



COMPANY PROFILE

BriefCam is a developer and provider of systems for the rapid review, analysis and indexing of surveillance camera feed using Video Synopsis, a novel image processing technology. Video Synopsis, for the first time, makes Total Video Review possible and will turn reviewing the day's events in their entirety into an integral part of the daily security routine.

No one can watch hours upon hours of surveillance video. Yet CCTV deployment worldwide continues to grow exponentially. BriefCam meets the unmet global need to browse video, investigate and identify incidents rapidly, and take action. BriefCam's Video Synopsis technology replaces the inefficient, expensive "fast forward" method of manually reviewing video footage. Video Synopsis compacts the day's events into a "brief" that enables users to browse hours in minutes.

Technology

Video Synopsis is a proprietary image-processing technology (patent-pending) that creates a summary of the original full length video. BriefCam can provide a complete representation of all events occurring during hours of video footage in a condensed clip as short as a few minutes long. The synopsis presents simultaneously the multiple objects and activities that happened at different times – with an index to the original source video; online video feed and offline archival footage -- for on-the-spot event tracking, forensics and evidence discovery.

There are no other comparable products on the market as Video Synopsis is not an analytics product. Unlike automated surveillance, BriefCam addresses those situations where the human element is needed and makes use of the operator's experience and instincts when viewing video.

Products

BriefCam products are compatible with a range of DVRs/NVRs and are easy-to-install third-party software that will not change existing ecosystems. The BriefCam product line consists of:

- **BriefCam VS Online** – Video Synopsis add-on for on-site, real-time security
- **BriefCam VS Forensics** - Video Synopsis offline forensics for post-event investigations.
- **BriefCam VS SDK** – For Video Synopsis-integrated and embedded third-party products.

Market

BriefCam reaches end-users via resellers such as system integrators. Through partnership agreements, BriefCam supplies vendors with third-party software that sets them apart from the competition. Through OEM agreements, BriefCam supplies a software development kit (SDK) that enables vendors to provide Video Synopsis functionality while retaining their own look and feel.

Target markets include police, military, border control and other Homeland Security agencies, as well as security authorities at municipalities, airports, railways, sea and other transport authorities, banks, building managers, retailers and more. In short: anyone using video surveillance can benefit from Video Synopsis to better monitor, safeguard and/or reduce loss at their locations and facilities.

Company

BriefCam is a privately-held company headquartered in Neve Ilan, Israel, with sales offices in the US. Technology partners include: Axis Communication, Genetec, Magal-Senstar, Milestone Systems, NICE Systems, On-Net Surveillance Systems (OnSSI), Panasonic, Verint and Vicon.

For more information

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