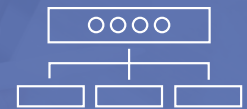




BRIEFCAM VIDEO CONTENT ANALYTICS MULTI-SITE DEPLOYMENT ARCHITECTURE

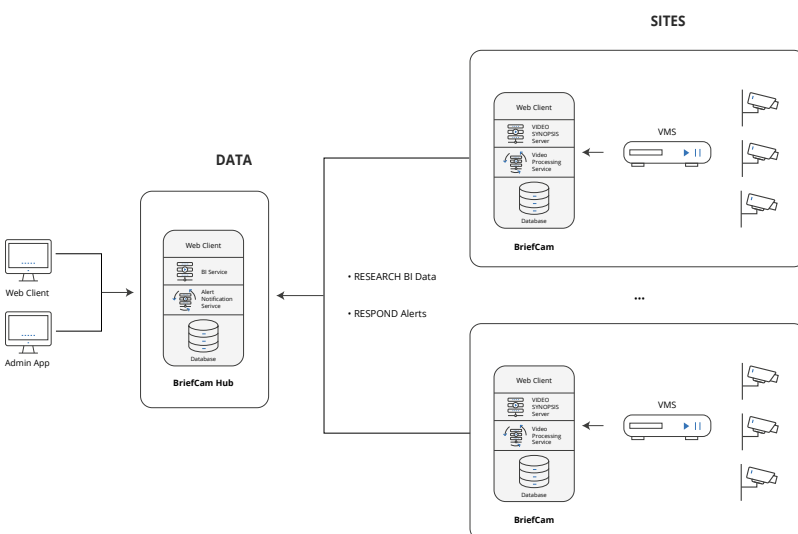


When it comes to deploying video surveillance systems, businesses with multiple sites or branches face several challenges. From major retail chains to banks, utilities, transit agencies, among others, these organizations need the ability to record video locally on-site, but also seek to gain valuable insights through advanced video analytics across sites.

BriefCam’s innovative multi-site deployment architecture supports businesses with multiple locations or branches, enabling them to analyze cross-site surveillance video and realize the value of their video content. Organizations can receive real-time alert notifications from across all locations, as well as visualize business intelligence from multiple sites into centralized dashboards, all while significantly reducing video processing bandwidth requirements.

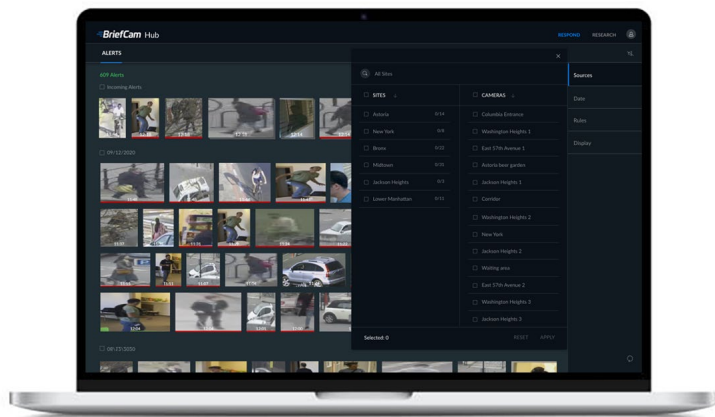
THE BRIEFCAM MULTI-SITE FRAMEWORK

1. BriefCam Hub deployed at the organization’s data center or Cloud instance to centralize the aggregated business intelligence data and live alerts from the connected remote sites.
2. BriefCam site systems to process local video, either in real-time or on-demand.
3. RESPOND alert and RESEARCH metadata generated at a site pushed to the central Hub for real-time monitoring and cross-site KPI tracking through centralized RESEARCH dashboards.
4. Site-based REVIEW, watchlist management, RESPOND rule configuration, and RESEARCH source and source group configurations.



AGGREGATED BUSINESS INTELLIGENCE & ALERT ANALYSIS

- Aggregate cross-site intelligence about visitor demographics, footfall, and navigation trends, as well as unique, return and bounced traffic, to answer critical operational and business questions and drive intelligent planning, decision making, and achieving KPIs.
- Combine centralized data from multiple sites with other data reporting tools, such as POS or inventory analysis to drive revenue growth, brand loyalty and continued strategic decision making.
- View aggregated real-time alerts from each site for centralized alert monitoring.



VALUABLE & ACTIONABLE BUSINESS INSIGHTS FOR EVERY SITE

- Accelerate local site investigations with rapid video review based on extensive search filter combinations.
- Configure rules to trigger real-time alerts at local sites to drive proactive response to complex situational changes in the environment.
- Access local site system RESEARCH data from the Hub, for deriving operational intelligence per location and compare against other branches.

DISTRIBUTED PROCESSING FOR REDUCED BANDWIDTH REQUIREMENTS

Reduce bandwidth requirements by sending only metadata from each site to the centralized Hub to save on hardware efficiency and costs.



ABOUT BRIEFCAM

BriefCam® is the leading provider of video analytics software that enables people, companies, and communities to unlock the value of video surveillance content. Delivering accurate, flexible, and comprehensive solutions, BriefCam's video analytics platform provides valuable insights for accelerating investigations, increasing situational awareness and enhancing operational intelligence.

VIDEO SYNOPSIS® technology is a registered trademark of BriefCam, Ltd. For more information about BriefCam's video content analytics solutions, visit <https://www.briefcam.com/>.