



**See what matters  
in real-time.**

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

## Threat and Risk Landscape

Threat and risk landscapes are changing and evolving faster than ever. Threats are presenting themselves in new forms, with increasing risk to staff, customers and the public. Camera networks are expanding in response to the escalating chaos of modern life; more feeds with more data, overloaded operators, leading to missed events, increased risk, reduced safety and security, and operational compliance.

With so many cameras even the most well trained operators struggle with the vast amount of visual data they are viewing.

Our technology automatically learns and adapts to the ever-evolving threat landscape enabling you to see through the chaos in real-time and identify undesirable events first. It's next-gen surveillance that we call icetana.

## About icetana

icetana Limited (ASX: ICE) is a global software company providing video analytics solutions designed to automatically identify anomalous actions in real-time for large scale surveillance networks.

Using Artificial Intelligence and Machine Learning techniques, the icetana solution learns and filters out routine motion, showing only anomalous or unusual behaviour allowing operators to focus on events that matter and respond in real-time to both precursor activities and incidents.

It has been implemented at over 35 sites on four continents, helping clients harness the rich data streams from their existing security networks and turning that data into improved situational awareness and deeper operational insights.

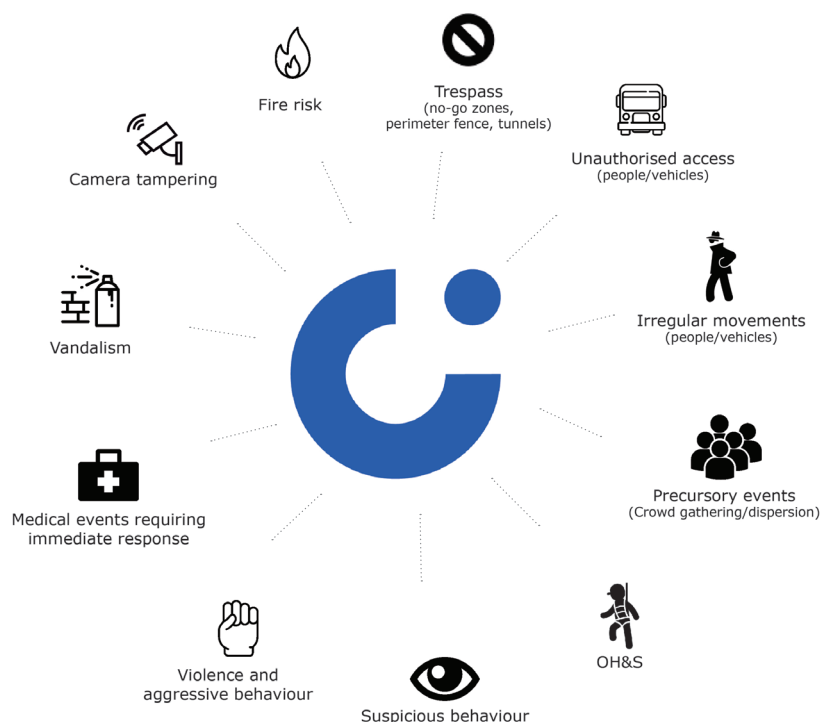
*"icetana's system automatically self-learns what normally happens in each camera scene and then identifies and alerts on abnormal events in real-time.*

*Operators are then able to immediately respond to exceptional events before they escalate."*

## THE RESULTS

- ▶ Increased speed of response
- ▶ Reduced impact of threats
- ▶ Improved risk profile
- ▶ Improved ROI of security infrastructure
- ▶ Reduced operating costs
- ▶ Mitigate impact of events
- ▶ Create a safer environment

## Uses cases for icetana across various industries.



*"The team from icetana has delivered a solution that not only integrates with our CCTV and building access control systems, but also enhances the operational workflow of our security team.*

**BRIAN WOODMAN - PORTFOLIO MANAGER**

## The icetana Difference



### SEE THINGS FIRST

We are world leaders in real-time AI-assisted video monitoring software.

The key point here is real-time. We don't just record what happened in the past; we pro-actively monitor the present to highlight issues first.



### EMPOWER ACTION

Existing systems only alert operators once something has gone wrong. To us, that's one step too late.

Our software pro-actively highlights anomalous behaviour and alerts the operator.



### (SUPER) HUMAN

We are a super human enabler not a human replacement.

icetana uses LiveWall™ technology to display only anomalous events - avoiding monitoring fatigue and boredom, whilst upping engagement.



### MONITOR AT SCALE

The only future proofed choice on the market.

icetana is the only system that has the ability to scale to thousands of cameras in the one installation.

### The icetana AI-assisted software can...

- ✓ AI-assisted video monitoring to display anomalous behaviour — highlighting only what's important for real-time interventions.
- ✓ Automatically highlight anomalous events like trip/fall, people flow, loitering, congestion, vehicle violations, aggression and violence.
- ✓ Automatically develop new baselines of normal — adapting to new environmental and behavioural norms.
- ✓ Work with existing systems and rules-based infrastructure including facial recognition and people counting.

## What clients are saying...

### The efficiencies just make sense!

"From an investment of just 10-15% of our overall video surveillance infrastructure costs, we achieved a 100% increase in utility gain from our video surveillance infrastructure by the up swing in the number unusual events we now see in real-time. You just can't ignore efficiency improvements like that."

### Privacy is important

"Privacy is important to Mount Royal University. icetana does not consider gender, race, clothing or other irrelevant factors when deciding whether to show the image to the security operator. Instead, icetana looks at the motion patterns of objects and people and identifies whether these are unusual for the time and place. The security operator makes the final assessment of the situation."



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