



deepalert

ALWAYS LOOKING OUT FOR YOU

# Company Profile

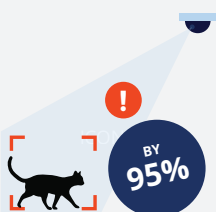
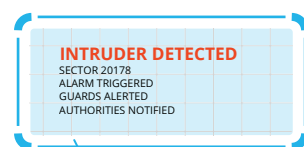
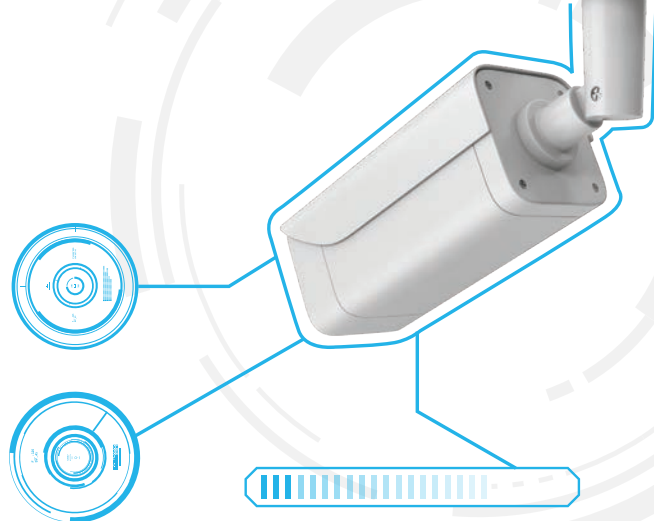
ACCURATE | AFFORDABLE | RELIABLE



DEEPALEART

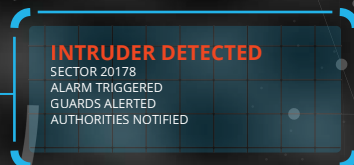
# Powerful artificial intelligence video analytics for the surveillance industry

DeepAlert's deep neural network technology, granular alert rule configuration and intuitive user interface drastically reduces false alarms and enables CCTV operators to focus on real threats and respond quickly and with confidence!



## Reduce false alarms

DeepAlert's Accurate object detection and configurable alerts reduces false alarms by over 95% compared to normal motion triggers. Get alerted on only what you want to see, when you want to see it! Improve CCTV monitoring performance by focusing on the real threats and respond quickly to threats. Do more monitoring with less resources - scale at pace!





## ABOUT US

**DEEP DATA IS A DYNAMIC TECHNOLOGY APPLICATIONS COMPANY FOCUSED ON DELIVERING USEFUL, POWERFUL, BENEFICIAL SERVICES TO ENHANCE LIVES USING STATE OF THE ART COMPUTING, ANALYTICS AND MACHINE LEARNING TECHNOLOGIES.**

DeepAlert was founded in 2014 by Dr Jasper Horrell who previously led the scientific team for the SKA telescope, an international project aimed at collecting and interpreting data from the universe through radio signals. Dr Horrell's experience gained in meeting this challenge of computing vast amounts of data led to him applying this scientific computing knowledge to video analytics in the surveillance industry.

The DeepAlert team is product focussed, passionate and innovative. There is no room for inferior products in the surveillance

industry and DeepAlert takes immense pride in the quality, accuracy and reliability of its video analytics system.

Based in the beautiful Cape Peninsula in South Africa, the DeepAlert team is focussed on building affordable, scalable systems that give clients peace of mind and make the world a safer place!

### OUR VALUES

Our values are embedded in our people, our company structures, our products and services. They guide our interactions with colleagues, suppliers, clients and partners.



#### SIMPLICITY

focussed, straightforward, direct and engaging



#### POWER

high leverage technologies that benefit people widely



#### AFFORDABILITY

widely accessible, inclusive and financially appealing to a broad audience



#### RESPONSIBILITY

operating in a considered, respectful and ethical manner; doing no harm to society



#### SCALABILITY

ability to grow, develop and benefit people widely



## PRODUCT MODELS

# DeepAlert Premium

### A FULLY FUNCTIONAL VIDEO MANAGEMENT SYSTEM FOR CCTV CONTROL ROOMS.

A simple, intuitive, yet feature rich interface that is scalable, affordable and reliable.  
DeepAlert's accurate artificial intelligence object detection system is the cornerstone of the DeepAlert Premium system.



#### WEB BASED

Infinite number of sites and cameras ,  
accessible anywhere, any browser



#### EVENT BASED REAL TIME ALERTING SYSTEM

Alerts delivered to UI within  
4 seconds of event



#### GRANULAR ALERT RULE CONFIGURATIONS AND SCHEDULING

Configure what you want to be alerted on  
and when you want to be alerted.



#### ACTIONABLE ALERTS

- Operators can review, dismiss, escalate and resolve alerts
- SOP's per client configured for operator ease of use
- Alerts delivered to mobile phone Telegram



#### AUDITABLE EVENT LOG PER EVENT AND PER OPERATOR

Manage operator performance and  
engage with clients using reports



#### LIVE CAMERA STREAM AVAILABLE TO GAIN SITUATIONAL AWARENESS



#### HISTORICAL SEARCH FUNCTION FOR PRIOR ALERTS

Efficient search function for historical alerts  
configured per time, site and alert type



#### LIVE SYSTEM HEALTH REPORTS

Instant notification when system is  
compromised in any way



#### REPORTS ENABLING OPERATOR PERFORMANCE MANAGEMENT

Reports per operator per shift – e.g. number  
of alerts responded to, average response time



#### CLIENT REPORTS

Automated, branded client reports detailing  
monitoring activities for client

**DEEPALEART PREMIUM CHARGED PER CAMERA STREAM PER MONTH SAAS  
ONLY PAY FOR WHAT YOU NEED - MAXIMUM UTILITY OF LICENCE**



## PRODUCT MODELS

# DeepAlert Connect

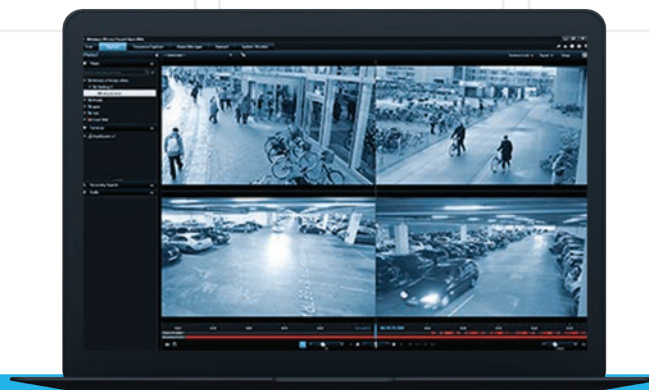
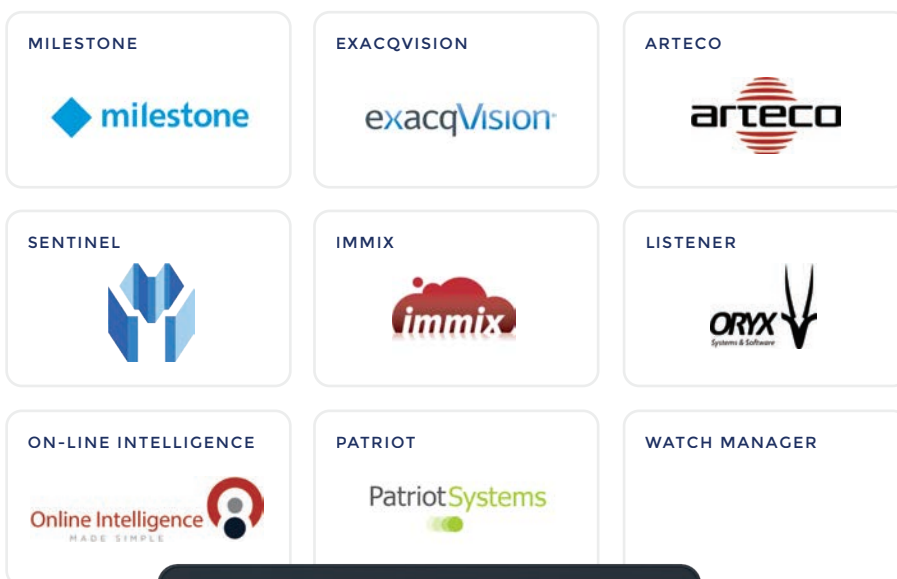
### VIEW AND ACTION YOUR DEEPALEART AI FILTERED ALERTS IN THE VIDEO MANAGEMENT SYSTEM/ ALARM MONITORING SYSTEM OF YOUR CHOICE!

DeepAlert's AI powered video analytics alerts delivered into your existing video Management system or Alarm Monitoring System. Benefit from DeepAlert's accurate artificial intelligence object detection system that drastically reduces false alarms while viewing and actioning alerts in the user interface of your choice.

Configure alert rules initially in DeepAlert management system and view in VMS.

Alerts appear in the user interface with video clip, bounding boxes and some metadata enabling a quick and confident response by operators familiar with the user interface.

### Current Integrations

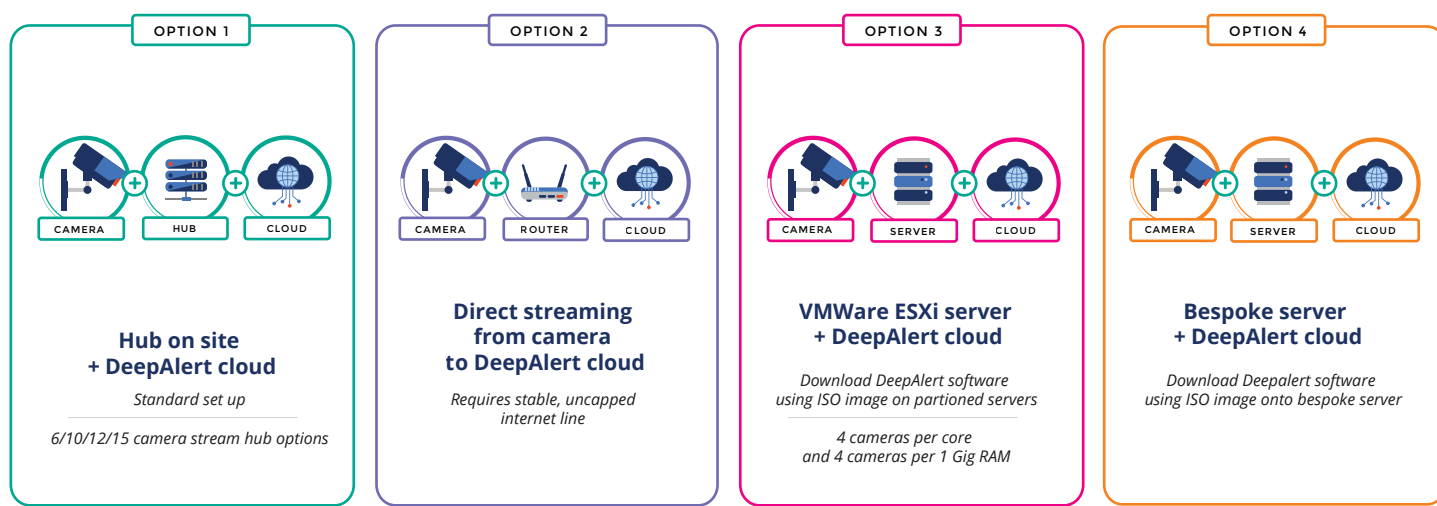


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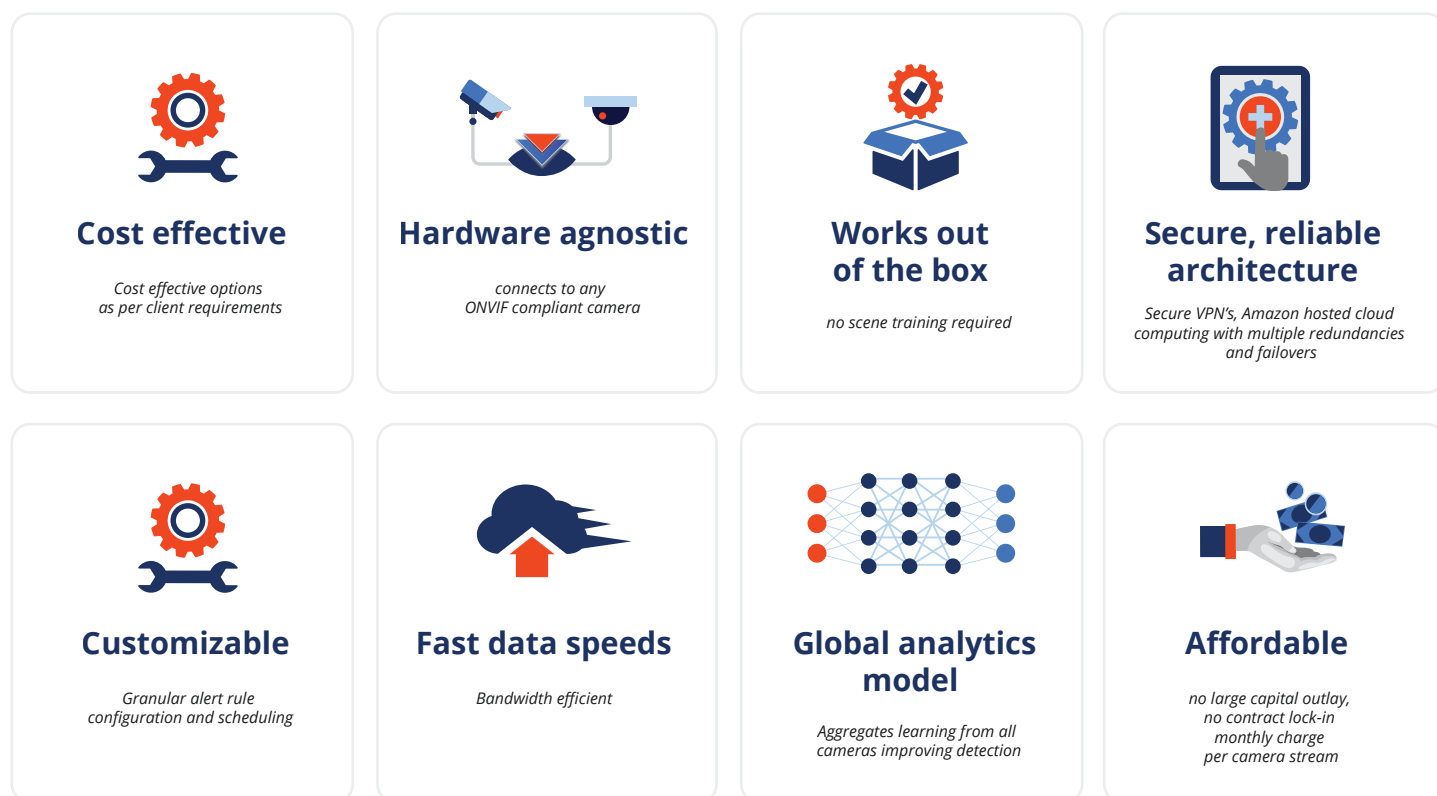




# DeepAlert Deployment options



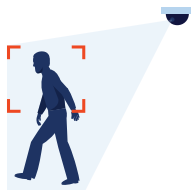
## Deployment Features





## Applications

### intruder **detection**



*Accurate detection of intruders*

*Reliable, cost effective alternative to physical guarding*

### weapon **detection**



*Protect your property, staff and customers,*

*Early alert of imminent threat*

### health & **safety**



*Real time alerting on PPE compliance*

### face mask **wearing**



*Real time alerting on face mask compliance*

### shopping trolley **management**



*Manage trolleys effectively – reduce losses  
and improve utilisation of trolleys*

## Find out more

Book a demo of the system on our website. Our experienced consultants will demonstrate the functionality of the system and advise on the best product fit and deployment option for your requirements.

**Visit our website [www.deepalert.ai](http://www.deepalert.ai) or email [sales@deepalert.ai](mailto:sales@deepalert.ai)**

## Buying DeepAlert

We have a network of resellers and installers who can arrange a physical survey and assessment of your current surveillance system and advise you on deploying DeepAlert video analytics to turn your system into an intelligent system! You can find them on our website, alternatively contact DeepAlert directly.



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