

[Title] Smart Video Surveillance from IBM and Schneider Electric
[Sub-title] Gain actionable intelligence that evolves as security events happen
[Business unit] IBM Global Technology Services
[Industry identifier] Cross-industry
[Collateral type] Flash video

Panel 1

Narration

Physical security is important wherever people gather in public. They need to feel confident that law enforcement and security personnel can keep them safe; everywhere they live, work, learn and play. But environments—such as city streets, school campuses, airports, transit stations, and public buildings—are large and bustling with traffic. With so many people, so much activity, and limited security budgets, it's hard for professionals to notice and respond to all security incidents. When threats arise, having actionable intelligence can make a huge difference. Responders need near-real-time information to analyze scenarios and make smart decisions, quickly.

On-screen text

Smart Video Surveillance from IBM® and Schneider Electric
Gain actionable intelligence that evolves as security events happen
Public safety challenges: Your organization has its work cut out for it.

- Outdated technology
- A lack of integration with other security systems
- A need for increased coordination between agencies
- Limited budgets
- An ever-changing threat landscape

Suggested imagery

- Images of crowds of people; including families and children, in city streets, crossing intersections, boarding airplanes, university campuses, airports, hotels, offices, rail stations, or seaports
- Images of police or security officers working and interacting with each other

Panel 2

Narration

Leverage integrated technology everywhere physical security is a priority. IBM and Schneider Electric jointly introduce Smart Video Surveillance, a solution that provides reliable intelligence to drive security decisions. It helps security professionals detect more, understand more, prioritize what is important, and either prevent or quickly respond to incidents.

On-screen text



Suggested imagery

- Images of police or security officers working; possibly using a computer, having a planning meeting, strategizing and writing on a whiteboard
- Images of the Schneider Electric video equipment

Panel 3

Narration

Smart Video Surveillance records streaming video using Schneider Electric's industry-leading Pelco cameras and the Endura Video Management system. IBM's Smart Vision Suite video analytics offering analyzes the video and generates meaningful alerts. Then it correlates the alerts with external databases and other sensory systems. It also can retrieve events based on search criteria by using powerful event indexing technology. This creates actionable intelligence that gives responders the upper hand in avoiding incidents or taking action when they occur. This leads to more situational awareness, shortened response times and increased safety. It also enables forensic teams to quickly access and search through a record of events from hundreds of cameras at a time.

Smart Video Surveillance's architecture has been specifically designed to enable interoperability with products from third party vendors. This broadens and enhances the overall security framework for the environment in which it is deployed. It can be integrated with existing physical security information management systems and includes ready-to-go integration support for IBM's Intelligent Operations Center for Smarter Cities®.

On-screen text

- **Capture** near-real-time video feeds and data
- **Analyze** incoming video and correlate it with multiple database sources and sensory systems
- **Decide** how to respond by building a comprehensive threat model
- **Act** by rapidly deploying resources to reduce the amount of time needed to eliminate threats.

Suggested imagery

- Images of police or security officers driving to a crime scene (or getting there in a helicopter would be pretty cool!), or talking to victims who reported a crime
- Images of police or security officers talking into a dispatch radio or walkie talkies
- Security personnel arriving at the scene of a physical intrusion of a security restricted perimeter to engage person of interest
- A bomb squad arrives at subway terminal platform to investigate an abandoned package

Panel 4

Narration

Smart Video Surveillance is a powerful tool for safeguarding public venues such as city streets, sports arenas, tourist sites, and transit centers. It can monitor secure or restricted areas such as subway tunnels and railroad yards, or critical infrastructure such as power substations, chemical plants, and water treatment facilities. Smart Video Surveillance can also be used to monitor the movement of people or traffic and provide alerts when bottlenecks, vehicle accidents or other abnormal traffic conditions happen.

Cameras placed along city intersections and streets, or under bridges, along secure fence perimeters and inside buildings gather footage 24 hours a day. But all of this video is useless if it cannot be analyzed quickly and accurately. Live streaming video from hundreds or thousands of

sources can be nearly impossible for one person or multiple people to screen, and important events can be easily missed. By the time a viewer sees a threat, it may be too late. And once an alert is detected, investigators may need to access previously recorded video to quickly search for persons of interest, and establish a forensic record of the event for future investigation or evidentiary use. Manually sifting through recorded images takes time—the time suspects use to make their “get away”.

Suggested imagery

- Images of video cameras watching over the places shown in panel one
- Images of people watching video on several monitors, falling asleep or looking distracted
- Images of busy city streets, sports arenas, tourist sites, subway stations, subway tunnels, power substations, chemical plants, and water treatment facilities
- Several time lapse video frames of an incident unfolding (car accident, explosion, glass break, etc.)

Panel 5

Narration

But Smart Video Surveillance keeps a discerning eye on it all. In a sea of footage it can pick out targets that are difficult for human eyes to notice. It can query stored video to find specific targets, such as suspicious people, cars, or objects like packages or bags.

Suggested imagery

- Examples of observational footage taken by Schneider Electric cameras
- Images of the camera closing in on individuals, cars, packages or bags in crowded areas
- Security operator pointing to an object left behind

Panel 6

Narration

For example, say a suspect wearing a blue cap, sunglasses, and a red shirt was reported fleeing a crime scene on a main street. Law enforcement could query Smart Video Surveillance for footage of people fitting that description in that and surrounding areas, right after the tip came in. The system would quickly find targets matching the description and investigators could track the suspect’s movements.

And in the event of a security emergency, isn’t that the kind of kind of intelligent visibility your department needs?

Suggested imagery

- Streaming video footage of the individual described in the panel, shot from different cameras in different locations as the individual moves through the city
- Images of the police pulling up footage of the individual on a monitor

Panel 7

Narration

Now you can protect people and secure environments with intelligence that evolves as situations change. See more, detect more, analyze more and understand more in order to provide effective, efficient security—everywhere we live, work, learn and play—with Smart Video Surveillance from IBM® and Schneider Electric.

Suggested imagery

- Happy people and families socializing in the areas described in panel one.

Panel 8

Narration

To learn more, please contact your IBM representative, or visit this website.

On-screen text

For more information please visit this website:

ibm.com/services/us/en/it-services/video-analytics-for-physical-security.html.

For more information about Schneider Electric's Pelco suite of products, please visit this Web site: <http://www.pelco.com/sites/global/en/home.page>

For more information about Schneider Electric video surveillance solutions, please visit: <http://www.schneider-electric.com/solutions/WW/en/app/4664816-security-management/4885721-video-surveillance>

Panel 9

On-screen text

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