



COMPANY PROFILE

Company Name

BriefCam, Ltd.

Company Description

BriefCam is a developer and provider of systems for reviewing, analyzing and indexing of surveillance camera content using Video Synopsis, a novel image processing technology. Video Synopsis will, for the first time, make reviewing all video feed possible and turn it part of the daily security routine.

Address

G.G. Communication Center
Suite 302
Neve Ilan, D.N. Harei Yehuda
90850, ISRAEL
www.briefcam.com
Tel: +972-2-5337228

US offices in San Mateo, California.

Year Founded

Founded 2007

No. of Employees

20 (of which 5 hold PhDs)

Company Origin

The initial technology for Video Synopsis was developed by Dr. Shmuel Peleg at The Hebrew University of Jerusalem, and is licensed to BriefCam by Yisum Research Development Co., the technology transfer company of Hebrew University.

Sources of Funding

BriefCam has been invested in by Aviv Venture Capital and a private investor group.

Status of Your Patents

Patent pending

Category

Surveillance, Security, Defense, Image Processing, Closed Circuit Television, Film & Video Technology, Innovation

Revenue

Under \$1.5 million for 2008; initial sales commenced in the first half of 2009.



Products

BriefCam has an available product line consisting of:

1. BriefCam VS Online – Video Synopsis add-on for on-site, real-time security
2. BriefCam VS Forensics - Video Synopsis offline forensics for post-event investigations.
3. BriefCam VS SDK – Software developer kit enabling Video Synopsis-integrated and embedded third-party products.
4. BriefCam VS Appliance – Robust server pre-installed with VS Online.

Partnerships range from fully embedding VS technology into OnSSI's Ocularis product line through integration within Milestone Systems' XProtect product line to technology agreements with Axis Communications, DVTel, Genetec, Magal-Senstar, NICE, Panasonic, Verint Video Solutions, Sony and others.

Executive Team

BriefCam was founded on the strength of technology developed at Hebrew University, Jerusalem, and licensed by the university to the company. BriefCam's founders are experienced entrepreneurs, all with previous successes to their credit.

Prof. Shmuel Peleg, PhD, the developer of Video Synopsis technology, is the company's co-founder and Chief Scientist. Peleg, a faculty member and former chair of the School of Computer Science, Hebrew University, is a world-renowned expert in computer vision and has published over 150 technical papers. Peleg's OmniStereo technology, developed to create three-dimensional photographs, was awarded a prestigious Kaye Innovation Award in 2002. Peleg holds 12 issued US patents that have provided the technical foundations to four companies: VideoBrush (USA), Emaki (Japan), HumanEyes (Israel), and BriefCam (Israel).

Gideon Ben-Zvi, Chairman and Acting CEO of BriefCam, has 16 years experience as a CEO, as the founder/co-founder of Ligature (USA), Wizcom Technologies (USA), HumanEyes (Israel) and ASOCS (Israel). He led two IPOs and two exit events yielding 4x-25x to investors.

Dr. Yaron Caspi, PhD, Vice President of Research & Development, is on the faculty of the Weizmann Institute of Science and has published numerous papers on computer vision and video exploration. In 2003, Caspi co-founded Omnivee, a start-up whose software solution improved long-distance CCTV surveillance; the company was acquired by DVTel in 2005.

Gadi Talmon, VP Business Development, has over two decades of experience as a high-tech CEO and executive as co-founder of security and intelligence companies Agent Vi (USA), Retalligent (Israel) and Bankom (Israel).



Summary of BriefCam's Innovation

No one can watch 24 hours of surveillance video yet CCTV deployment worldwide continues to grow exponentially. Research organization IDC predicts that global surveillance and monitoring camera shipments will increase 45% (Year on Year) over the next five years. Emergency situations only add to this number, for example, the London bombings of July 7, 2005 generated a reported 80,000 videotapes; thousands of hours of CCTV footage that took months to review and delayed the investigation significantly.

BriefCam meets the global unmet need to browse video, investigate and identify incidents rapidly, and take action. BriefCam's Video Synopsis technology gives users 24 hours in a minute, compacting hours of events into a "brief" that takes just a few minutes to review.

Video Synopsis is BriefCam's major innovation, a proprietary image-processing technology that creates a summary of the original full length video. BriefCam can provide a complete representation of all events occurring during 24 hours of video footage in a condensed clip, as short as a few minutes long. The synopsis is made possible by simultaneously presenting multiple objects and activities that have occurred at different times.

Video Synopsis enables the rapid review and indexing of captured video footage – with an index to the original source video; real-time video feed online and archival video footage offline -- for on-the-spot event tracking, forensics and evidence discovery.

The BriefCam system is compatible with a range of DVRs/NVRs and is an easy-to-install add-on product that does not change existing ecosystems. There are no other comparable products on the market as Video Synopsis is not an analytics product. Instead, it makes use of the human operator's experience and instincts to view video in its entirety, and by doing so, improving and accelerating the decision-making process. BriefCam replaces the current inefficient and expensive method of manually reviewing hours of video footage.

Technology

Video Synopsis provides a very short video representation of a long time period, while preserving all essential activities of the original video. The synopsis serves as an index into the full video, and is performed in three stages.

1. In the Ingest stage, the video is analyzed online as it is being recorded to the DVR/NVR, separated into background (all static, non-moving objects) and foreground (moving objects), and the moving objects extracted. Descriptions of the extracted moving objects are inserted into a database.

2. In the Synopsis stage, a user specifies a time period of interest (e.g. last 24 hours), and all relevant objects and backgrounds for the specified period are extracted from database. A very short synopsis video is generated from these objects and backgrounds. The synopsis video can be very short (a few minutes can summarize a full day) as objects are shifted in time, and many objects are shown simultaneously even though they occurred at different times.

3. In the Indexing stage, the user selects an object of interest. This object points to the original video, showing this object as it has been recorded.



Target Markets

BriefCam's potential customers are police, military, border control and other Homeland Security agencies, as well as security authorities at municipalities, airports, railways, sea and other transportation authorities, banks, office building management, retailers and more.

Our target market is the global video surveillance market. Anyone using video recording can utilize Video Synopsis to better monitor, safeguard and/or reduce loss at their locations and facilities. It is therefore difficult to estimate potential overall market size; the North American surveillance camera market alone is estimated at \$1 billion in 2008. BriefCam is aiming for a percentage of this multi-billion dollar global market, specifically those cameras dealing with safety and security, and loss prevention. However, we are also aware of other potential markets that make extensive use of CCTV monitoring of ongoing activity, such as the hospital sector (for operating room procedures) and airline sectors (gate monitoring of supplies, luggage, etc.).

BriefCam is reaching out to potential end-users via resellers such as system integrators. Through partnership agreements, BriefCam supplies video surveillance product vendors with a product add-on that differentiates them from their competitors. In cases of OEM agreements, BriefCam supplies a software development kit (SDK) that enables vendors to retain their own look and feel.

BriefCam has a US office; we work with local dealers in Europe, the UK and the Far East who promote our product.

BriefCam Video Synopsis technology is currently being evaluated by security agencies in the UK, US, the Netherlands and Israel.

Industry and Competitors

BriefCam aims to be a supplier of a component that is critical to the surveillance industry, similar to the position of Dolby technology within the audio industry.

At present, the only alternative to BriefCam is the tedious, inefficient and expensive process of manually reviewing video footage. Video Synopsis is a complementary adjunct to other products such as video analytics, video management, IP cameras and the like. The difference is that Video Synopsis allows the user to view all the footage -- not just selected events.

While much effort has been put into automated surveillance, BriefCam addresses those situations where the human element is required. These include identifying complex behaviors, such as street fights, and unusual behaviors that often cannot be identified automatically. BriefCam takes advantage of the human operator's intelligence and experience in recognizing what had previously gone unrecognized to make operator intervention more efficient and more effective.

BriefCam allows video surveillance product vendors to adopt Video Synopsis either as an embedded feature (under OEM agreement) or as an add-on solution to enrich their product offering.

BriefCam intends to become a standard feature in every video recording system and make reviewing all video footage, from every camera, part of the daily security routine.

Challenges

Market education is the primary challenge that BriefCam faces. While the use of CCTV cameras continues to grow, no acceptable solution has been found for reviewing the massive amount of footage generated. Educational efforts through vendor and end-user training, marketing communications and public relations made the market aware of solutions such as Video Management Systems and Video Content Analytics. Now, similar efforts must be made to make it aware of the added benefits that Video Synopsis can provide.



For further information:

Rachel Neiman
Communications and PR Manager
BriefCam Ltd. - www.briefcam.com
Email: rachel@briefcam.com
Cel: +972 54 215 2653

G.G. Communication Center
Suite 302
Neve Ilan 90850, ISRAEL
Tel: +972-2-5337228 Fax: +972-2-5337448