



# Newsletter

## February 2010

### SPECIFICATIONS FOR VIDEO ANALYSIS SYSTEMS

Many tenders today ask for video analysis. Often the requirement is laid out in just a few lines – sometimes the requirement statement simply says “must provide video analysis on all cameras.” Of course you get what you ask for. If your description is not sufficiently detailed you can easily get a large number of suppliers “complying” with the request even though their products may not be good enough for the specific application.

A short while back an airport in Asia went to tender looking for a system to “detect abandoned luggage”. The company with the lowest price won and the system was implemented. The airport complained that the system did not work. The supplier suggested that they empty out the terminal and leave a bag – their system would detect it. They emphasised that the tender had not specified that the system had to work in crowded scenes. This is an example of an unwary user becoming the victim of his own ignorance. That particular airport is now looking for a system for its next terminal and they are being much more careful in how they word their requirements.

Writing tender specifications such that you ensure that you get the latest technology and specifically one that will work in your environment is an art in itself. To help consultants and customers in different industries with this challenge, iOmniscient has published a document providing guidelines on how such specifications should be written.

To understand the type of applications that are possible in different environments there is second document that lists these for several of the major industries. For a copy of either contact [christina@iomniscient.com](mailto:christina@iomniscient.com)

## iOmniscient wins yet again

### Overall Winner - Global Security Challenge for Crowded Scenes

As the focus of security moves from theft and intrusion to terrorism the requirement for security systems has also changed. The major threats of the future will happen in crowded scenes and not on empty fence lines.

But despite the fact that there are now many companies that offer video analysis they can only do this in simple, empty scenes. To find out who could handle crowded and complex environments British Aerospace (BAE) sponsored the “Global Security Challenge for Crowded Places”. An international team of eminent judges was assembled to evaluate the alternative offerings.

Last month iOmniscient was declared the overall winner of the challenge. BAE’s very generous prize will be presented at a ceremony in London in May 2010.

**Dr Rustom Kanga, CEO of iOmniscient** said, “We have always said that our specialisation is coping with crowded and complex scenes where we have some of our patents. We were very confident that we would do well in this Competition and I am glad that this capability has also been recognised by BAE and the judging panel. Of course since we can cope with crowded scenes we can easily do the more simple applications in empty scenes”.

## New Office in Cairo



To address the continuously growing markets in Egypt and neighbouring countries iOmniscient has established a direct presence in Cairo. The team there will have both a Sales and Technical Support capability and will be geared in particular to support those of our customers who require support in Arabic.



### Enlightenment Seminar returns to Abu Dhabi due to overwhelming demand.

iOmniscient will be exhibiting at the International Security National Resilience Exhibition at Abu Dhabi. Several Enlightenment Seminars have already been run in the UAE but due to the overwhelming demand it will be re-run on the 2nd of March (4pm to 6pm).

This will be followed on the 3rd and 4th of March with Technical Training for resellers and customers.

To register for either contact: [Training@iomniscient.com](mailto:Training@iomniscient.com)

Contact us on:  
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## See Through the Crowd