



VIDEO CONTENT ANALYTICS FOR COMBATTING THE PUBLIC HEALTH CRISIS

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THE ROLE OF PUBLIC SAFETY IN A GLOBAL HEALTH CRISIS

While every individual has a role to play in combatting public health threats, as always, there are ways that organizations can utilize their existing investments in new ways to more effectively drive these efforts – and this is no different when it comes to intelligent video surveillance and the Coronavirus.

The Coronavirus pandemic, which is also known as COVID-19 disease, has been declared “a public health emergency of international concern” by the World Health Organization (WHO). The national health departments of countries all over the world are acting swiftly to proactively prevent the spread of the disease as effectively as possible and to preserve the ability of respective health care systems to manage the illness domestically.

Here are key video analytic capabilities playing a role to help protect the public and support prevention of the illness's spread.

COMPLY WITH PUBLIC HEALTH REGULATIONS

The public health agencies in countries worldwide are frequently issuing updated best practices and operating protocols, from barring travel to and from certain regions to minimizing gatherings over a certain number of participants. Organizations can seamlessly and continually monitor their occupancy statistics with **real-time video content analytic people counting**, to facilitate compliance and protect visitors and staff, regardless of the venue.

ENFORCE SOCIAL DISTANCING

The ability to detect the increase or decrease of people in a predefined area or view is more critical than ever in this age of encouraged social distancing. When organizations leverage intelligent video surveillance, they can configure rule-based alerts to trigger notifications when certain pre-determined threshold quantities of people have been exceeded. This is especially helpful for preventing overcrowding and traffic bottlenecks for queuing scenarios such as grocery markets, pharmacies and in waiting areas, and could directly impact potential exposure to illness. Having real-time, relevant situational awareness maximizes video surveillance and enables monitoring staff to use the feeds and data more effectively and – ultimately – predictively.



EFFICIENT CONTACT TRACING

As the Coronavirus pandemic accelerates, authorities worldwide are identifying innovative ways to flatten the curve of infection rates. Understanding the interactions between people and the objects in their environment is critical for tracing infected individuals' contact with their surroundings.

Advanced multi-camera search powerfully identifies men, women and children in video with speed and precision; and accurate face recognition can be leveraged to rapidly pinpoint people of interest using digital images extracted from the video or from external sources.

STEP-BY-STEP GUIDE FOR CONTACT TRACING WITH VIDEO CONTENT ANALYTICS

- 1 MEDICAL TESTING:** Confirm individual has contracted the virus.
- 2 DIGITAL IMAGING:** Add individual to the video content analytics platform for rapid video filtering based on face recognition.
- 3 TRACKING:** Identify appearances of the individual across cameras in an environment.
- 4 CONTACT TRACING:** Pinpoint the people with whom the infected individual came into contact with over the course of the video duration.
- 5 GUIDANCE:** Direct at risk individuals who made contact with the individual to self isolate.

REDUCE BOTTLENECKS

One way to avoid unnecessary crowding, is by proactively detecting mounting traffic as it forms. By configuring people counting alerts for tight hallways and spaces, operators can monitor and identify potential crowding and react preventively and proactively to mitigate risks by sending personnel to redirect traffic to other walkways or access points or by producing signage that achieves the same effect.

IDENTIFY CROWDING HOTSPOTS AND TRENDS

Essential businesses can utilize dashboards to visually represent object movement, behavior trending, hotspots and object interactions. With deeper insight into activity, operators can properly deploy resources, manage traffic patterns and enforce protocols.

MANAGE BUILDING MAINTENANCE & CLEANING

Organizations can take a more dynamic, quantitative approach to building maintenance by configuring count-based alerts for area entryways and triggering notifications for cleaning crews when more than a certain number of people has entered the space. In this way, operations managers can ensure that the property – especially sensitive areas such as public kitchens and bathrooms – remain clean and disinfected.



ABOUT BRIEFCAM®

BriefCam is the industry's leading provider of VIDEO SYNOPSIS® and Deep Learning solutions for rapid video review and search, face and license plate recognition, real-time alerting and quantitative video insights. By transforming raw video into actionable intelligence, BriefCam dramatically shortens the time-to-target for security threats while increasing safety and optimizing operations.

BriefCam's award-winning products are deployed by law enforcement and public safety organizations, government and transportation agencies, major enterprises, healthcare and educational institutions, and local communities worldwide.