



BRIEFCAM VIDEO ANALYTICS FOR OPTIMIZED CRUISE EXPERIENCES & SAFETY



Until recently, cruise lines were the fastest growing sector of the travel industry with over 50 operators and upwards of 270 ships. The COVID-19 pandemic has heightened concerns regarding preventing maritime infection and maintaining health and safety on board ships, and vessels are now subject to robust screening and monitoring requirements, including contact tracing capabilities, increased sanitation practices with regular inspections, as well as expanded on-board medical facilities and medical staff. Also, cruise liners will be expected to work more closely with Cruise Lines International Association (CLIA) and public health authorities worldwide to enforce these comprehensive health requirements and demonstrate compliance.

The full impact to the cruise line industry is still yet to be fully quantified. What is clear - however - is the need for ships to set sail safely and responsibly, without negatively impacting the guest experience. The BriefCam Video Analytics Platform empowers cruise companies to utilize their existing video surveillance infrastructure to support a phased, deliberate and intentional pathway toward swiftly resuming passenger services. Simultaneously, the technology will enable shipboard technical and management staff to optimize operational performance and guest experience on their vessels – in response to the COVID-19 pandemic and beyond –leveraging invaluable business intelligence captured by video.



Though typically relied upon for physical security and forensic investigation, there is a wealth of information in video data that can be tapped beyond security for streamlining operations, guiding long-term planning, and optimizing the customer experience, not to mention the ability to meet compliance mandates for contact tracing, social distancing and occupancy control. **Now, we take advantage of the 95% of video footage that was previously never utilized.**



DIRECTOR, GUEST EXPERIENCE - INTERNATIONAL CRUISE LINE

BRIEFCAM FOR PUBLIC HEALTH

DRIVE EFFICIENT CONTACT TRACING

Advanced multi-camera search pinpoints and traces diagnosed individuals and identifies at risk individuals using accurate Face Recognition, Appearance Similarity and Proximity Identification, for driving safety protocols while protecting the anonymity of affected individuals.

ENFORCE PHYSICAL DISTANCING

Quantify and analyze distance between individuals and locations over time to identify non-compliance with physical distancing mandates.

DETECT & ENFORCE FACE MASK WEARING

Apply the Face Mask attribute filter to forensically search and identify face mask usage across video to mitigate risk as well as understand face mask compliance over time and location.

BRIEFCAM FOR OPERATIONS

MANAGE OCCUPANCY & ENGAGEMENT

Monitor the number of people in a space to comply with occupancy regulations and ensure public safety; understand unique passenger traffic throughout the vessel; and track crew activity and engagement.

TRIGGER MAINTENANCE & CLEANING

Enable count-based alerts and triggering notifications for cleaning crews when more than a certain number of people has entered a space.

ACCELERATE INVESTIGATIONS & VIDEO SEARCH

Swiftly search video to clear false claims, reduce litigation, and understand incidents post-event.

ABOUT BRIEFCAM

BriefCam® is the industry's leading provider of Deep Learning and VIDEO SYNOPSIS® solutions for rapid video review and search, face 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.

www.briefcam.com

BRIEFCAM FOR GUEST EXPERIENCE

AGGREGATE & ANALYZE VIDEO INTELLIGENCE

Derive video data reports for uncovering trends, demographic and behavioral insights, and popular areas of interest to drive intelligent decision-making and more targeted engagement with guests.

TRACK EMBARKATION AFTER ON-SHORE EXPEDITIONS

Leverage face recognition technology to detect missing guests that have not re-embarked following an on-shore expedition, reducing docking delays and port penalty fees.

DETECT & PREVENT QUEUES & CROWDING

Detect crowd and queue formation in real-time, track passenger footfall, behavior, and interaction trends over time, and help guests follow traffic peaks at venues, such as restaurants and shops.

