

PRESS RELEASE

CBC's video analytics seminar reality check

Leading surveillance solutions provider CBC (Europe) provided a reality check for guests attending its recent very well attended seminar on video analytics technology. CBC explained that powerful analytics software certainly works – but also explained the limitations and potential pitfalls if the installation is not correctly planned and implemented.

A cross-section of end-users, consultants, specifiers, system integrators and installers attending this popular CBC event, held at the RAF Museum in north London, heard that analytics technology is used to analyse video for specific data and currently offers potential efficiency gains and labour cost reductions. The software can act as a 'force multiplier', freeing up staff time from tasks such as monitoring of everyday events on camera monitor screens by turning this into a more efficient event-driven process instead.

Analytics applications also include sterile zone monitoring, intrusion detection, footfall counting (eg in retail environments), vehicle directional analysis and a range of other realistic situations. Besides significantly improving the effectiveness of security measures, video analytics can additionally be deployed as valuable management tools in areas including health & safety, as well as enhanced revenue generation. Ongoing developments in the technology hold the promise of exciting future additions to the capabilities of video analytics, the seminar speakers added.

Delegates attending the CBC seminar were advised to ensure that, for maximum effectiveness, practical deployment of video analytics software involves appropriate planning of important aspects such as camera locations/positioning. The specific requirements of the system should also be clearly defined and the software correctly calibrated, to ensure efficient operation.

Commenting on the seminar, Ian Fish, Group Manager Security & Continuity at Arcadis Vectra, which provides specialist technical consultancy and implementation services, expressed interest in video analytics: "This offers a way of potentially overcoming human factors problems such as inevitable boredom suffered by CCTV operators watching banks of monitor screens. Analytics can take over that burden, freeing up operators' time for more useful tasks, just so long as the technology is properly specified and installed. I'm glad I attended this event, because CBC has hosted a very honest presentation about video analytics."

Lee Anderson, Design Manager at newly formed systems integrator Inovo, adds that the seminar was helpful because of his interest in automating CCTV systems to improve their efficiency: "There are simply too many cameras for too few operators to watch over," he comments. "Video analytics can help flag up potential problems automatically and CBC's presentation has informed me exactly where we are with this technology today. The speakers were very truthful in their analysis, so I'm glad I could attend."

Meanwhile, Paul Harding of installation company Videcom Security is also upbeat about the potential video analytics can play in helping Videcom's customers: "We have used video analytics on remote sites where there is little or no movement for a while now and it works very well in that application, but our core business is town centre surveillance and we're being increasingly asked by our clients what this technology can practically achieve. Retail environments are usually very busy areas, so there are a lot of factors to consider and I learnt a lot from the seminar about what's achievable within that scenario. This technology is getting better and more reliable and the seminar has helped to explain and confirm a number of questions. If the software can alert operators of potential issues this can only be a good thing."

John Downie, National Sales & Marketing Manager for CBC (Europe), comments that the video analytics seminar proved a particular success: "Working with our specialist partners, we divided the day into audio/visual presentations on the technology followed by a hands-on practical session, demonstrating how analytics works in real-life applications. We've been delighted by the high turnout for this event, which proves the increasing market interest in this exciting technology."