

NIT

An INGRAM MICRO Company

**"iCetana are the World Leaders In Real-Time AI-Assisted
Video Monitoring Software"**

IN PARTNERSHIP WITH  iCetana



NIT

An INGRAM MICRO Company

“WORLD LEADERS IN AI-ASSISTED VIDEO MONITORING SOFTWARE”

iCetana.com

THREAT AND RISK LANDSCAPE

Threat and risk landscapes are changing and evolving faster than ever. Threats are presenting themselves in new forms, with increasing risk to staff, customers and the public. Camera networks are expanding in response to the escalating chaos of modern life; more feeds with more data, overloaded operators, leading to missed events, increased risk, reduced safety and security, and operational compliance.

With so many cameras even the most well trained operators struggle with the vast amount of visual data they are viewing.

Our technology automatically learns and adapts to the ever-evolving threat landscape enabling you to see through the chaos in real-time and identify undesirable events first. It's next-gen surveillance that we call iCetana.



BEYOND SECURITY

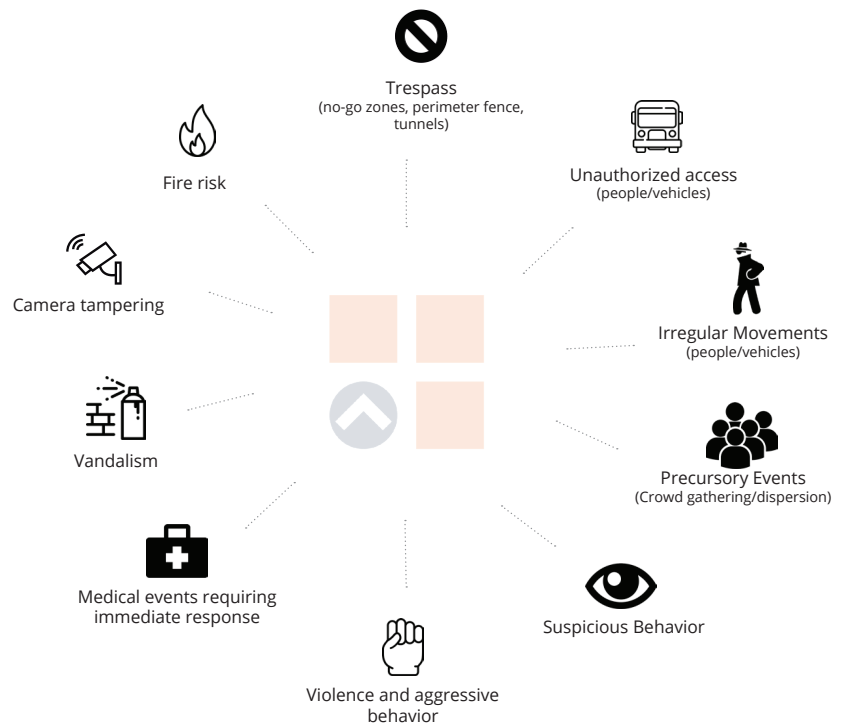
Video monitoring is being increasingly used beyond security. Companies are now leveraging video for health, safety, and operational/production compliance – to identify incidents and highlight variations from normal.

iCetana puts organisations in the driving seat to effectively manage and respond to risks beyond security.

“iCetana’s system automatically self-learns what normally happens in each camera scene and then identifies and alerts on abnormal events in real-time.

Operators are then able to immediately respond to exceptional events before they escalate.”

iCetana can identify many undesirable events.



THE RESULTS

- ▶ Increased speed of response
- ▶ Reduced impact of threats
- ▶ Improved risk profile
- ▶ Improved ROI of security infrastructure
- ▶ Reduced operating costs
- ▶ Mitigate impact of events
- ▶ Create a safer environment

"The team from iCetana has delivered a solution that not only integrates with our CCTV and building access control systems, but also enhances the operational workflow of our security team.

BRIAN WOODMAN - PORTFOLIO MANAGER

THE ICETANA DIFFERENCE



SEE THINGS FIRST

We are world leaders in real-time AI-assisted video monitoring software.

The key point here is real-time. We don't just record what happened in the past; we pro-actively monitor the present to highlight issues first.



EMPOWER ACTION

Existing systems only alert operators once something has gone wrong. To us, that's one step too late.

Our software pro-actively highlights abnormal behavior and alerts the operator.



(SUPER) HUMAN

We are a super human enabler not a human replacement.

iCetana uses LiveWall™ technology to display only abnormal events - avoiding monitoring fatigue and boredom, whilst upping engagement.



MONITOR AT SCALE

The only future proofed choice on the market.

iCetana is the only system that has the ability to scale to thousands of cameras in the one installation.

The iCetana AI-assisted software can...

- ✓ AI-assisted video monitoring to display abnormal behavior — highlighting only what's important for real-time interventions.
- ✓ Automatically highlight abnormal events like trip/fall, people flow, loitering, congestion, vehicle violations, aggression and violence.
- ✓ Automatically develop new baselines of normal — adapting to new environmental and behavioral norms.
- ✓ Work with existing systems and rules-based infrastructure including facial recognition and people counting.

What clients are saying...

THE EFFICIENCIES JUST MAKE SENSE!

"From an investment of just 10-15% of our overall video surveillance infrastructure costs, we achieved a 100% increase in utility gain from our video surveillance infrastructure by the up swing in the number unusual events we now see in real-time. You just can't ignore efficiency improvements like that."

REAL-TIME AT SCALE

"We have a really large surveillance infrastructure that needed a system that could cope with highlighting events across over 1000 cameras in real-time. Being able to equip our organization with this real-time capability at scale has been critical."



An INGRAM MICRO Company

NIT an Ingram Mirco Company

EIB03, 3rd Floor, Dubai Internet City
P.O. Box 23043, Dubai - UAE

T : +971 4 242 8486

www.nit.ae
info@nit.ae

IN PARTNERSHIP WITH  iCetana