



TRANSFORMING VIDEO SURVEILLANCE

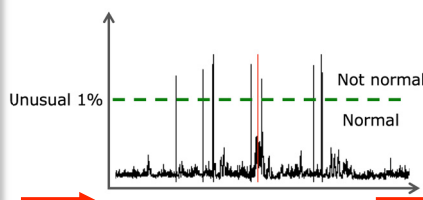
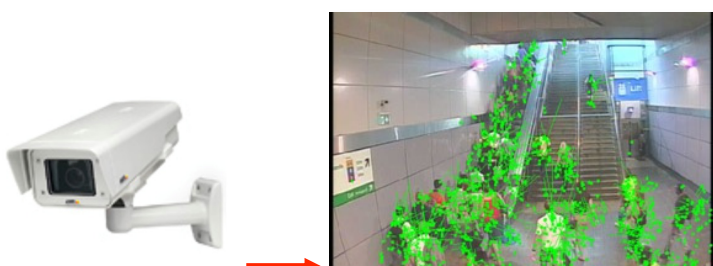
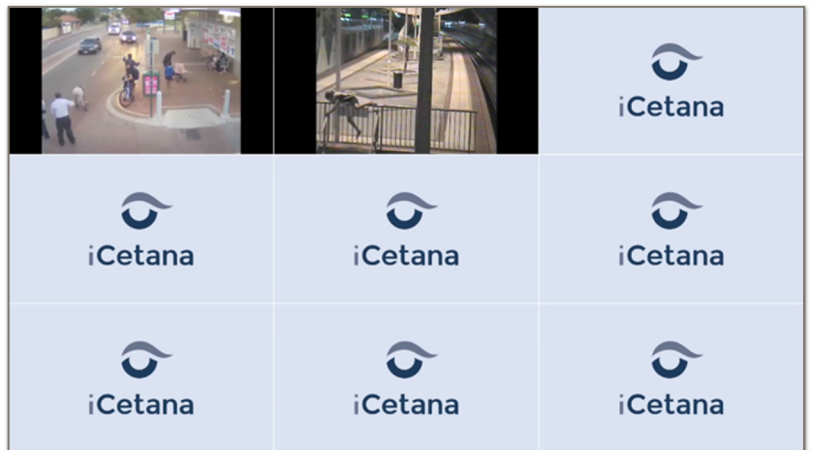
Identifying Incidents of Interest in REAL TIME

Large video surveillance networks have many screens to monitor and usually even more cameras feeding the screens. This means that for any practical operational situation, few if any incidents are likely to be seen in real time because of the large amount of video information presented to the system operators. In most cases, incidents are identified after the event when system operators are asked to search the recorded video data to find an 'incident' that happened hours or days ago.



Solution

iCetana has developed and patented an innovative dynamic live monitoring solution that enables a more effective approach to the monitoring of video surveillance networks. iCetana integrates with existing video surveillance infrastructure, automatically self-learns what is normal for each camera scene and then presents only unusual movement activity in real-time to the control room operators.

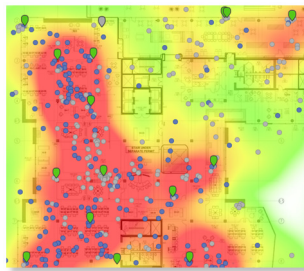




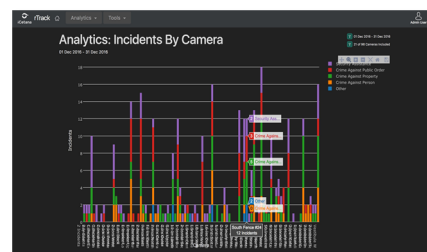
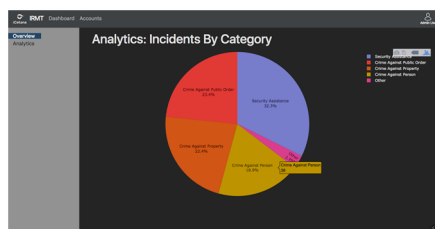
Types of Events Detected

With the iCetana's system, live surveillance monitoring becomes highly effective at assisting operators to identify potentially high-risk events that include:

- Security hazards - changes to standard operational procedures, loitering, trespassing, suspicious behaviour, canvassing perimeter fences/restricted areas)
- Aggressive behaviours - hostile gestures, potential violence, assault;
- Anti-social behaviours – theft, vandalism, unruly revellers;
- Suspicious behaviours – unauthorised access, canvassing areas, covert meetings or extended loitering in public areas (e.g. carpark etc.);
- Personal safety risks - incapacitated persons, persons collapsed, trip/fall etc.
- Public safety risks – sudden crowd formation, crowd dispersal, trip/fall;



Date/Time	Camera	Reporter	Category
03:06AM - 03:07AM, 20 Feb 2017	Hardware01/MuseumVirtual	Brandon Tillman	Crime Against Property
03:03AM - 03:03AM, 20 Feb 2017	DriveThru01/LeisureVirtual	Brandon Tillman	Security Assistance
23:27PM - 23:27PM, 19 Feb 2017	North Gate 011	Colby Long	Crime Against Property
23:27PM - 23:27PM, 19 Feb 2017	North Gate 011	Luca Whitley	Other
23:07PM - 23:07PM, 19 Feb 2017	External Fence	Rossana Bush	Security Assistance
23:07PM - 23:07PM, 19 Feb 2017	Veranda East	Rossana Bush	Crime Against Public Order
23:07PM - 23:07PM, 19 Feb 2017	Fence Central	Caroline Patton	Crime Against Public Order
23:06PM - 23:06PM, 19 Feb 2017	Stanwell Primary Internal Doors	Colby Long	Crime Against Person
23:07PM - 23:07PM, 19 Feb 2017	South Stanwell 05B Internal Entry	Janifer Blankenship	Crime Against Property
19:27PM - 19:27PM, 19 Feb 2017	Security Tertiary Fence 02	Cyrl Bester	Crime Against Person



Risk Reporting Insights

The extensive iCetana reporting capability allows for improved use of cameras, operations and security staff resources. In addition, iCetana can develop customised reporting forms for clients at any time. A common example is the development of Police specific incident reports, saving time where these reports were manually produced.

iCetana Values

There are a range of values that result from the deployment of iCetana on video surveillance systems listed below. Each surveillance operator will place differing emphasis on these values as they enhance the financial and operational performance of the system.

- 1) Financial Return:** as the number of surveillance cameras grows in a network, there is normally a need to increase staff resources to maintain service levels in attending to real time and retrospective responses to incidents. With iCetana, an existing video surveillance system can increase cameras and coverage by a factor of 5 to 10 with the same number of system operators. It is also possible to reduce or redeploy staff as for a static video surveillance system because relevant incidents are reported in real time, thereby significantly reducing retrospective searches for incidents which take on average 1-2 hours each to complete.
- 2) Operational Optimisation:** System operators can direct security staff in real time to incidents, meaning problems of violence, bullying, property damage, graffiti, theft and so on can be more readily stopped, making security resources more effective. Our experience is that with iCetana installed, the effectiveness of security resources more than doubles in terms of incidents intercepted.
- 3) Behaviour Modification:** Where iCetana is deployed and incidents are stopped, the people involved will soon believe that their activity will be readily detected and so they tend to change behaviour or move to other locations where intervention is not as effective.
- 4) Public Safety:** Where iCetana monitors public spaces, safety incidents are intercepted and resolved in many cases before a real incident of public safety concern occurs.
- 5) New Business Model:** Some new video surveillance systems might be planned for only iCetana screens in the operations centre, with all video streams being recorded in the conventional manner. This new business model would significantly reduce operational costs. In addition, a number of video surveillance systems might be aggregated as one control centre, with each system having its own iCetana screens monitored by staff at any location. This avoids duplication of resources, allows for third party management and economies of scale for smaller video surveillance system operators.

Client Testimonials

- In the first two weeks of using the iCetana system, the video alerts allowed our security team to catch three critical incidents of attempted criminal activity by automatically highlighting them on the iCetana LiveWall application – Head of Security and Risk Management
- iCetana's system has proved its performance to enhance the capabilities of our security operators and highlight unknown risks in our complex mixed use mall environment – Manager Risk and Security
- Our control room has now become the heart of our security operations, a true command and control centre, enabling us to effectively respond to security, safety and operational issues in real-time – IT Manager

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