

# YOUR URBAN SECURITY PARTNER

A DISCUSSION WITH OUR CLIENTS OVER A NEWSLETTER

## WHAT IS VIDEO ANALYTICS ?

Video Analytics or Video Content Analysis is computerized video footage analysis that uses algorithms to differentiate between object types and identify certain behavior or action in real time, providing alerts and insights to users.

Video analytics is software that is used to monitor video streams in near real-time. While monitoring the videos, the software identifies attributes, events or patterns of specific behavior via video analysis of monitored environments. It also generates **automatic alerts** and can facilitate **forensic analysis** of historical data to identify trends, patterns and incidents.

When it comes to video analytics (or video content analysis), experience is the real differentiator. The success of video analytics relies on expert deployment. It's one of the main reasons we're able to commit to the kind of results you should be expecting. **FWG's intuitive video analytics solutions are part of our leading video management solution, which is used to secure many of our clients most sensitive locations.**

The data derived from video analytics is designed to produce actionable intelligence to help enable safety and administrators to understand and respond to current situations.

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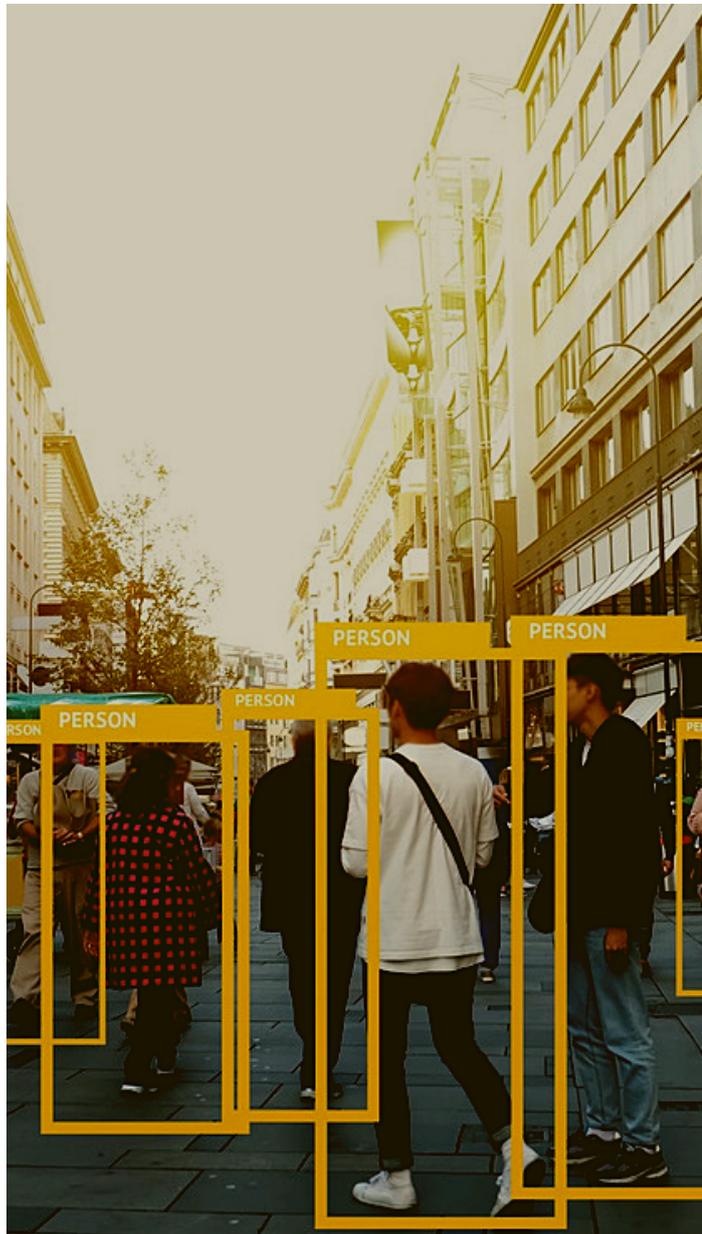
*Mr. Krishnan Sukumaran  
Executive Director  
FWG Global*

There is also an increasing demand for video analytics for non-security reasons. One such reason that has really begun to catch a hold is **counting and crowd management applications**.

This application can help end-users to measure the **flow of people at certain exit and entry points** within a building, facility or door all within real-time or during periodic reporting.

Video analytics, however, aren't just meant for the business world. Other beneficial applications can **include flame and smoke detection and even home automation**.

*Video management software uses analytics software to monitor your video feed around the clock, alerting you to activity so you only need to watch the cameras when something happens. This will help you best utilize your surveillance system, saving you time and effort.*



## VIDEO ANALYTICS APPLICATIONS

The old idea of a video surveillance system is of a security guard sitting in a booth watching the security camera feed live, hoping to catch suspicious activity. This model relies on having a live person watching and reviewing all your video, however, which is not practical or efficient. Different security guards may have differing levels of focus or different ideas of suspicious activity.

Typically video analytics can be used for **motion detection, facial recognition & license plate reading, intrusion detection, perimeter protection, threshold detection people counting & dwell time monitoring**.

**CONTACT US TO LEARN MORE ABOUT OUR VIDEO ANALYTICS SOLUTIONS.**

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