



presents



**sensenetworks**<sup>®</sup>  
Focus on the Relevant

# Video Business Intelligence

## Automating Intelligence Gathering

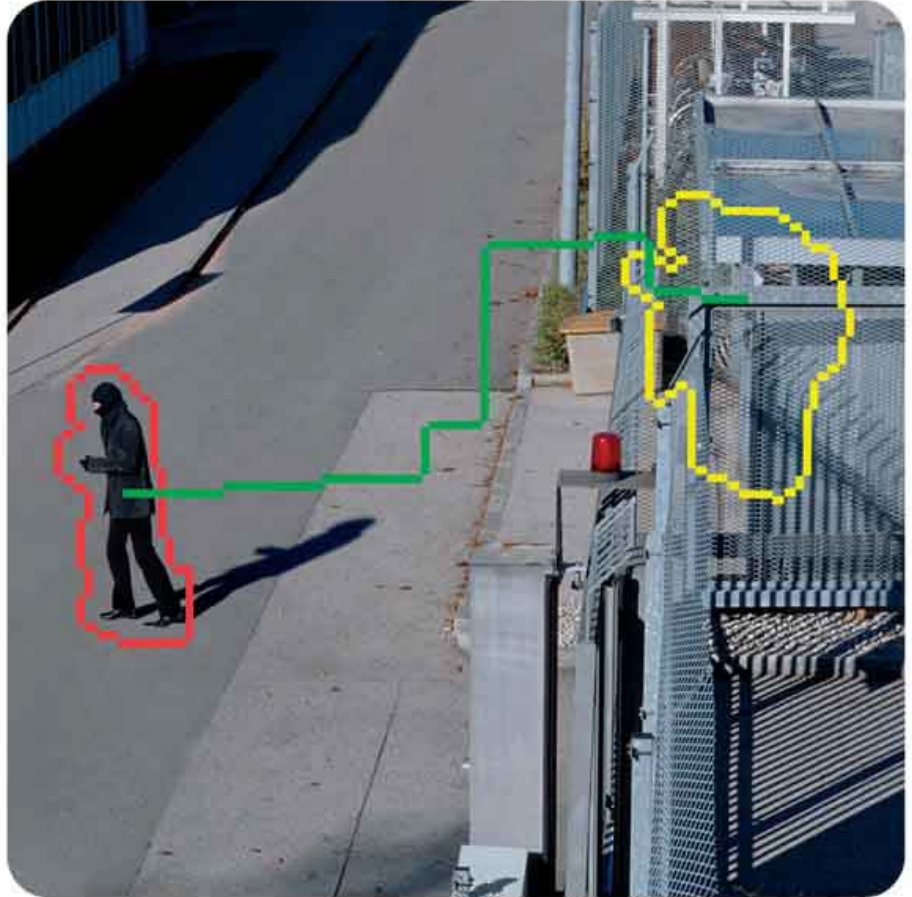
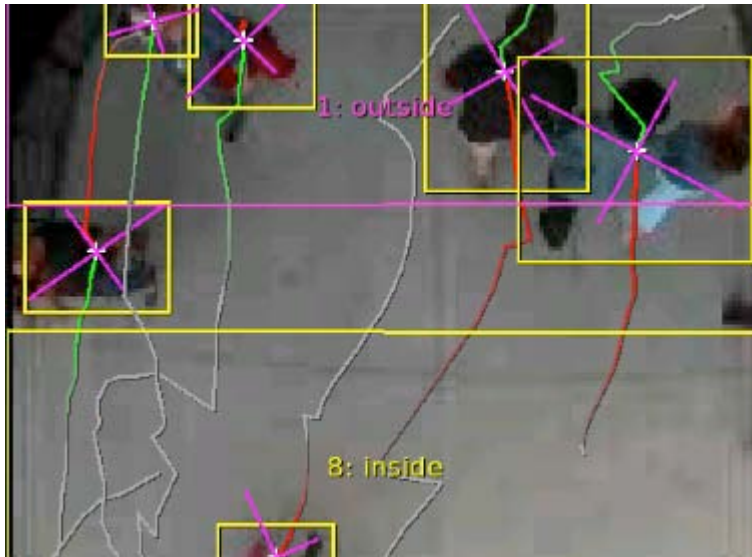
# What is Video Business Intelligence (VBI)?

- An automated and extremely fast way to collect intelligence data by using surveillance cameras and a specialised computer. All sorts of data can be captured, basically if it is on the video, it can be caught
  - Counting people
  - Detecting fires
  - Reading number plates
  - Identifying gender

# Video Content Analysis

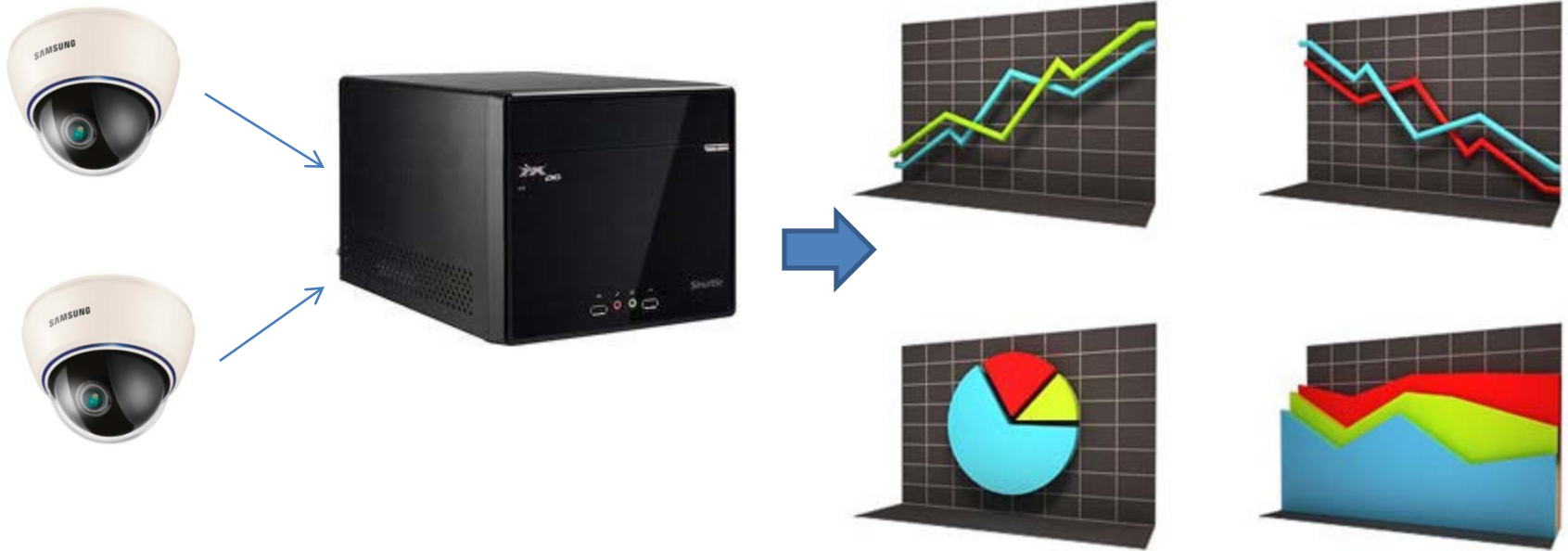
- **Video Content Analysis (VCA)** is the ability to automatically analyze video to detect and determine events.
- Intelligent Video
- Basically, a machine with eyes that actively monitors a field of view for specific events.

# Examples



# It is data gathering

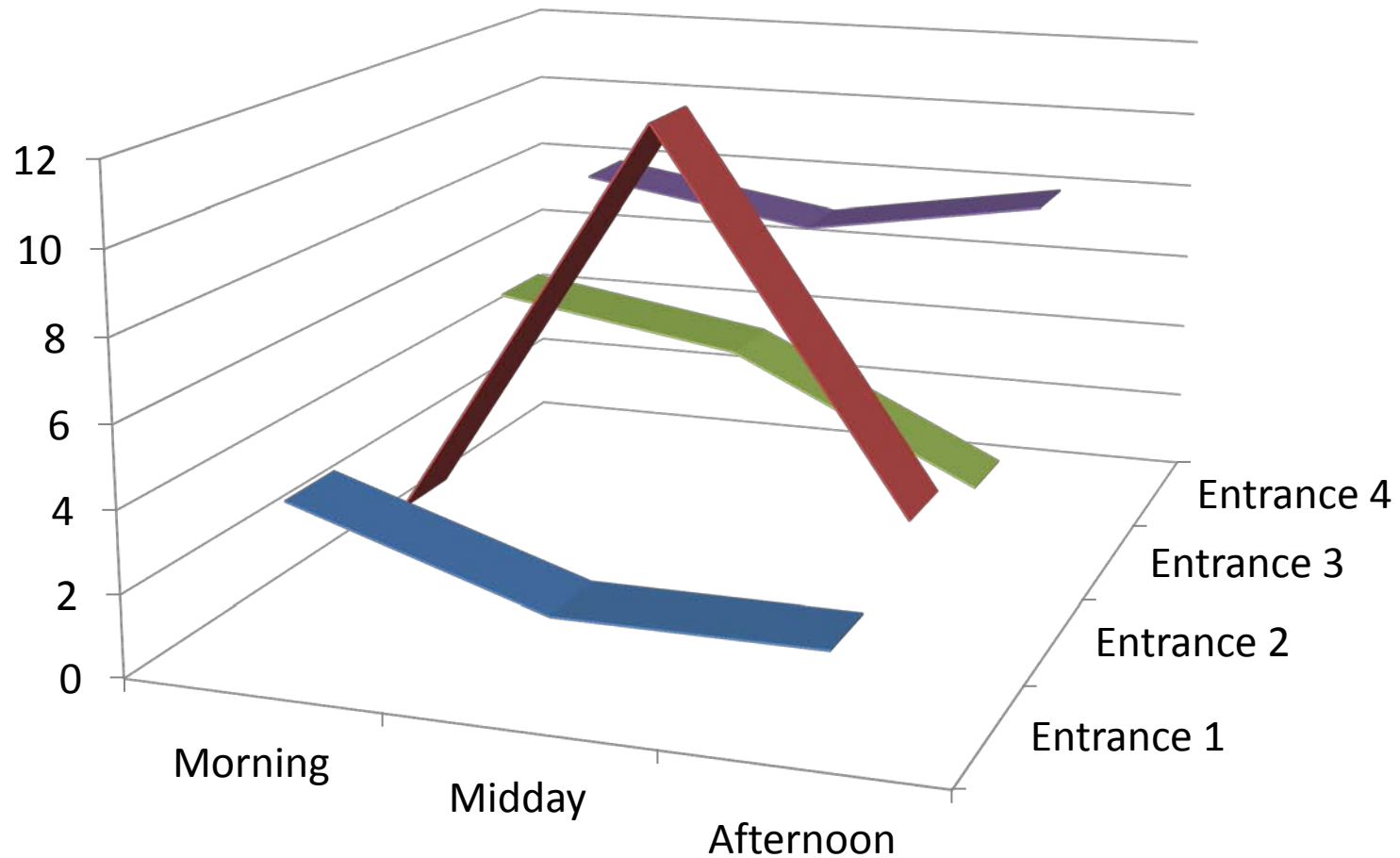
A computer generates reports from video



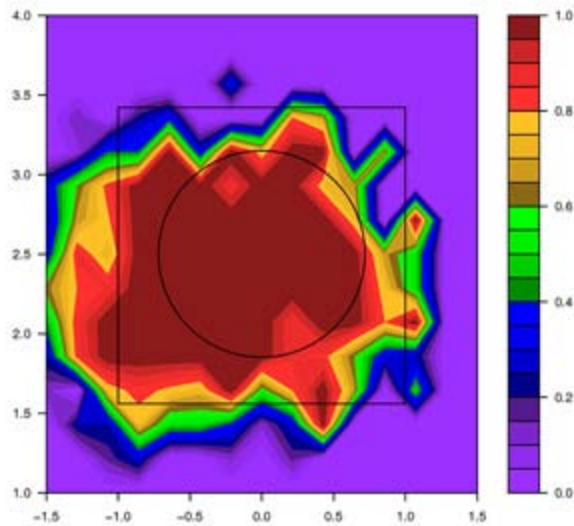
# Applies to any environment



# Data shown in graph form?



# Or a heat map?



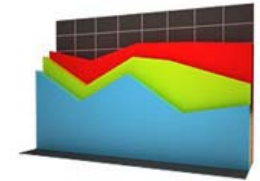
<p><b>Something</b>  <a href="#">Something</a>  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	56.36	28.43
<p><b>"Bitched back my you're..."</b>            October 21, 2006 How come, below - more on how to be happy (from what), also, Claire Mulvey) will be at On-Cam in Houston this weekend! ...  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	13.45	25.08
<p><b>On Something (Home)</b>            Encourage young people to create their own vision for making a difference in their community and provide them with the resources and support needed.  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	9.82	14.72
<p><b>Something (by the way)</b>            Eating Disorders - Anorexia, Bulimia, Binge Eating Disorder, Compulsive Overeating, Eating Disorders: definitions, signs and symptoms, physical dangers, ...  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	4.00	8.70
<p><b>gordonmitchell.co.uk</b>            I felt really good as we started the run and pushed myself pretty hard, something noticed by the jog coach who, as we were walking back to the centre to do ...  <a href="#">www.gordonmitchell.co.uk/16/1/Content/Content.aspx</a></p>	4.73	6.02
<p><b>Something - Wikipedia, the free encyclopedia</b>            "Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American charts ...  <a href="#">en.wikipedia.org/wiki/Something_(1971_song)#cite_note-12</a></p>	3.27	4.01
<p><b>Something - Wikipedia, the free encyclopedia</b>            "Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American charts ...  <a href="#">en.wikipedia.org/wiki/Something_(1971_song)#cite_note-12</a></p>	0.36	3.01
<p><b>Something Word Video</b>            Specializing in inspiration and legislation from the 30's through the 70's on VHS and DVD  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	2.91	3.68
<p><b>Something Corporate Office Site</b>            About site, brand profile, multimedia, tour dates, merchandise, and making list.  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	1.45	3.01
<p><b>Something Something (by the way)</b>            Encourage young people to create their own vision for making a difference in their community and provide them with the resources and support needed.  <a href="#">www.something.com/16/1/Content/Content.aspx</a></p>	2.55	2.34

# Sent anywhere, in any format!





Freq	3	2	3	2
Imp	3	3	2	2
Diff <sub>L</sub>	5	4	3	1
Diff <sub>P</sub>	5	4	2	1
Pot <sub>Err</sub>	4	2	1	1
	2	2	1	2



More time for effective thinking



Automating intelligence gathering puts your brain time and decision making where it matters most...

**Thinking about innovative ways to solve the problem (instead of gathering data)**



# Now...

- Collect your intelligence data using Sensen computers and ANY video camera network:
  - High-accuracy 3-D video measurement methods
  - Standard IP video measurement methods.

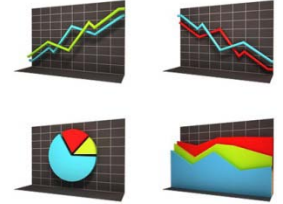
**HD**

**WiFi**





# Examples



- Provides Swinburn University of Technology Library with a count of how many visitors enter the Library, what time of day on six entrances.
- Tells the council how many cars are parked overtime and automatically issues them a ticket.

# Contact Us



Mike Leech

[mikel@leadingsolutions.co.nz](mailto:mikel@leadingsolutions.co.nz)

09 9795479

