



June 2009

## THIS is Openness

Compression protocols such as MPEG4 and H.264 are being used by most camera and DVR/ NVR suppliers. However despite the hype about openness and the setting up of at least two competing Standards bodies there is little standardisation in the way these compression techniques are implemented. In many cases different camera models even from the same supplier will be totally incompatible and have different interfaces.

To overcome this iOmniscient has built a generic interface that will enable all MPEG4 and H.264 systems to be viewed and analysed as long as they meet certain minimal criteria. So while the industry is yet to agree on how to define a common interface for all these systems iOmniscient has made the problem obsolete. Now it does not matter whether these different suppliers have a common interface, iOmniscient's systems will talk to all of them.

THIS IS OPENNESS.

### Meet us during:

**IMS Video Analysis Conference**  
Brussels June 23-24 2009

**ASIAL**  
Sydney 24-26 August 2009

**ASIS Exhibition**  
Anaheim, USA Sep21-23 2009

**CANASA Security Canada Central**  
Toronto Oct 21-22 2009

**IFSEC India**  
Oct 29-31 2009

**CPSE China**  
Shenzhen Nov 1-4 2009

**INTERSEC 2010**  
Dubai Jan17-19 2010

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## World's First Facial Recognition in a Crowd.

Facial Recognition in a crowded scene has always been an elusive technology. Many have tried it and whereas Facial Recognition in controlled environments with high resolution cameras has been possible for some time on a "One to Many" basis, no one else has



ever been able to provide an accurate Facial Recognition that would work in a crowded scene where "Many to Many" recognitions are required.

But finally it is here. In a world first iOmniscient is pleased to announce a Facial Recognition system that will operate accurately in a crowded scene using low resolution cameras. A camera with D1 resolution will match faces in a crowd at a distance of 30m against a database of up to 2 million faces in real time.

The product was announced and demonstrated at IFSEC 2009. Marketing materials are being completed and the first customer shipment is expected in October 2009. Incidentally, facial recognition in a crowd where the face of every individual in the scene is captured and recorded, will be available in the next release in July.



DETECTION IN EMPTY SPACE



DETECTION IN CROWDED SCENE

capability that can be achieved with technology with a low IQ rating of 100.

What the organisations really needed was to detect ABANDONED BAGS IN CROWDED SCENES and this can only be achieved with iOmniscient's IQ 140 technology as shown in the lower picture. This capability is INTERNATIONALLY PATENTED and no other company can do this.

These 4 organisations had accepted the lowest price complying bid. Their problem was that because they had not specified that the left object had to be detected in a crowded scene there were many companies that claimed that they could comply – but their products did not meet the real need. These four organisations (3 railways and an airport) had the courage to determine that their real need had not been met and decided to correct the situation. We welcome them back to iOmniscient.

## Lost Opportunities Regained!

Over the last year we lost the tender for providing video analytics to three railways and an airport in Asia. The reason we are writing about this just now is that in all 4 cases they have now come back to iOmniscient. Why? They realised that what they had asked for in their tender was ambiguous. For example, in their tender they had asked for ABANDONED BAG DETECTION. The winning bidders could do this only when the bag was clearly visible and unobscured in the front of the scene as shown in the picture on top which is taken directly from a competitive brochure. This is a trivial

## "Automated Surveillance" sells out at IFSEC



we launched the first comprehensive book on the subject titled "Automated Surveillance – A Guide to Intelligent Video Analysis". Go to our website to review the Contents. The book was launched in hard cover and in CD form at the IFSEC exhibition in the UK in May 2009. The entire consignment allocated for IFSEC was sold out. More copies will be available from the end of this month. The books are available from iOmniscient and from our various industry partners that constituted the Publishing Consortium. iOmniscient resellers who wish to purchase copies in bulk for distribution to their clients can do so at a special discount – please talk to your account manager (or write to [info@iomniscient.com](mailto:info@iomniscient.com)).

## iOmniscient's rivals stay away from IFSEC.

The IFSEC exhibition, probably the largest annual international Security exhibition in the world, highlighted a very interesting trend. Most of iOmniscient's major competitors did not exhibit at the IFSEC show (many after having booked a stand) — perhaps a sign that the financial crisis is taking its toll.

As one would expect, companies that are financed and controlled by venture capital appear to have been hit the hardest. Other companies where video analysis is not a core competency also appeared to be cutting back on their research investment in this area and many more companies than usual expressed an interest in licensing our technology to include in their own portfolios.

Fortunately, thanks to the ongoing support of our customers, iOmniscient continues to weather the financial storm gracefully. We continue to invest heavily in new products and expect to continue to introduce "World Firsts" in many areas through the rest of this year. In the good times, some suppliers achieve some market share even with very inferior technology, However, during difficult times, users become more intolerant of product that does not work well. This helps iOmniscient.

Our Systems Integrators and Distributors can rest assured that the products that they sell continue to remain the "best" in the industry and that iOmniscient, as their supplier, is using the opportunity provided by the financial crisis to increase its market share.