

### ***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**

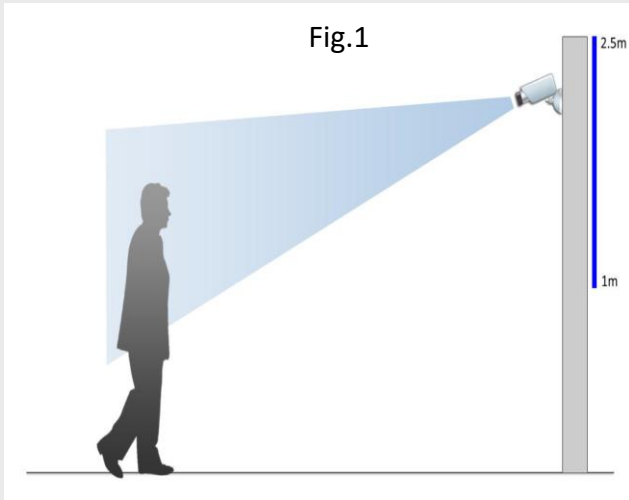
*We worked with a UK retailer with almost 2,500 high street shops, with a need to reduce threats to staff and theft from their shops.*

*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



- 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
<b>clever id</b> Standard	Intel Core i7 CPU: 4xCores 4xThreads 2.5Ghz Ram: 4GB	Intel Core i7 CPU: 4xCores 8xThreads 3.2Ghz Ram: 8GB	Intel Core i7 CPU: 6xCores 12xThreads 3.2Ghz Ram: 16GB	Intel Core i7 CPU: 8xCores 16xThreads 3.2Ghz Ram: 16GB
<b>clever id</b> Crowd Scene	Intel Core i7 CPU: 4xCores 4xThreads 2.5Ghz Ram: 4GB GPU NVidia GTX750Ti / K2200	Intel Core i7 CPU: 4xCores 8xThreads 3.2Ghz Ram: 8GB GPU NVidia GTX750Ti / K2200	Intel Core i7 CPU: 6xCores 12xThreads 3.2Ghz Ram: 16GB GPU NVidia GTX750Ti / K2200	Intel Core i7 CPU: 8xCores 16xThreads 3.2Ghz Ram: 16GB GPU NVidia GTX750Ti / K2200

