



VIDEO ANALYTICS FOR PUBLIC HEALTH COMPLIANCE

≡BriefCam



MOVING FORWARD AND MEETING EVOLVING MANDATES

Even with the global COVID-19 immunization effort underway, reopening public spaces and private businesses requires organizations to swiftly and flexibly evolve their safety standards to support the prevention of Coronavirus spread and compliance with new protective measures. The role of intelligent video analytics has never been more critical in empowering end user organizations to proactively meet emerging requirements and protect employees and visitors at scale.

BriefCam's comprehensive platform approach to Video Analytics introduces a robust solution to the most critical public health use cases, so that campuses, workplaces and commercial spaces of all sizes and types can expand the applications of their existing video surveillance investments and promote public health and safety today, while optimizing operations, experiences, and security beyond the pandemic.

DRIVE EFFICIENT CONTACT TRACING

Understanding the interactions between people and the objects in their environment is critical for tracing infected individuals' contact with their surroundings and proactively suppressing outbreaks. When an individual self-identifies as testing positive, BriefCam enables you to forensically search for that person across cameras based on clothing descriptions, appearance similarity, and other filters; to see which areas the person visited and at which exact times; and to uncover through proximity identification others who are at risk and need to engage in safety protocols.

STEP-BY-STEP GUIDE FOR CONTACT TRACING WITH VIDEO CONTENT ANALYTICS

- 1 MEDICAL TESTING:** Confirm individual has contracted the virus.
- 2 DIGITAL IMAGING:** Add individual's image to the BriefCam Platform for rapid video search based on extensive filters, including appearance similarity.
- 3 TRACKING:** Identify appearances of the individual across time and cameras in an environment.
- 4 CONTACT TRACING:** Pinpoint the people with whom the infected individual came into contact and narrow the search with Proximity Identification.
- 5 GUIDANCE:** Direct at-risk individuals who made contact with the infected person to take proper health precautions.

DETECT, MONITOR & ANALYZE PHYSICAL & SOCIAL DISTANCING

With businesses reopening, the ability to measure proximity between people and identify non-compliance with Physical & Social Distancing mandates is more critical than ever. With BriefCam, organizations can quantify and analyze the distance between individuals across locations over time, identify non-compliance with Physical & Social Distancing mandates, and visualize the data to derive operational intelligence from dashboards and reports.

In addition to visualizing aggregated data, BriefCam increases situational awareness and enables proactive, real-time response to distancing violation with rule-based People Counting alerts. Notifications can be triggered when people are too close to each other in a pre-defined area, enabling rapid assessment of and response to developing situations.

MONITORING & MANAGING OCCUPANCY

Organizations can seamlessly and continually monitor their occupancy statistics with real-time video content analytic people counting, to facilitate compliance and protect visitors and staff, regardless of the venue. By continuously calculating occupancy levels and alerting when pre-defined occupancy thresholds are violated, the BriefCam Occupancy Controller and fully integrated People Counting analytics enable users to monitor occupancy changes in real-time, respond to violations and understand occupancy compliance over time.

MANAGE BUILDING MAINTENANCE & CLEANING

Organizations can take a more dynamic, quantitative approach to building maintenance by configuring count-based alerts for area entryways and triggering notifications for cleaning crews when more than a certain number of people has entered the space. In this way, operations managers can ensure that the property – especially sensitive areas such as public kitchens and bathrooms – remains clean and disinfected.

DETECT & TRACK FACE MASK COMPLIANCE

The ability to monitor and alert on face mask usage is another critical way of ensuring public and private spaces can be safely reopened and regularly utilized. With BriefCam, not only are face mask violations detected quickly, but operators can analyze and uncover non-compliance trends to drive intelligent decision-making for increasing onsite safety and enforcement.

Video can be searched forensically to pinpoint individuals' who have violated mandates or, alternatively, confirm compliance with safety regulations. Rule-based alerts can be configured to enable proactive and preventative response to violations, in real time, and for health and safety audits, adoption and violation rates can be easily analyzed and reported.

REDUCE CROWDING & IDENTIFY HOTSPOTS

For many businesses, crowd control and reduction are critical business requirements that can be met by video analytics monitoring and alerting capabilities for people count and dwell time. Both during the pandemic and for everyday operations, by understanding movement trends and object interactions, organizations can pinpoint popular areas for dwelling and crowding and develop solutions to prevent crowding, demonstrate compliance with public health and safety mandates and deliver enhanced customer experience and service. This aggregated intelligence about crowding and footfall can help inform decision-making across a business from security to marketing, merchandising and advertising business units, as well as property and operations managers.

In real time, alerts can be triggered to enable proactive response to crowding based on People Counting, Proximity and Dwelling filters. This is especially helpful for preventing overcrowding and traffic bottlenecks for queuing scenarios, such as grocery markets, pharmacies and in waiting areas, and could directly impact potential exposure to illness or compromise a positive customer experience. Real-time, relevant situational awareness maximizes video surveillance and enables monitoring staff to use the feeds and data more effectively and – ultimately – predictively.



ABOUT BRIEFCAM®

BriefCam is the industry's leading provider of VIDEO SYNOPSIS® and Deep Learning solutions for rapid video review and search, face and license plate recognition, real-time alerting and quantitative video insights. By transforming raw video into actionable intelligence, BriefCam dramatically shortens the time-to-target for security threats while increasing safety and optimizing operations.

BriefCam's award-winning products are deployed by law enforcement and public safety organizations, government and transportation agencies, major enterprises, healthcare and educational institutions, and local communities worldwide.