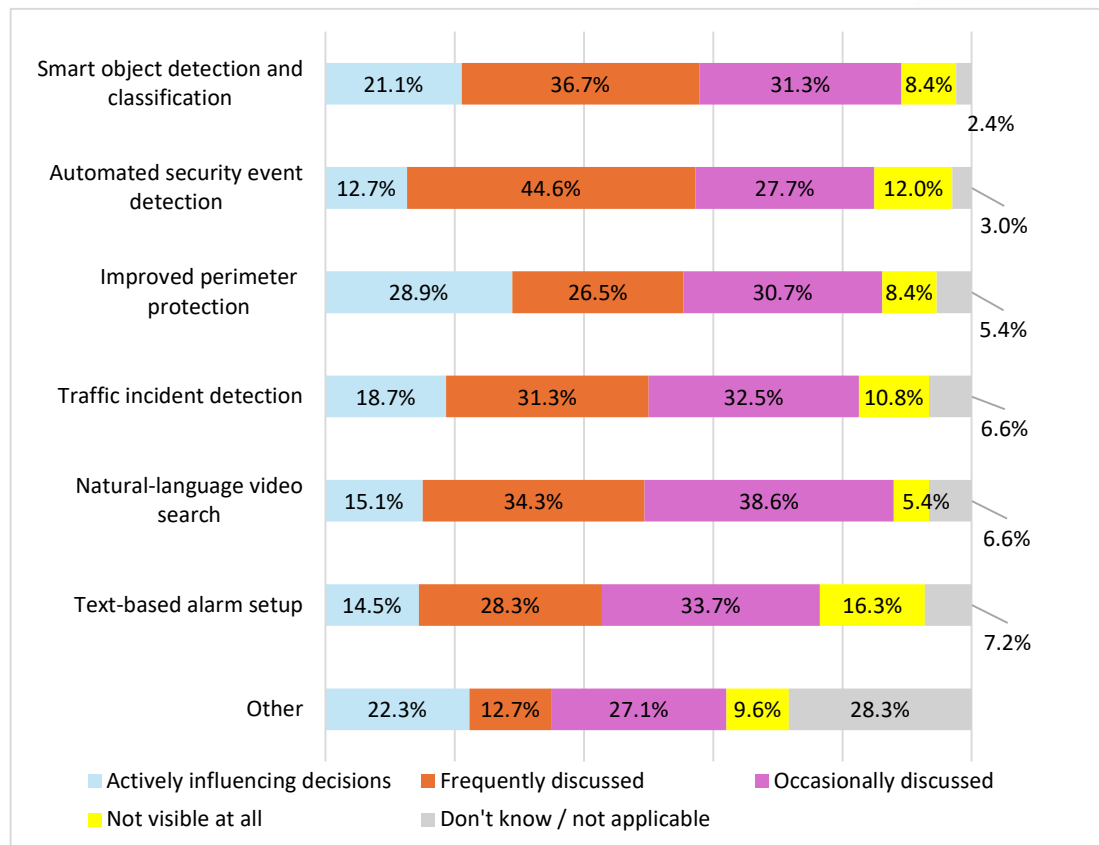
- **Large-scale AI gains momentum:** Over half of survey respondent are already using large-scale AI models, with another 20 percent planning to start using them within the next year. This strong adoption momentum suggests that large-scale AI is moving from a nascent concept to an operational reality for many organizations.
- **Large-scale AI dominates the conversation:** The technology is being frequently discussed in projects and client meetings, actively influencing decisions in many fields. Intelligent object detection, improved perimeter security and automated security event detection are the functionalities that get the most attention.
- **Enhancing workflows:** The biggest impact of the technology is seen in day-to-day workflows that are prone to human error, with nearly three-quarters of valuing large-scale AI capabilities in improving operational efficiency.
- **Trusting AI when stakes are high:** Large-scale AI is seen as most beneficial in safety-critical, high-complexity environments where monitoring scale is large and error tolerance is low—predominantly critical infrastructure, but also transportation and manufacturing.
- **Hikvision is gaining attention:** The largest share of respondents using or testing Hikvision products powered by large-scale AI find them “very useful and competitive.”

# Technology awareness and deployment

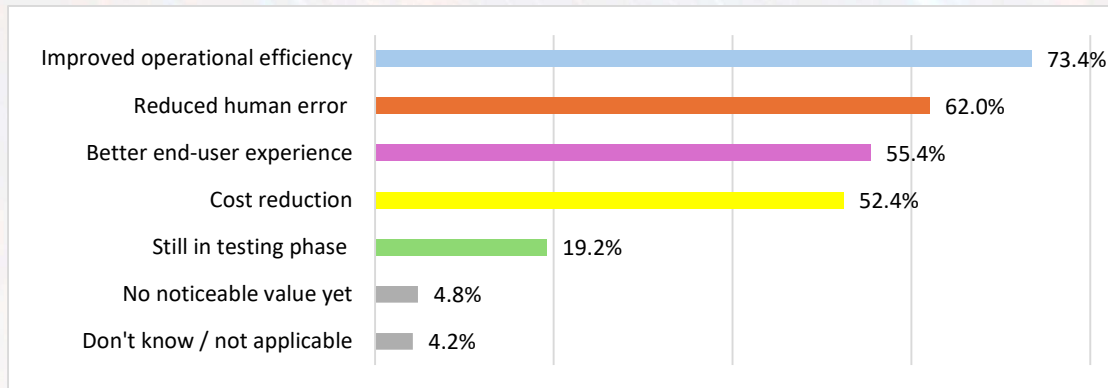
1. Are you currently using any products or solutions powered by large-scale AI models for video security?



2. Have you recently seen large-scale AI models and their functionalities being discussed in projects, specs, or client meetings?

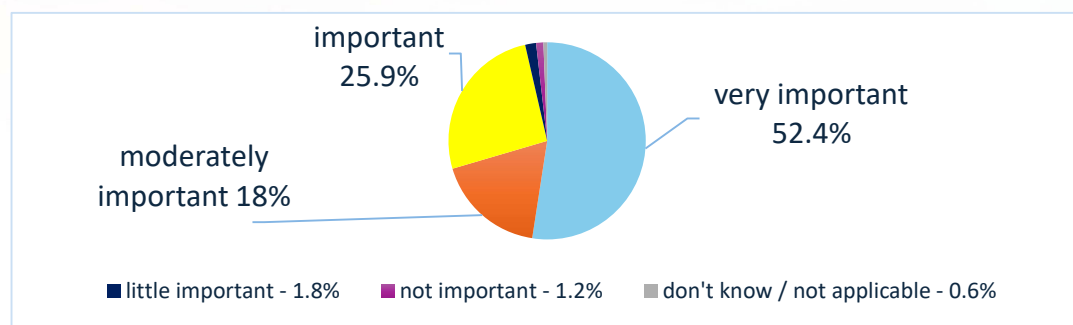


3. What value do you see in the emerging deployments or applications of large-scale AI models in video security so far?

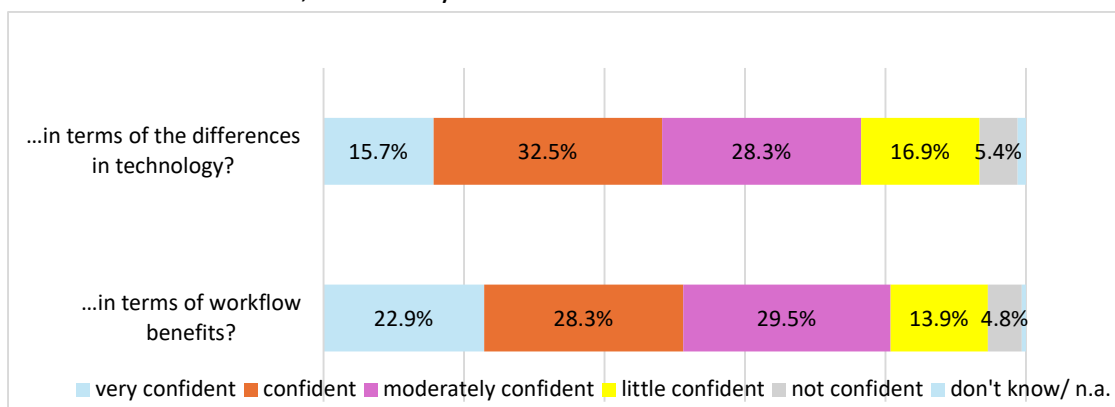


## Perception and potential

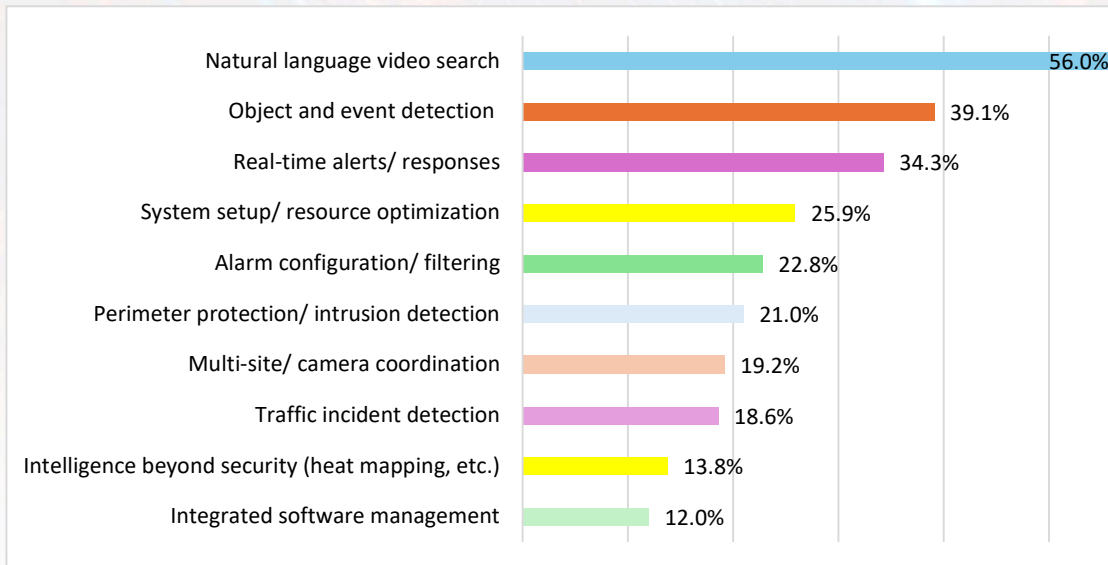
4. How important do you think is adopting the latest large-scale AI models to the future of video security?



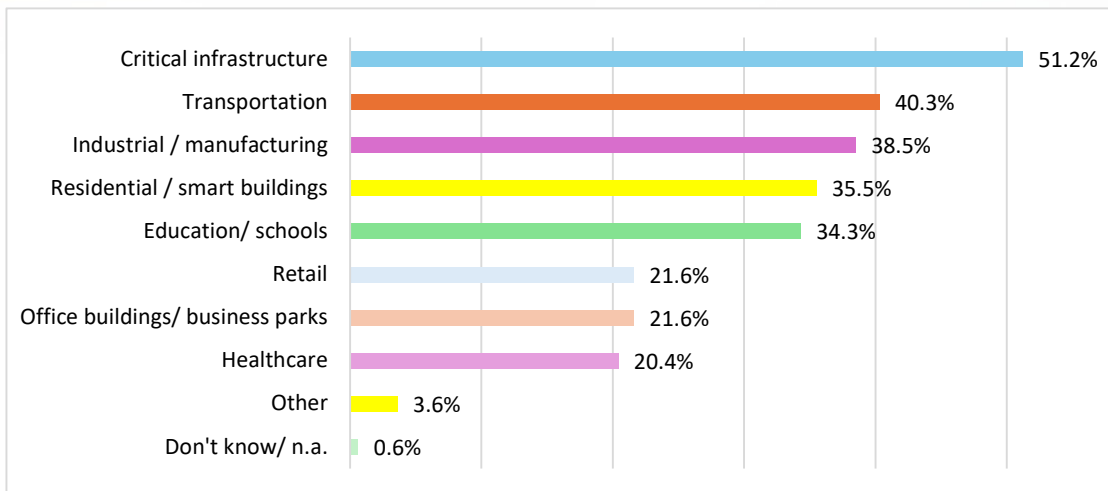
5. How confident are you that you understand the difference between large-scale AI models and traditional, commonly used AI...



6. In which areas do you see the most need or potential for innovation powered by the latest large-scale AI?

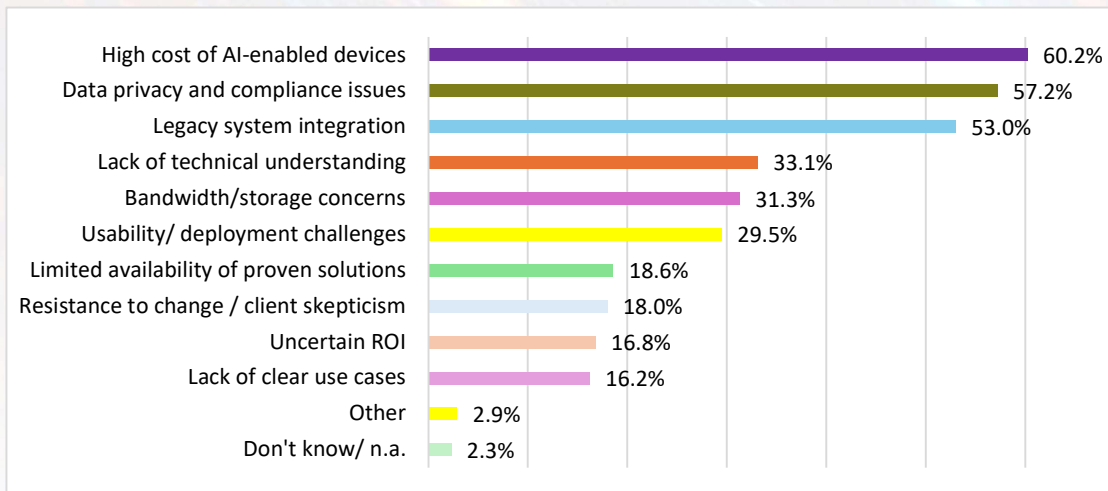


7. In which vertical do you think functionalities powered by large-scale AI models will become most common?

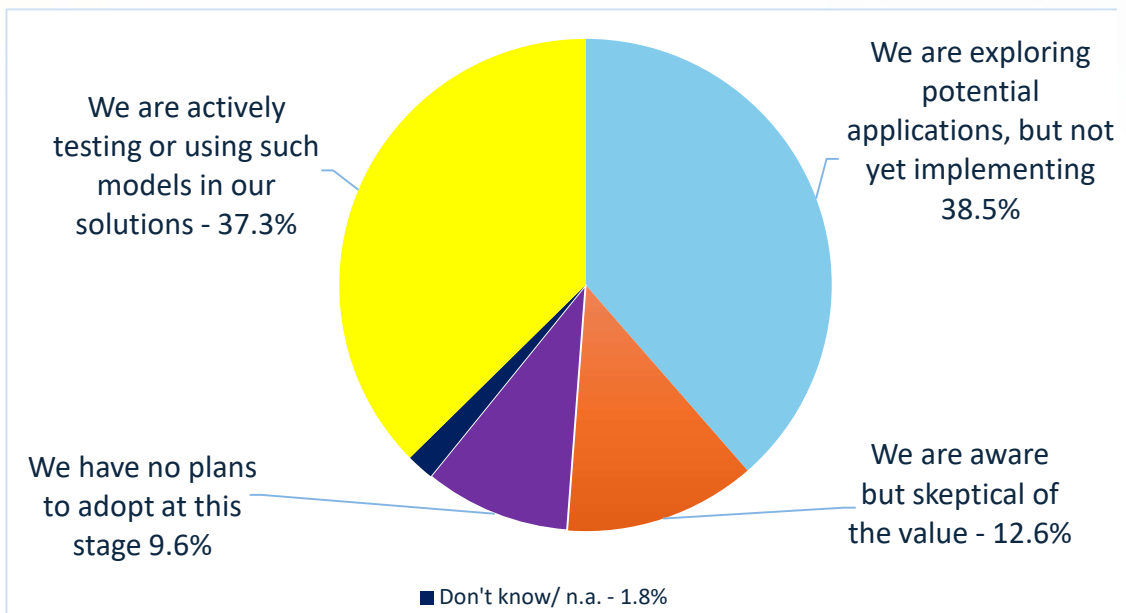




8. What challenges or obstacles do you see in adopting the latest large-scale AI models in security?



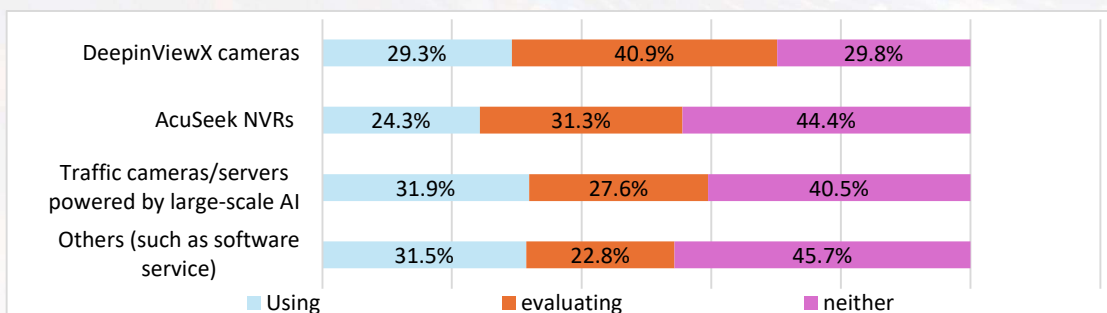
9. Which of the following statements best reflects your organization's view on the latest AI—for example large-scale AI models?



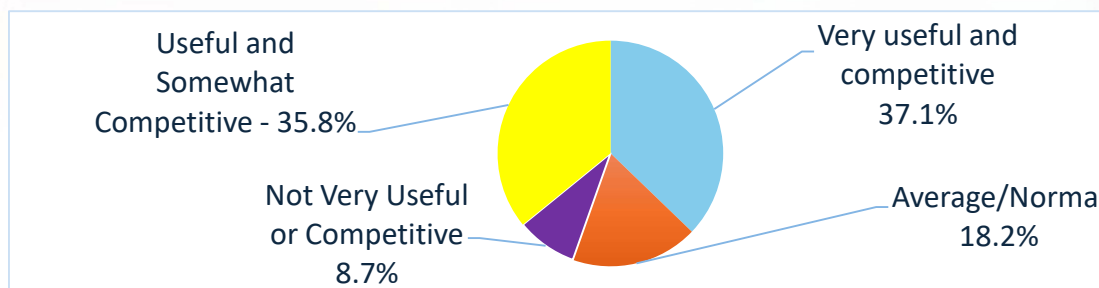


# Hikvision product awareness

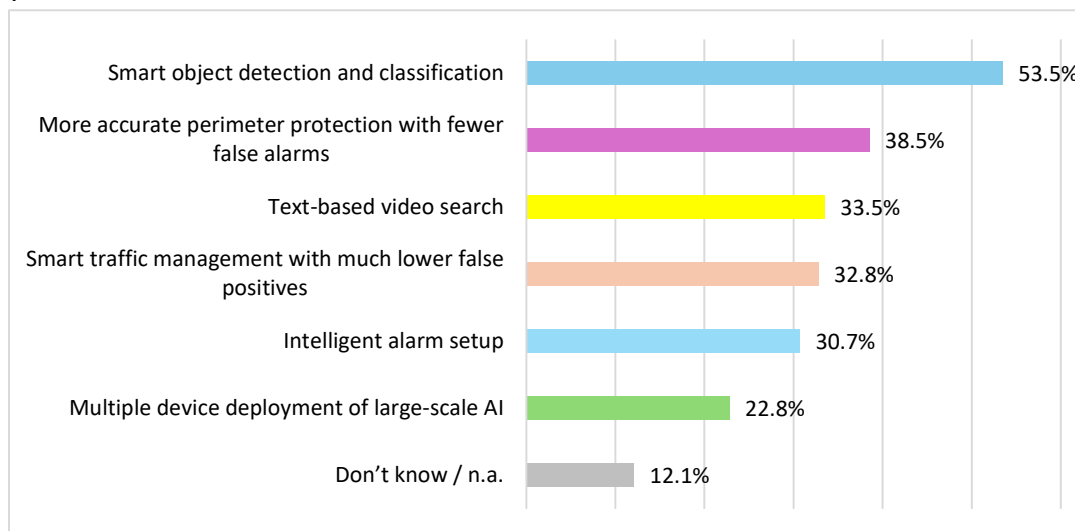
10. Which large-scale AI-powered Hikvision products are you using or evaluating at the moment?



11. In case you are using or evaluating Hikvision products powered by large-scale AI models, how would you rate them based on their usefulness and competitiveness in the market?



12. Which of the following features of Hikvision products powered by large-scale AI are you most interested in?



## About asmag.com

asmag.com is a global online publication for physical security channel professionals: manufacturers, distributors and integrators. We provide the latest product and technology news in video surveillance and access control, in-depth market trend reports, and case studies for different verticals. Our services include targeted, measurable advertising solutions and live events that help our clients reach a qualified audience.

## About Hikvision

Hikvision Founded in 2001, Hikvision focuses on integrated security and scenario-based digitalization. Propelled by the AI-powered Internet of Things (AIoT), the company remains committed to serving various industries with its machine perception and artificial intelligence technologies. Guided by the core values of 'Professionalism, Reliability, and Integrity', Hikvision explores innovative ways to better perceive and understand the world. It empowers visionary decision-makers and practitioners to work together to enhance safety and advance sustainable development around the world. The company's business grows through technologies that are deeply rooted in innovation and an increasingly diverse range of AIoT products and solutions. With an open ecosystem, Hikvision is empowering the industry and advancing with its partners. The company currently provides products and services to over 180 countries and regions. In 2024, Hikvision's revenue was RMB 92.50 billion (USD 12.87 billion).