

The camera never lies

CleverID utilises our market leading customer recognition algorithm to passively identify specific customers who enter your environment.

The unique cloud-based CleverID CRM database;

- Holds the specific customer information and images
- Takes inputs either directly into the system or from an existing client database
- Provides remote alerts to mobile devices and management information to an intuitive, live, on-line dashboard.

The cloud-based nature of CleverID allows the customer database to be managed centrally and deployed, in real-time, to multiple sites, identifying any of your customers, from VIP's to black-listed individuals.

Example Security Application of CleverID

We worked with a UK retailer with almost 2,500 high street shops, with a need to reduce threats to staff and theft from their shops.

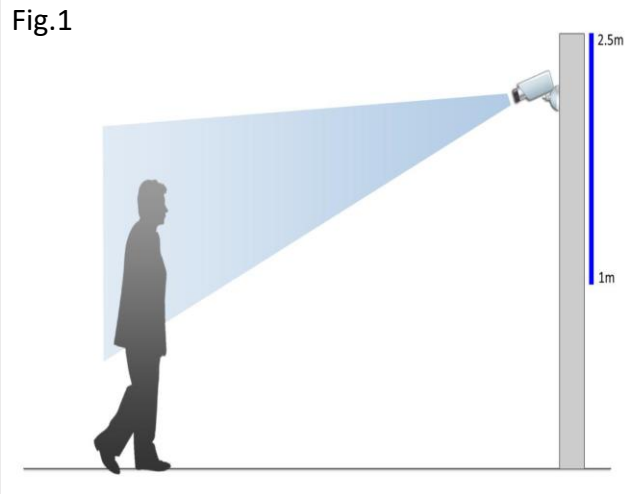
They had invested heavily in CCTV and staff training across the estate but were unable to reduce the constant pressure of shrinkage and property damage.

CleverID was deployed to monitor the entrance camera and check a national database of banned customers from previous CCTV recordings.

Automatic alarm notifications were provided to staff mobile phones and to a display screen behind the counter immediately as banned customer entered any shop across the country.

Technical Specification

Fig.1




- Normal lighting conditions, not extreme ones
 - Uniform illumination desirable (300 lux+ is a 'good level')
- Users walking at normal speed (see Fig.1)
 - Faces near frontal position (+/-35 degrees left/right deviation, +/-20 degrees up/down deviation)
 - Camera preferably placed at 1.6-1.8m
 - Max 2.5 meters height. (See Fig.1) – can be higher but no more than 10 degree tilt angle (to ensure face is captured and not top of head) – camera located further away from target and telephoto lens used.
- Sunglasses can reduce the recognition rate if oversized

Network Video Camera / Lens Minimum Requirements

- Good quality images, at least 1080p. (3Mp or greater preferable)
- Permanent network connection: minimum 256 KB down / 128 KB up
- Optimal face size for recognition and match 833px x 833px per metre
- Expected face size for recognition and match 400px x 400px per metre
 - Minimum face size for enrolment: 150px x 150px*
- Preferred Manufacturers: Avigilon, Axis, Bosch, Canon, Panasonic, Sony, Uniview
 - Glass optic Megapixel Lens with edge correction
 - Preferred Manufacturers: Canon, Fujinon, Pentax

PC Specification

	1 Camera	2 Cameras	4 Cameras	6 Cameras
	Intel Core i7 CPU: 4xCores 4xThreads 2.5Ghz Ram: 4GB GPU NVidia GTX1050	Intel Core i7 CPU: 4xCores 8xThreads 3.2Ghz Ram: 8GB GPU NVidia GTX1050	Intel Core i7 CPU: 6xCores 12xThreads 3.2Ghz Ram: 16GB GPU NVidia GTX1060	Intel Core i7 CPU: 8xCores 16xThreads 3.2Ghz Ram: 16GB GPU NVidia GTX1070

