



## SOLUTION OVERVIEW

**BriefCam**

### **TRANSFORMING VIDEO SURVEILLANCE INTO ACTIONABLE INTELLIGENCE**

As the industry's leading provider of Video Synopsis™ and Deep Learning technologies, BriefCam is driving exponential value from surveillance camera investments with its innovative, powerful and easy to use video analytics solution. BriefCam enables customers to review hours of video within minutes, rapidly pinpoint people and objects of interest, receive real-time notifications of critical events, and dynamically analyze key performance indicators to optimize operations.

### **SECURITY & OPERATIONAL INTELLIGENCE**

BriefCam's unique fusion of Computer Vision and Deep Learning technologies transforms raw video footage into searchable, actionable and quantifiable content, via three powerful solution modules:

**RAPID REVIEW & SEARCH:** Enables the review of hours of video in minutes and rapid pinpointing of people and objects of interest.

**PLANNING & RESEARCH:** Converts raw video to quantitative, actionable insights for data-driven decision making.

**PROACTIVE RESPONSE:** Provides smart alerts transforming organizations into proactive enterprises.

### **SOLUTIONS FOR MULTIPLE STAKEHOLDERS**

BriefCam's cross-functional solutions serve multiple stakeholders within any organization, maximizing the ROI of video surveillance systems and transforming how organizations operate.

### **FAST & EFFECTIVE INVESTIGATIONS**

Helping law enforcement and public and private security agencies to achieve a radically faster time to target. The *de facto* standard for police departments in over 40 countries, Briefcam was recognized for its role in helping investigate the Boston Marathon Bombing.

*Using BriefCam, Hartford Police Department (HPD) is surveilling 6-10 locations using the same detective hours it previously required for a single stakeout and for solving previously unsolvable crimes.*



## SAFER & SMARTER CITIES

Securing cities such as Boston, Buenos Aires, Beverly Hills and Brussels, protecting residents, driving economic growth and developing strategies to reduce crime.

*The busiest convention center in the heart of the USA's most densely populated city reported a 60% reduction in crime after implementing BriefCam.*



## TRAFFIC OPTIMIZATION

Identifying traffic hotspots - on highways, in parking lots, on warehouse floors, in retail stores, on campuses and in stadiums, enabling organizations to quantify and classify traffic, maximize space utilization and optimize traffic flow.

*ABIA is using BriefCam to quantify the number of cars entering specific parking lots and resolve passenger flow issues in terminals.*



## LOSS PREVENTION

Helping organizations catch shoplifters, identify employee theft and stop shrinkage.

*ABIA uses BriefCam to monitor the return of rental cars, ensuring accurate records and receipt of correct fees from car rental vendors.*

## ABOUT BRIEFCAM

BriefCam is the industry's leading provider of Video Synopsis™ and Deep Learning solutions for rapid video review and search, real-time alerting and quantitative video insights. By transforming raw video into actionable intelligence, BriefCam dramatically shortens the time-to-target for security threats while increasing safety and optimizing operations.

BriefCam products are deployed by law enforcement and public safety organizations, government and transportation agencies, major enterprises, healthcare and educational institutions, and local communities worldwide. BriefCam's groundbreaking technology has been recognized with a series of industry accolades, including The Wall Street Journal Technology Innovation Award, Security Products Magazine New Product of the Year, SIA New Product Showcase Best in Video Analytics Award, and CNBC Europe's 25 Most Creative Companies.

[www.briefcam.com](http://www.briefcam.com)



## CONSUMER ANALYTICS

Transforming how retail stores do business by leveraging video surveillance to aggregate and uncover quantifiable data and trends to reveal the secrets that drive sales and increase profits.

*Massachusetts General Hospital (MGH) used BriefCam to quickly identify how many people actually visited its museum on any given day, enabling better planning of operational needs.*



## CROWD MANAGEMENT

Providing quantifiable insights on customer paths to better plan and manage traffic flows, identify problem hotspots, locate missing people, investigate pickpockets and receiving real-time alerts when guests enter restricted areas.

*Using BriefCam, an elderly man who walked out of the ER unnoticed was located by MGH in a nearby metro station, who then alerted transit police and ensured his safe return.*

