



Sagrada Familia has High IQ



Last month I was in Barcelona for the Smart City Conference and I had the opportunity to visit one of our customers there - the Sagrada Familia, Gaudi's phenomenal architectural work of art. I thought I should share some pictures from the interesting visit. They have been building this Cathedral for around a hundred years and it is expected to take another 30 to finish it. But even in its unfinished state this very interesting building exemplifies the imagination of the man who started it. Gaudi died in an accident many year ago and others are now working hard to complete the cathedral that he envisioned. The museum in the crypt provides insights into the concepts used by Gaudi to come up with his innovative design.

The construction is publicly funded primarily through the sale of tickets to visitors and there are crowds of tourists even on a week day. **iOmniscient is proud to be the provider of the video analytics system that helps them manage their crowds.**

Dr. Rustom Kanga
CEO, iOmniscient

MAKING money instead of SPENDING money on your Surveillance System

When an organization implements a "Surveillance System" it is always an expense item - a cost which the organization feels they have to bear to minimize their risk. However most surveillance systems are only useful after an event (and usually long after the event) and then the user has to spend even more manpower to do a lengthy and time consuming search. Hence, such systems which can essentially only record and display do not usually reduce the risk to any significant extent. So the organization spends money but does not actually reduce its risk.

But it does not have to be that way.

Adding analytics converts the system from one that is only useful after the event into one which can help you manage an event and at times prevent the event.

The analytics can be set up so that there is virtually no incremental cost (ask us about our Smart VMS which enables this). Why would one implement a dumb system which cannot reduce risk when one can get an intelligent and useful one at the same price?

Smart analytics can actually generate a positive and tangible Return on Investment. Below are just 3 examples of customers making money or saving money using their Analytics system:

- A local government organization was receiving complaints about people slipping and falling at the rate of 5 per week. They used to just pay the person a few thousand dollars to avoid litigation. With the system in place they were able to respond immediately, provide tender loving care and thus avoid having to make a payout. This also reduced their insurance costs significantly.
- A shopping mall uses their security system to calculate the dwell time of shoppers (ie the amount of time a person spent in an area). The system can also track big spenders and VIPs in an anonymized way without infringing on their privacy. Based on this they understand the travel and spending patterns of shoppers within their facility. They then use this to attract new retailers. They have been able to charge a premium price for some locations based on this information.
- A major commercial building used to have a large control room which was continuously manned. With our Automated Response system the security officers can now wander about and when there is an incident that requires their attention the officer nearest to the incident gets information of the event on his Smart Phone with instructions on where to go. His phone becomes a mobile control room. This has resulted in a massive saving in manpower and in real estate and significantly improved efficiency with just a click on his walking control room.

Make sure your system is not a sink hole for your money. Use it to save money or to make money.

Upcoming Event

INTERSEC- 2016

17 - 19 January 2016, Dubai

Booth number: S3-E55

Venue: Dubai International Convention and Exhibition Centre

See a Live demo of our Face Recognition in a Crowd and People Counting system accurate to 99%

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Analytics Before Surveillance

We were recently called in to implement an analytics system in a mall. They had 450 cameras. However during the site inspection it became evident that only 10 cameras had the characteristics necessary and the correct positioning for performing analytics. How come - because the cameras were placed "just in case" something unexpected happened without any specific objectives? The installer had lots of experience installing cameras but none with analytics. The result was when the time came for the analytics the camera models used were inappropriate and so was their placement.

Assuming you plan to have an intelligent system you must execute the following process:

1. Do your risk analysis, define your major issues and determine the objective for each camera that you want to install.
2. Choose the analytics software that you want to use on each camera based on the risk analysis.
3. Decide on what cameras to use and where to place them.

Usually people start at 3 in which case they will inevitably get the results that we mentioned above.

iOmniscient has accumulated over 20 years of experience in implementing intelligent systems and has developed appropriate process guidelines for ensuring successful implementation. Please consult with your nearest iOmniscient colleague for more information.

So What is a Crowd?

Our tag line for some time has been See Through the Crowd. This is because we have patents on doing things in crowds - detecting objects left in crowds, detecting vehicles that are parked even if they are obscured by passing trucks, theft detection in crowds, graffiti detection despite there being many passersby obscuring it while it is being drawn and so on. This ability to do things in crowds is extended to counting crowds and managing them. And perhaps our most significant capability is Face Recognition in a Crowd.

It is important that video analytics systems work in crowds. Whether it is airports or banks, railways or shopping malls, or indeed any aspect of a Smart City the highest risk environment is when there is a crowd present. Terrorists will not leave their bomb when the place is empty. Stopped vehicles cause traffic jams when there is heavy traffic. Children get lost in crowds. A system that cannot handle extreme crowds is not going to be useful for most users.

Virtually all these capabilities are internationally patented by us and hence no one else can operate this way in a crowd. Hence we were surprised when we began to see literature from some other suppliers claiming that they could do things in crowds. On further investigation we discovered that this actually boiled down to the definition of a crowd. If there were two or three people in a scene this was being described as a crowd.

In contrast the picture attached is a screen shot from a live customer system where our system was used for Face Recognition. Note that the camera had a resolution of 720p and we could look at and recognize around 75 faces in real time. Now that is a Crowd!!!

Visit us at Intersec Dubai to see some of these technologies LIVE.



30 PATENTS

across **10** technology families
across **4** geographies

Winner - Global Security Challenge for Crowded Places