

Enhanced Video Analytics for The Customer Experience

NEC EVA™

# Analytics, Identification and Investigation



## NEC Enhanced Video Analytics

### At a Glance

- Video Analytics to Identify People, Objects and Events
- Scalable and Extensible Platform for Analytical Processing:
  - ◆ NeoFace® Facial Recognition
  - ◆ Behavior Recognition
  - ◆ Demographics and People Counting
  - ◆ Object Detection
  - ◆ Supplemental Data Analytics
  - ◆ IoT Integration with options for Private, Public or Hybrid Cloud Deployment
- Functional support for the following use cases:
  - ◆ True Time Security Awareness and Watchlist Monitoring
  - ◆ People Counting and Crowd Estimation
  - ◆ Access Control and Identity Management

### Overview

The amount of video data produced in the world is growing at a tremendous rate, with petabytes of data being generated every day. The number of person-hours necessary to manually review and analyze that amount of video data would stretch resources even further. Leveraging NEC's Enhanced Video Analytics (EVA) platform, video can be processed automatically and analyzed to extract and store pertinent attributes from a video. NEC EVA is an extensible and scalable video analytics platform capable of processing multiple video streams both live and offline.

The overall solution allows organizations to identify people, recognize patterns and make predictions for increased loss prevention and targeted marketing. Independent testing confirms that NEC's NeoFace provides a fast and accurate matching capability and is resistant to variants in pose, angle, and lighting\*. Not only can NEC EVA automatically detect and recognize known individuals and automatically alert based on watchlist preferences, but it can also look for behavioral patterns and demographic information providing situational awareness.

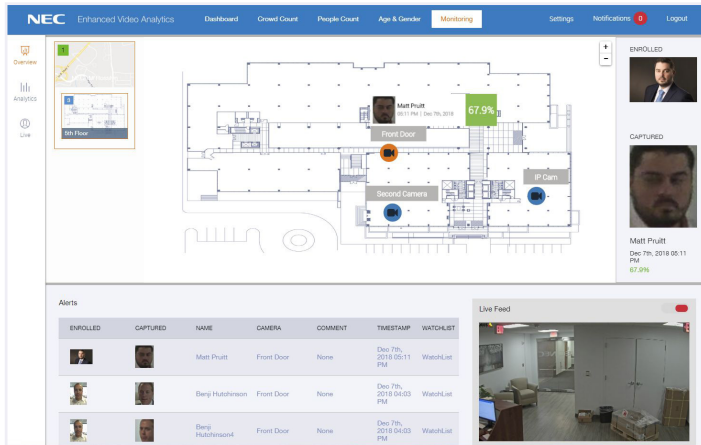
### Solution

NEC EVA provides retail organizations the ability to track and collect customer preferences as they move through the store providing insight into where customers spend their time. Integrated with NEC Smart Displays, customized content can even be presented when certain customers are seen based on face recognition or demographic detection, such as age and gender. Combined with NEC Point of Sales hardware, customers can automatically be linked to loyalty accounts and payments can even be secured with face recognition.

NEC EVA has a Service-Oriented Architecture with dedicated modules to acquire and process video from both live video streams and off-line video files for post-processing. NEC EVA also integrates with existing video management systems. The extracted attributes, images, and video clips are stored in a database for technical and descriptive meta-data searching. The user interface supports both thin and thick clients with an assortment of different functional features for different types of users.

## Easy to Use Dashboard

An easy to use dashboard configuration extends the backend capabilities of NEC EVA to allow users of all levels to create cameras and lay them out on multi-level floor plans or maps for any size region. The dashboard display gives a quick heads up view of all the current analytic dashboards, such as crowd alerts, people counting, demographic information, and watchlist alerts.



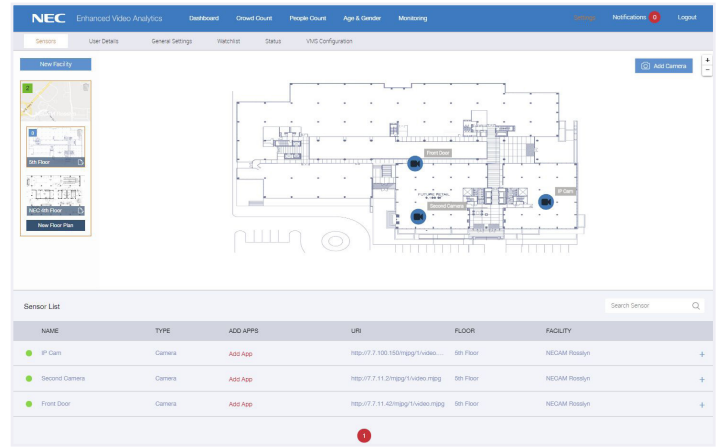
## Simple Watchlist Management

Whether uploading in bulk or one-by-one, the watchlist management interface from NEC EVA is easy to use and allows for easy management of multiple watchlists and individuals. Cameras can be assigned multiple watchlists with customized alerts for each one based on configuration.

## Superior NEC Video Analytical Technology

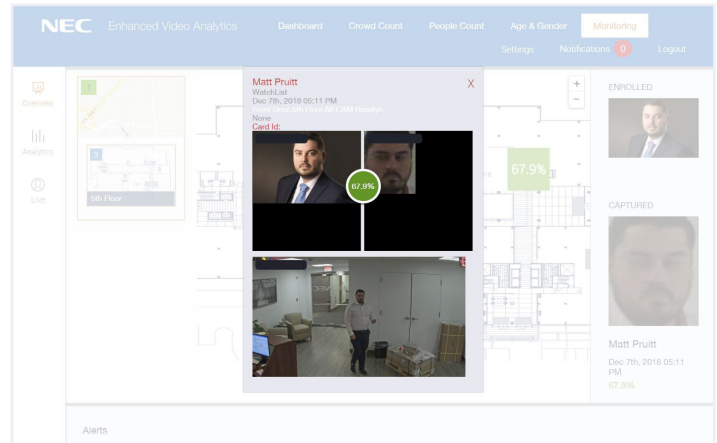
For more than 30 years, NEC has been a world leader in integrated, high availability biometric identification systems. The unparalleled identification matching accuracy and speed of our fingerprint and facial recognition technologies have been independently verified by the National Institute of Standards and Technology (NIST). NEC globally provides “Solutions for Society” that promote the safety, security, efficiency, and equality of society. Under the company’s corporate message of “Orchestrating a brighter world,” NEC aims to help solve a wide range of challenging issues and to create new social value for the changing world of tomorrow.

\*<https://www.nist.gov/programs-projects/face-video-evaluation-five> www.nist.gov/programs-projects/face-video-evaluation-five. Results shown from the Face In Video Evaluation (FIVE), the Multiple Biometric Grand Challenge (MBGC), the Multiple Biometric Evaluation (MBE) and the Face Recognition Vendor Test (FRVT 2013) do not constitute endorsement of any particular product by the U.S. Government.



## Application Configuration Wizards

Easily add and configure new use-case based applications to individual cameras. By selecting cameras on the floor plan, the wizard walks you through the steps necessary to set up the use case.



## Customer Care

NEC Customer Service Centers provide comprehensive 24/7 multi-tier customer support for problem tracking and resolution, as well as advanced remote diagnostics. Highly experienced engineers and developers provide technical support and troubleshooting services to ensure that our customers get the information and help they need without delay.

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