

Intelligent Video Surveillance System

Real-Time Alerts Help Security Personnel Respond Quickly to Possible Threats

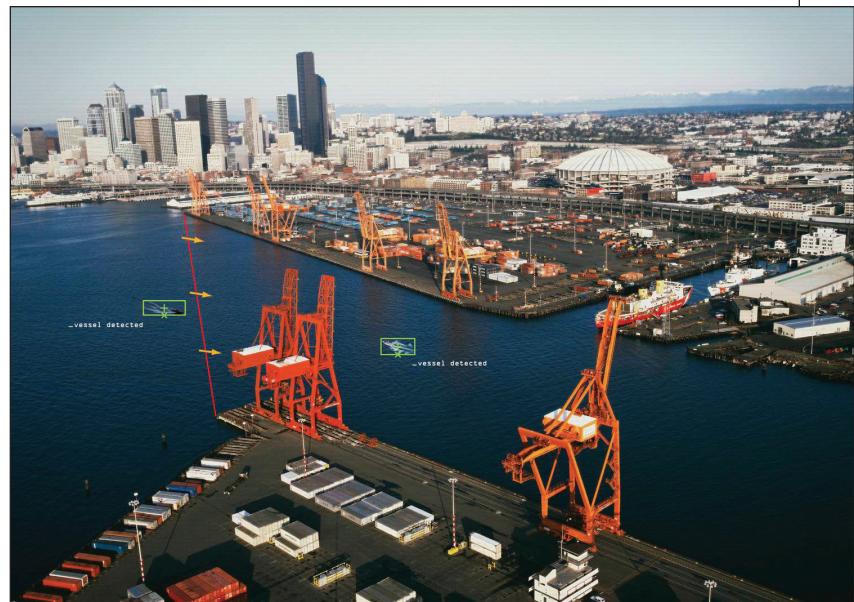


Technology and Innovation

Video security systems have been used for years at airports, seaports, government facilities, and many other installations to protect people and prevent property theft or damage. But such systems depend heavily on their human monitors' ability to detect threats, which is not always perfect. The problem relates to chronic inattention of security personnel who are tasked with watching security camera feeds. Sandia National Labs has studied this problem and declared security video monitoring to be a "super-human" task.

ObjectVideo offers a solution to this problem. This company's software products use patented computer vision technology to turn video into data to detect, classify, and track objects of interest according to user-defined rules. Users then receive real-time alerts, which allow them to proactively address possible threats and other concerns within the environment.

ObjectVideo has produced a suite of products that enable users to convert their existing closed-circuit TV installations into proactive intelligent video surveillance (IVS) systems that can be used in challenging environments. These products have been used in over 200 deployments. Markets for the technology include homeland security, transportation, banking, and education, and uses range from protecting U.S. troops in war zones to monitoring schools for student safety and security.



Joint Collaborations

ObjectVideo's first large DoD acquisition was the U.S. Air Force Integrated Base Defense Security System and it continues to pursue U.S. Navy, U.S. Coast Guard and U.S. Army adoption. Products have been used in five mobile combat deployments in Iraq, including the First and Second Marine Expeditionary Forces.

ObjectVideo has also established partnerships with an extensive list of companies around the world for the purposes of marketing, sales, and support. The company adopted an Original Equipment Manufacturer (OEM) strategy and is embedding its technology into products like cameras, digital video recorders, routers and video encoders made by companies like FILR, Cisco, CoVi, Lumenera, Verint and more.

ObjectVideo's Intelligent Video Surveillance System helps to track potentially threatening movements and activities, a task which is usually subject to human error.

Lessons Learned

- Once an SBIR Phase I contract has been awarded, focus on attracting more of the top people in your field and the best outside investors. The award will help your credibility with both.
- Be prepared to make frequent course corrections to bring a product to market and develop a scalable business model. That model should include a marketing plan ranging from the first sale to a robust sales pipeline and a financial plan that includes baseline estimates with risk mitigation.
- Understand that transitioning innovations to the military has a very long cycle time.
- Do not underestimate the challenges associated with turning technology into a viable commercial product. A new skill set that includes marketing, product management, engineering, quality assurance and customer care is required.
- At the beginning, use SBIR funding to help achieve your current business goals, but design your company plan for growth beyond the SBIR program.

Economic Impact

The hurdles facing ObjectVideo included attracting top talent and outside investors as well as selling to government agencies. The SBIR awards were extremely helpful in all of these endeavors: workers see job security in SBIR-phased projects and private investors view an SBIR success as a strong endorsement of the company and technology. The SBIR Phase III vehicle enabled Federal government agencies to purchase ObjectVideo's products and services without conducting additional competitive reviews, which shortened the sales cycle on key accounts.

The company has worked with more than 150 customers in 16 countries and believes to have more market share than its top IVS competitors combined.



IVS systems help to create clear visual images of movements.

ObjectVideo has grown from a core group of seven technologists into an organization of over 90 personnel. The company has a number of pending and awarded patents that resulted directly or indirectly from SBIR-funded technology.

About the Company

Founded in 1998, ObjectVideo has become a leading provider of intelligent video software for security, public safety, business intelligence gathering, and other applications. The company received the 2005 Wall Street Journal Technology Innovation Award and Frost & Sullivan's 2005 Excellence in Technology Award. ■

Company Information

ObjectVideo
11600 Sunrise Valley
Drive, Suite 290
Reston VA 20191
Phone: 703.654.9300
Fax: 703.654.9399
www.objectvideo.com

Paul Brewer, Co-Founder
and Vice President, New
Technology
Founded: 1998
Number of employees: 90