

# PERIMETER PROTECTIVE SYSTEMS

## WHAT IS VIDEO ANALYTICS, SIMPLY EXPLAINED?

### ***The Benefits to You and the Dramatic Differences between Video Analytics and Traditional Video Surveillance***

Most simply explained, it is “computers watching cameras watching people.” Basically, instead relying on a guard to watch one of those split-screen monitors showing four little images from four cameras which switch out every few seconds to images from four other cameras, video analytics utilizes computer software that can recognize the human form and vehicles. The computer watches all cameras simultaneously without ever “blinking an eye” 24/7. It has vastly more acuity than a human.

Additionally, it is very intelligent because rules can be set for the behavior of the humans and vehicles. When the computer sees a rule broken it immediately alerts our central monitoring officer who then takes over looking at what is happening, and acts on it. The analytic software places red rectangles around the suspects and automatically follows them in high definition and it zooms in digitally, while in another part of the screen preserving the overall view of the scene.

The monitoring officer can then talk directly to the rule-breakers over a loudspeaker and tell them to leave the property. The officer can also call the police and guide them directly to the perpetrator. So, instead of just recording events, video analytics actually prevents crimes from happening.

### ***Benefits of the world's best proactive video surveillance***

Increase your bottom line by preventing losses that are ongoing, often undetected, cumulative and sometimes catastrophic. Reduce insurance premiums, accidents and worker's comp claims. Stop intruders and employee theft and improve corporate climate and performance. Learn more



### ***What are the dramatic differences between our breakthrough technology and typical video surveillance?***

- Typical systems just record damage. Ours prevents crimes from happening.
- Regular systems are motion-detectors, detecting trees swaying in the wind, birds and so on. Constant false alarms. So companies just have them record to dvr. They playback if something was found to be stolen in the hope of finding out who did it.
- Due to low resolution and conditions of glare, rain, darkness, etc., such systems often miss actual intrusions altogether. If they alert a guard, the guard will often see nothing on the monitor image. [Click here for actual monitor images as seen by a guard.](#)
- Our technology of video analytics utilizes advanced software to interpret video images. It recognizes the human form and vehicles. It ignores dogs, birds, trees swaying. The software monitors all cameras simultaneously and never “blinks an eye” 24/7. It detects intruders in low light or glare, at a distance, in rain or snow, and it does this in a way no human could possibly do.
- To start with, our VideoIQ Hi-Def cameras have about seven times the resolution of most competitors' cameras, and of any other analytic system as shown here. But, significantly, there is much more. The analytics program uses algorithms to digitally enhance and interpret limited information, thus spotting people where no human would see them on a video monitor image.
- The analytics are programmed with intelligent rules for your environment. For example, it's okay for people to walk on one side of a fence but not to climb over it. Okay to exit through exit doors but not to approach them from outside—this could be a situation of goods being passed out the door. It may not be okay for more than a certain number of people to be gathered in one area or for someone to loiter in a defined area for longer than a defined time period. Trucks should drive in one direction but not another

and not exceeding a specified speed. All of these rules are programmed for your place. That's intelligence. In fact it's brilliant. When a rule is broken the system instantly detects it and spots the intruder or rule-violator. It sends an immediate alert to our central station monitoring officer. Only once the computer has spotted the problem does the officer take over.

- The video analytics will place a red rectangle around the suspected person and automatically tracks them in high definition and automatically digitally zoom in, as shown here.
- Here is where actual crime prevention happens: The monitoring officer now talks over a loudspeaker directly to the detected person. For example, "We have just detected you climbing over the fence. You are wearing a white sweatshirt. You are on private property and you must leave at once." Our officer can also call the police and do what is called "a live, verified breach report." The police do respond to such live, verified reports as our officer guides them directly to the perpetrator.

***"We recently got a new video system. We must have gotten this new video analytics, right?"***

No. Most security companies are still installing the older style motion-detecting camera systems. Some do offer video analytic

systems but not of the quality of the unmatched leader, Perimeter Protective Systems' VideoIQ. Fortunately, if you have existing cameras we can use our VideoIQ encoders to convert your cameras to video analytic functionality.

***"How do I know if my existing video security system really works or not to even detect intrusions and crimes?"***

Security agencies like Homeland Security perform mock strikes at facilities. Have one of your employees dress in dark clothing and climb over your fence and enter your grounds in the evening or during rain or snow. Do what thieves would do: see which way cameras are pointed and try to come in under their angle of view. If moving PTZ (pan/ tilt/ zoom) cameras are used, have your mock thief go where the camera is turning away from. During the day have him take some valuable inventory or tool and walk to the employee parking lot and put it in his car trunk. Have him loiter outside by taking a twenty minute cigarette break. Park a car in a "No Vehicles" area. Test the very things you think are being protected and see the result. Not happy with the results? Call us.