iOmniscient
high iQ surveillance

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Newsletter

False alarms continue to plague competitive solutions

Last week Security World Magazine hosted the Secon conference in Seoul. With over 2500 attendees it is THE event on Automated Surveillance in Korea. For the second year in a row they invited Dr Rustom Kanga, CEO of iOmniscient to deliver a Keynote address – this time on "Selecting Software and Hardware for Video Analysis Systems". An interesting observation on the event was that several speakers talked about the dissatisfaction that users felt about Video Analysis systems because of the number of false alarms they usually had to deal with.

This is inevitable as other systems do not have an Artificial Intelligence based Nuisance Alarm Minimisation System (NAMS). All iOmniscient products above an IQ level of 65 are armed with NAMS. (Note: products with an IQ lower than 65 are rarely sold by iOmniscient. They are offered only in competitive tenders where the user does not understand the value of NAMS and wants the lowest price. These low end products always come with a warning that they do not include NAMS).

The importance of NAMS became evident in a recent trial in North America where we were in a competition against one of our very large US competitors. Over a week the customer put both systems through various tests. Both companies did equally well on the detections but there was one difference. Our competitor had 200 false alarms each night. We had zero.

This wide difference in capabilities explains why there are so many "unhappy users" around the world among those who have used systems which do not have NAMS.

WANTED Manufacturer's Reps

iOmniscient has its own representation in several countries. However in many it has no direct presence. In those countries we are looking to establish a relationship with organisations that can act as Manufacturer's Reps or sales agents – organisations able to commit to intensive marketing campaigns and keen to grow with iOmniscient's success within its territory.

Typically the organisation would have certain key characteristics. It would have already established itself in a field that is not too different to Automated Surveillance. It will have a demonstrated capability to establish and maintain relationships with senior people within the industry. And the company would have sufficient technical ability to provide demonstrations and first level support.

The organisation would be able to operate using iOmniscient's name within their territory and would be expected to support existing and new resellers and generate interest and demand from end users.

iOmniscient Launches "Enlightenment Seminars"

A series of "Enlightenment Seminars" was launched in Sydney, Australia on the 25th of August. It was a lively affair in The Maritime Museum in Darling Harbour with over 100 representatives from the security industry present. The seminar was staged to educate members of the industry about new developments in Automated Surveillance including Facial Recognition in a crowd. Peter Haggerty, Security Director of the Australian National Maritime Museum talked about and demonstrated the comprehensive iOmniscient system currently implemented at the site. Further "Enlightenment Seminars" are planned in many cities around the world, (Anaheim/Los Angeles, Mexico City, KL, Delhi, Shenzhen and Dubai). Please email info@iomniscient.com for an invitation to the one nearest you.

IQ-Hawk integrate with Pelco's Sarix Cameras

iOmniscient is pleased to announce that its IQ-Hawk video security products have been successfully integrated with Pelco's Sarix cameras. IQ-Hawk operates with any mega-pixel camera to perform multiple detections on large numbers of different events simultaneously, such as detecting a parking violation and person loitering in the car park simultaneously. "In typical video analytic systems, the operator records everything that the camera views in high resolution. However the IQ-Hawk system has a unique patent pending detection and verification method, which is used to analyse and filter information, all while optimizing bandwidth and storage usage, this allows the system to operate very effectively", says Ivy Li, Managing Director for iOmniscient. "There can be a 120 times potential savings in storage and bandwidth for a 3 mega-pixel camera." "The combined power of Pelco Sarix camera technology and iOmniscient's IQ-Hawk Security system is another example of our commitment to openness and providing integrated security solutions to our customers" said Terry Carver, Pelco API Business Development Manager.

"Automated Surveillance" Now Available on Amazon.com

"This book is a 'must have' for anybody, who is planning to deal with video analysis, be it an installer, distributor, or user" says Maciej Pas in CPS International.

"Automated Surveillance" was successfully launched at the IFSEC exhibition in the UK in May 2009 in hard cover and in CD form and the first consignment was completely sold out. Due to continued demand, "Automated Surveillance" is now available on Amazon. Of course it can also be obtained from info@iomniscient.com

"Automated Surveillance" was written by Dr Kanga and Ivy Li, the founders of iOmniscient Corporation to educate the market on the capabilities as well as the limitations of automated intelligent surveillance. The book comprehensively explains the concepts of the technology in a way that provides the uninitiated reader with a clear understanding of its value and use.