



**“See through the crowd”**



# NEWS LETTER

## Coming events

[Security Essen 2008, Germany](#)  
7-10 October 2008, Booth 129, Hall 2

[IFSEC India 2008, New Delhi, India](#)  
16-18 October 2008, Booth 66, Hall 11

[Security Canada Central 2008, Toronto](#)  
22 October 2008, Booth 818

[SecurityWorld Conference: Integrated & Intelligent Video Surveillance, Seoul, South Korea](#)  
28 October 2008

## Recent Media

[What is the IQ Rating of your Security System?](#)  
IndiaSafe Magazine  
July 08

[Total Solutions Protect Airports](#)  
A&S International Magazine  
July 08

## Training Schedule

The next set of technical training is scheduled as follows:

<b>Mumbai</b>	<b>13th-14th October</b>
<b>New Delhi</b>	<b>19th-20th October</b>
<b>Sydney</b>	<b>5th – 6th November</b>
<b>Kuala Lumpur</b>	<b>10th-11th November (full)</b>
<b>Kuala Lumpur</b>	<b>13th-14th November</b>

If you are in the area we would encourage you to register and get accredited.

## Korean Seminar on Intelligent Surveillance

Security World International, a leading Korea based Security magazine is running a major Seminar on Intelligent Video Surveillance. Participants in the seminar will gain an understanding of the world market for this emerging technology and hear from leaders in this field on the latest technology trends.



Dr Rustom Kanga, CEO of iOmniScient has been invited as a guest Keynote speaker at this event. He will be speaking on “A Cost Effective Strategy for Implementing Intelligent and Integrated Video based Security Systems”.

Dr Kanga does not normally speak at such industry seminars as, in the past, most seminars were essentially a forum for the sponsors of the seminar. The bigger the sponsorship, the more you were allowed to say. In such situations the audience was often disappointed at the bias that was created by this direct linkage between speakers and sponsorships.

He has agreed to speak at this event because the organizers have attempted to get Keynote speakers who are experts in their field rather than just because they are sponsors.

Korea is a major market for iOmniScient and this is an opportunity for practitioners in this field to meet and get a better understanding of the market's dynamics.

**Readers of our Newsletter can get a 20% discount for the seminar if they show a printout of the Newsletter to the organizers.**

**For conference details visit the [IVS 2008 Website](#)**

There is no charge for the training. However in facilities outside Sydney and Toronto a small charge is made for lunch and other facilities.

**Contact**

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**New Pelco Megapixel Camera Shines with IQ-Hawk**



Pelco launched its new mega pixel camera at ASIS in September. This is the first of a range of megapixel cameras from the company. To emphasize and portray the value of megapixel cameras it was displayed with the IQ Hawk system.

IQ Hawk allows detection and identification to occur on the same camera. Detection normally requires a low resolution image and a distant view. Identification (ie knowing who the person is or the vehicle License Plate number) requires a high resolution near view.

With PTZ cameras one can do a detection on a wide angle view and zoom in on a person to do identification. However PTZ cameras can be easily defeated by the use of decoys. When it zooms in on one person many others could appear on the other side of the detection zone.

IQ Hawk uses the megapixel camera to do the detection in low resolution (thus saving on network bandwidth and storage) and it can then do multiple, simultaneous digital zooms. This allows it to capture high resolution videos of people or vehicles that it has detected and these high resolution images can then be used to identify them.

**Rouse Hill Town Center Measures its Traffic**

The Rouse Hill Town Center and Shopping Complex in Sydney is a major initiative of the GPT property management group focused on creating a new integrated shopping experience right in the heart of the Rouse Hill Town Center.

An iOmniscient system has been implemented there to count people traffic in and out of the shopping complex as well as from one shopping zone to the other. The information from the system can help the management of the center to understand how busy various areas are in real time and understand the traffic flows through their complex.

**Retail Applications**

Retail complexes have many uses for video analysis. Small shops will often use the same system for counting people traffic during the day and for intrusion detection at night. The number of applications is only limited by the imagination of the individual. A sample of these are shown in the table below:



**Security**

- Effective theft detection software is able to detect missing items even in a crowded scene
- Intrusion detection with a tracking function secures off-limits areas
- Detect people entering through "Exit" doors (or vice versa) or people entering an area while the rest of the crowd is leaving
- Detect suspicious behavior such as loitering or sudden running

**Marketing**

- Statistical Counting provides detailed information and advanced reports on the number of people passing a point. It can determine the busiest times of the day/week/month/year, or the busiest area and provide information on traffic flow

**Customer Service**

- Integrates with IQ-Car Park
- Queue Management System can enhance customer satisfaction and provide average waiting times

**Occupational Health and Safety**

- Crowd management option can provide alerts for overcrowding
- Slip and Fall Detection system can help reduce public liability
- Detect the dumping of rubbish in lift wells and behind emergency exits



