



VIDEO ANALYTICS BREAKTHROUGH CREATES NEW MARKET

The Video Analytics revolution is launching a new paradigm for security protection, in the same way that digital dialers created today's \$20B Alarm Monitoring market over 30 years ago. The new market: True Remote Guarding that never blinks. It is one of the biggest changes to affect the guard services market, which has traditionally been driven by manpower solutions.

Cameras watched by analytics act as "digital guards." This front line of automated intelligence watches continuously for break-ins and security threats. Remote guards are then alerted anywhere in the world when a breach is detected. With video clips of the recorded event on their screens in seconds, along with live video feeds and two-way audio communications via IP networks, trained guards can focus on what they do best – action and response.

Guard services represent a \$40B - \$50B market, worldwide. At least 20% of this business can now be managed more effectively and less expensively through video analytics enabled Remote Guarding. Studies have shown that it is almost impossible for the human brain to stay alert watching video screens for more than 20 – 40 minutes. This is exactly where video analytics perform at their best, since they never sleep or look the other way. Besides this \$8B - \$10B portion of the guard service market, there is an even larger opportunity for new applications where guard services have been too expensive in the past, but where Remote Guarding can add personalized security protection as well as customer support at a practical cost.

The Remote Guarding solution is unique from any other security system. Here are some of the benefits:

- **Prevent crime before it happens.** Like any true guarded protection, remote guarding is far better than video systems that only record and provide evidence after the damage has been done. It is estimated that less than 5% of all surveillance cameras are monitored, making them reactive tools rather than pro-active methods for preventing crime.
- **Catch intruders when first crossing the perimeter.** Unlike on-site guards that rarely detect intrusions until much later, if at all, remote guarding uses two-way audio over IP networks, triggered by video analytics, to warn intruders away instantly. On-site guards can't be everywhere at the same time, and they can't be watching all cameras at the same time, but digital guards can.
- **Create a physical presence at the protected site.** Unlike alarm monitored systems, live video and two-way audio stops intruders in their tracks, and allows the remote guards to guide police to fast apprehensions, when intruders ignore their warnings. This presence on the site sets it apart from monitored alarm systems.
- **Guard Tours that watch all locations continuously.** Even the best guard tours only patrol the premises once every hour. This means only a few minutes of review out of every sixty. However, analytics-enabled systems watch continuously, providing much better protection, and triggering notification immediately.
- **Protect outdoor grounds and assets easily.** Traditional outdoor sensor systems are expensive to install, since they often require trenching for wire runs to the perimeter, while cameras can often be mounted directly on the central office roof to watch the perimeter. Traditional outdoor sensors are also notorious for generating false alarms, making such systems difficult and expensive to monitor. Video analytics provides immediate confirmation with definitive video verification of the incident.

In other words, video analytics accurately detect security threats automatically and make Remote Guarding a scalable enterprise for the first time. Four to five times as many sites can be monitored by a single guard when intelligent video analysis is deployed throughout the system. This advantage continues to grow as the technology improves and becomes smarter.



PROVEN FIELD EXPERIENCE

Video Analytics breakthroughs have created the rare event where both the quality of service can be improved appreciably, while at the same time reducing costs drastically, compared to manpower-only guard services.

Dozens of automotive dealerships have been protected by Remote Guarding solutions for many years. All of these systems experienced a significant drop in crime, even though these sites previously used on-site guard services where theft and vandalism continued unabated. One site, for example, experienced monthly losses and damages for years, despite protection by on-site guards. This same car lot has not had one car stolen or broken into since the Remote Guarding solution was installed. At the same time, the auto dealer reduced their guard service monthly costs by 75%. With these savings, they paid back the added cost of equipment in six months, and have been saving money since.

Not only have theft and vandalism been almost completely eliminated, but sales have improved. There are two main reasons for this: First, some of these car lots have found the Remote Guarding solution so reliable that they have taken down fences protecting their cars, thus opening up the lots for easier walk-ons and browsing. Some car dealers have even paid for a higher service where evening and weekend shoppers are welcomed onto the lot by Remote Guards and told that the premises are protected for their security. In other words, they are encouraged to freely continue looking at the latest models. Sales have improved significantly on these auto lots.

Secondly, once drug dealers and gangs discover that the perimeters surrounding these auto dealerships are well monitored and protected, they move their business elsewhere, thus improving the safety of the whole neighborhood. This has not only brought in the appreciation of the community, but made sales visits and browsing to the area safer and more inviting.

Video analytics have produced similar benefits in protecting construction sites, perimeters of high risk facilities, chemical plants, government facilities, border crossings, residential high-end homes, and outdoor storage lots, to name a few examples.

REMOTE GUARDING IS FAR DIFFERENT FROM ALARM MONITORING

The alarm industry grew out of the need for automated detection of intrusion and life safety dangers. Intelligent sensors have grown rapidly to serve this market need. Digital dialers made these systems scalable by enabling monitoring anywhere in the world.

However, if you can't see what is happening at the premises, how do you know if the alarm is real? Unfortunately, over 95% of all calls that monitoring stations make to local police and fire departments are false alarms. Clearly, law enforcement is being asked to carry the burden of situational awareness, since most alarm systems are blind. Video analytics sends intelligent video clips to remote guards that highlight the intruder in the scene with a red box, making it easy and fast to separate false events from real alarms. Thus, a remote guard knows within seconds if it is a real intruder. However, this is just the beginning of what differentiates Remote Guarding from alarm monitoring.

Next, the remote guard immediately engages live video look-in and audio listen-in, so that he knows exactly what is happening at the site. He then opens up communications through loudspeakers on the premises. Most importantly, the guard is trained to know exactly how to respond, no matter who they might find. For example, a customer might be assisted and welcomed. An intruder might be warned away. An employee might be offered protection and special monitoring while making their way to their car at night.

In other words, Remote Guarding is more like having a personal assistant who can be anywhere on the premises at the same time.



REMOTE GUARDING AS YOUR MANAGEMENT PARTNER

Whether it is greeting employees who open up your store first thing in the morning, while providing them added security before other employees arrive, or reducing losses due to unauthorized intrusions or activities, Remote Guarding services can act more like a key player on your management team.

Your assistant manager can be offered added protection while taking the night's bank deposits out to their car. Women working late into the evening can have someone watching while they head to the parking lot. Deliveries and shipments can be monitored with extra eyes. Remote utility substations can now have the guardian angel they need to prevent theft of copper wire and equipment, which is rampant these days.

Video Analytics is getting smarter and smarter at alerting remote guards to almost anything you might want to keep an eye on, but the real benefit with Remote Guarding is that professionals are engaged the moment something needs their attention.

This is more than just a way to increase security and safety for your employees and customers. Think of how it can improve your business management and operations. You may be surprised at how often remote assistance can fill in at critical moments.

For example, campuses and complexes that have either experienced ineffective guards, or have budget constraints limiting the use of guards, can now actively and effectively patrol their sites, offering their students, employees and tenants previously unattainable security and comfort.

For the best results, think about treating your Remote Guarding partner as a part of your management team.

REMOTE GUARDING NEED NOT REPLACE YOUR ON-SITE GUARDS

In many cases, there are benefits to having a physical person at the entry gate, or being able to provide physical aid and response on the premises. In this case, Remote Guarding is often an effective way of extending your guard service resources.

On-site guards can pass over their monitoring easily to Remote Guarding partners at night or on weekends. Remote Guarding companies can also pick up the slack on special occasions, or act as force multipliers for your local guards. Some companies employ guards to sit in the lobbies of high-end apartment complexes, but use Remote Guarding solutions for after-hours protection. Remote guards can provide a cost effective solution for keeping vagrants from gathering around ATM machines after the store or bank office closes. Remote guards have been used after hours as attendants for parking garages. Video verified access control, crisis intervention and visual chaperoning for employees or customers are just a few examples of the new services enabled by Remote Guarding.

Remote guards can easily be engaged for just a few hours a day, or anytime it is needed on a regular basis. Remote Guarding is designed to monitor many sites at the same time, and the video analytics systems can easily be programmed to activate only when needed. Scalability and flexibility is one of the advantages with Remote Guarding solutions.

THE REMOTE GUARDING ALLIANCE

This consortium of Remote Guarding companies and technology enablers was founded to promote awareness of Remote Guarding solutions, and to help establish standards for quality and performance.

Companies who participate in the Remote Guarding Alliance have agreed to minimum requirements, to assure that the service provided is what the name implies.

REMOTE GUARDING ALLIANCE

Remote Guarding companies in this alliance must offer solutions that include all of the following:

- Video Analytics for automated, continuous detection
- Intelligent video clips that capture and highlight the detected intruders for immediate verification
- Two-way audio over IP, for establishing a presence at the protected site
- Live streaming video from the site for situational awareness
- Trained remote guards to provide proactive interactions for customers needing assistance or with intruders who should not be there
- Redundant monitoring equipment for system reliability
- Secure monitoring offices, with back-up power in case of emergencies

FOUNDING MEMBERS



Elite Interactive Solutions, Inc. is focused on the overall security and economic benefits to customers by the creation of an interactive management or authority presence at any time, in any place, through the application of surveillance analytics and network operations centers.

Web site: www.eliteinteractivesolutions.com

Phone: 877.435.4832

Contacts: Greg Edelman, VP Bus Dev, GEdelman@EliteInteractiveSolutions.com

Paul R. Hirdler, VP Sales & Marketing, PHirdler@EliteInteractiveSolutions.com



Rapid Response Systems began business in 1990 with the aim of providing our customers with quality security and fire alarm systems that FULLY PROTECT both lives and property.

Web site: www.rrms.com

Phone: 800.558.7767

Contact: Sales@rrms.com



Smart Interactive Systems, a member of the Magal Group, provides a comprehensive security service that combines early intruder detection, real-time security video monitoring, accurate incident assessment, immediate first level response and verified access control.

Web site: www.smartinteractive.com

Phone: 713.252.4486

Contact: Bill Elliot, General Manager, belliot@smartinteractive.com



Statewide Security is the premier provider of Homeland Security Consulting and Design in the Pacific Northwest... including outdoor security, access control, and gate automation. Serving government agencies, Fortune 100 companies, and hundreds of other commercial and residential clients.

Web site: www.statewide-security.com

Phone: 800.215.6555

Contact: Jim O'Donnell, President & CEO, swidejimodonnell@aol.com

REMOTE GUARDING ALLIANCE



SureView Systems develops high performance, scalable integration software for interactive video and audio monitoring, access control, building management, fire and intrusion alarms.

Web site: www.sureviewsystems.com

Phone: 800.495.5939

Contact: Matt Krebs, Executive VP, matt.krebs@sureviewsystems.com



VideolQ is the technology leader in video analytics. VideolQ offers video analytics solutions that transform video surveillance into a dynamic, real-time intelligent digital guard for early warning of security breaches in nearly any environment.

Web site: www.videoiq.net

Phone: 888.351.1758

Contact: Doug Marman, CTO & VP Products dmarman@videoiq.net



ViewPoint CRM provides next generation video monitoring systems and services that combine the power of video and voice, a state-of-the-art operations center and a unique service model based on call center expertise.

Web site: www.viewpointcrm.com

Phone: 888.808.6992

Contact: Michael Hanlon, Sales Manager, mhanlon@viewpointcrm.com



Visentry combines intelligent video event detection and analysis capability with the most advanced security hardware and software to provide 24/7 remote monitoring based on real-time detection and response.

Web site: www.visentry.com

Phone: 877.843.0099

Contact: Juda Slomovich, Juda@Visentry.com

Further information about the Remote Guarding Alliance can be found at: www.remoteguarding.org.
Or email for more information: info@remoteguarding.org.