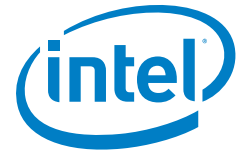


Solution Brief

Intel® Architecture Processors

ObjectVideo® intelligent analytics software

Video Surveillance Industry



Adding Intelligent Video Capabilities – Easily and Cost-Effectively

ObjectVideo® enables manufacturers to integrate analytics on Intel® architecture-based solutions without hardware redesign

“OEMs can enhance end-user value, shorten time to market and optimize manufacturing costs by leveraging industry-leading technology from Intel and ObjectVideo.”

Edward Troha
Managing Director,
Global Marketing
ObjectVideo®

A part of everyday life, video surveillance cameras are keeping a watchful eye over key assets and public areas in transportation, education, retail, banking and many other vertical markets. Now, it's relatively easy to derive greater value from new and existing surveillance investments by incorporating video analytics software that turns video data into structured and useful information. This information enhances security and business intelligence capabilities, such as detecting perimeter breaches in real-time, identifying department store shopping patterns, triggering alerts on potentially suspicious activities and counting patrons in a casino to provide the best possible customer service.

Plug and Play Analytics

Like never before, original equipment manufacturers (OEMs) can straightforwardly differentiate their products. For instance, surveillance systems can now count the number of customers entering a business. This is possible when system integrators and OEMs integrate open platform analytics from ObjectVideo® and Intel, two industry-leading providers of video analytics and computing technologies. ObjectVideo analytics can run on new and existing Intel® architecture-based systems without requiring hardware redesigns or firmware updates: essentially plug and play. As a result, OEMs can quickly develop pinpoint products targeting new market segments or up-sell existing customers by offering new intelligently-enabled products and value-added upgrades.

Security professionals can add this capability to their existing video surveillance systems by simply installing analytic software that supports both security and business intelligence features. In many cases, system integrators can install the software on an existing Intel® hardware platform, creating a multi-function system instead of deploying multiple disparate systems.



Figure 1: Video Surveillance Deployment

Easy and Cost-Effective

Today, ObjectVideo and Intel provide OEMs and system integrators a quick path to integrating best-in-industry video analytics into existing or new devices. The solution is exceptionally cost-effective because the software is highly scalable and optimized to run on Intel® processors, thereby enabling OEMs to deliver the right performance at the right price. In addition to being easy to use and manage, other features benefiting OEMs and end-users include:

- **Straightforward integration:** Intelligent video capabilities can be added to a new or existing Intel architecture-based platform by integrating ObjectVideo analytics, without re-architecting the board.
- **High performance:** ObjectVideo analytics are rigorously optimized for any Intel® Architecture Processor, thereby allowing additional applications to run simultaneously at peak performance.

- **Highly flexible:** OEMs and integrators can create a wide variety of Intel processor-based device offerings because ObjectVideo analytics requires a minimal amount of processing resources per channel.
- **Platform choice:** ObjectVideo runs on any Intel architecture processor, including Intel® Atom™ processor, the Intel® Core™ processor family and Intel® Xeon® processors.
- **Interoperability:** Solution providers and video management platform providers can use the OV Ready protocol to seamlessly integrate ObjectVideo analytics into their offerings as a high-value ingredient on a wide range of device types.
- **Fast time to market:** Intel and ObjectVideo enabled open-architected video surveillance solutions dramatically reduce, or possibly eliminate, hardware and software development effort.

Deployment Flexibility

Solution providers get to choose where to place ObjectVideo functionality from the many places Intel architecture-based systems can reside on the network. Options include adding intelligence to cameras, encoders, stand-alone devices, storage devices, and routers as illustrated in Figure 2. An ObjectVideo enabled solution uniquely offers plug and play analytics running on Intel processor-based systems without hardware redesign, which gives a significant time to market advantage. This remarkable deployment flexibility paves the way for manufacturers to innovate device and other surveillance solution offerings.

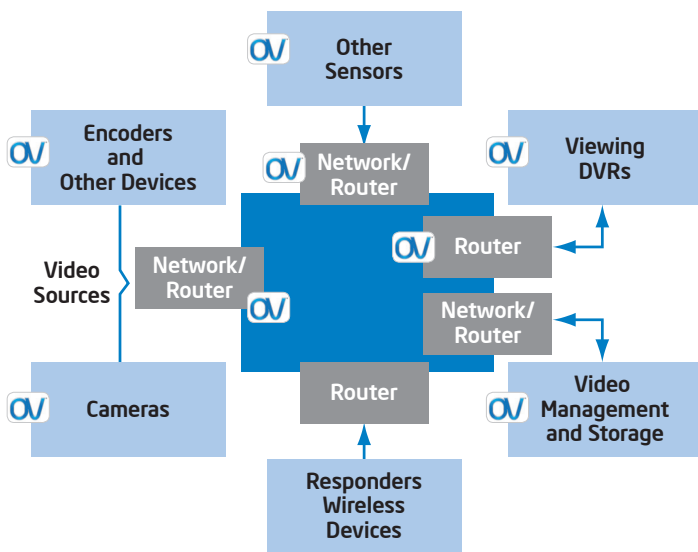


Figure 2. Video Analytics Deployment Options Based on the ObjectVideo® OEM Model

Boosting the Top Line for Retailers



A leading fashion retailer, The Limited uses business intelligence capabilities, such as calculating sales per visitor, to learn more about customers' purchasing habits and store-by-store sales conversion effectiveness. However, the legacy thermal imaging technology used in over 200 stores wasn't accurate enough, so the company approached DIGIOP to provide a more robust customer counting solution. DIGIOP*, a provider of intelligent visual integration to businesses, proposed a bundled solution featuring ObjectVideo® analytics integrated within DIGIOP's video management solution and Dell* computers using Intel® processors. DIGIOP found the analytics software was easy to integrate, and no hardware, firmware or driver changes were needed.

The solution plays a dual role, providing business intelligence and video security. "With the DIGIOP* solution, The Limited now has a powerful set of visual tools to enhance their ability to serve customers, refine merchandising effectiveness, and improve the security and safety of their stores," said Rich Mellott, President of DIGIOP Technologies.

Roger Coville, Chief Information Officer for The Limited said, "DIGIOP's retail solution has provided us a reliable way to measure and monitor the traffic in our stores. We are able to use this tool to improve our service levels to our customers, reward our associates for their store's success, and appropriately staff to accommodate our peak shopping times. These enhancements enable The Limited to be more effective, more competitive and ultimately, more profitable."

Taking advantage of ObjectVideo's easy upgrades through activation keys, Coville is considering implementing additional features, which don't require uploading new software or physically touching devices. For instance, he may use the system to measure how long customers are waiting in checkout queues, or customer dwell times at displays, in order to gauge advertising effectiveness.

For more information on ObjectVideo® analytics solutions, please visit www.objectvideo.com.

For more information on digital security surveillance solutions from Intel, please visit www.intel.com/info/dss and www.intel.com/embedded.

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