

SCHEDULE AN APPOINTMENT

## We will transform your guards into superheroes

Surveillance operations are overwhelmed by footage and miss critical events. Our customers make the world safer when we show them events that matter.

### Where icetana will take you

icetana will deliver to you interesting events happening in front of your existing surveillance network in real-time so you can intervene and provide a proactive (not just reactive) security operation.

**You will become** the envy of your peers and recognised as the best in your industry for the response times and events detected and stopped once icetana is in operation.

[www.icetana.com](http://www.icetana.com)

**Your budget will expand** as you report to your management about the number of active events you have identified using icetana and what a difference your operations are making to the safety and security of everyone and everything under your watch.

**You will save money** in the control room (up to 400 cameras monitored in real-time per operator) and provide a more targeted in-field operation based on real-time reporting.

**You will be able to train operators** and guards more rapidly on key incidents based on a suite of prior events you have captured in real-time and stored for reference.

**You will leverage the huge investment** made in your surveillance network to convert it from a giant NVR/VCR to a real-time active guarding facility.

**BUT - Don't just trust us when we tell you this - trust our passionate existing customers...**



#### SECURITY AWARENESS

*"After seeing icetana in action during a tour of a tertiary campus in Melbourne, I just had to jump onboard. COVID has resulted in the vast majority of our students and teachers working from home, which has meant there are few people on campus.*

*icetana has picked up a lot of things the school wanted to see and has provided us with more awareness around contractors and where people are.*

*We are considering installing icetana in additional areas of the campus, to provide parents with increased comfort that we have security covered. Icetana provides us with security by awareness".*

#### Ivanhoe

**Grammar School Winston Mattson**  
Director of Systems and  
Infrastructure AUSTRALIA



#### HIGHLY RESPONSIVE SOLUTION

*"After an extensive period of testing icetana in the Japanese market, we found it extremely useful in complementing our guarding services offering.*

*icetana's ability to detect a broad range of unusual activities in real-time means that Zennikkei is able to provide a highly responsive combined CCTV monitoring and guarding offering to our corporate customers."*

#### Zennikkei

**Tatsuro Yamazaki**  
- R & D Senior Manager JAPAN





## icetana TODAY

- 13,000+ cameras
- Operates on 42 customer sites globally
- Analyses over 2 million hours of footage each week
- Fully on premises solution ensures the security and privacy of your data
- Algorithms are not human trained and cannot have racial, gender or other human biases
- Deeply embedded in our customers operating procedures and catches critical security events
- Customers include educational campuses, casinos, retail malls, corporate offices, hospitals, prisons, warehouses & logistics operators, and public safety.

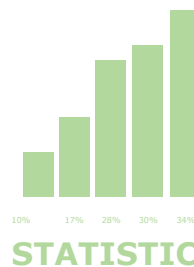
## Key User Examples

### Health and Safety

- Trip-fall response
- Unsafe work practices and maintenance
- Injury or threats to staff or clients

### Precursor Events

- Loitering to steal/assault
- Loitering for unauthorised tailgating/access
- Scoping of possible terrorist/shooter attacks/access routes



### Security

- Active shooters
- Unauthorised access and perimeter breaches

### Theft

- Breaking and entering
- Bicycle rack theft
- Suspicious loitering



## Top 4 benefits of working with icetana

1. The system will identify precursor events allowing for timely intervention before situations escalate.
2. The system is self-learning with no need to manually define and constantly adjust rules.
3. The system can scale to suit any size video surveillance operation - our existing customers range in scale from 40 cameras to 2,500 cameras per site.
4. No other product can identify as many events in real time and integrate with a huge range of cameras as well being fully integrated with the Genetec and Milestone Video Management Systems.

Partnering with icetana is Easy

1. Contact us for a confidential discussion on info@icetana.com.au
2. We will provide you with tailored proposal
3. We arrange implementation and user training
4. Start saving money and identify more risk events - guaranteed

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**icetana.com**

